

Annual Fund Response Card Suggestions

Levels of Giving Opportunities

Create three to five segmented giving levels and name each level. For instance, a new annual fund might have three levels while an established fund might have five. Create either generic names or names that tie back to your school and mission. You can see many great examples by searching the annual fund campaigns for Catholic colleges and universities on the internet. Here is an example of a four tiered program:

Principal Circle - \$500 or more

Leadership Circle- \$250 to \$499

Blue and Gold (use your school colors) Circle - \$100 to \$249

Friends of (school name) – gifts up to \$99

Other suggested things to ask:

- Will your employer match your gift?
- Would you like information regarding an estate gift?
- Would you like to give a gift of stock or securities?

Here is the information you will need to collect when accepting credit card payments:

- Amount of gift
- Credit card type
- Name on the account
- Account number
- Expiration Date
- V code
- Signature