



The anatomy of a UNIVERSITY OF GEORGIA contribution card

Front...

All annual gifts regardless of designation are a part of The Georgia Fund campaign. Use of The Georgia Fund logo and name are not required, however. Consider if this visibility is helpful for constituents to understand how a School/College/Unit is a part of UGA. Visit our website to search the matching company database. www.givingtoug.com

This section should be customized for a particular S/C/U, Department, or depending on the campaign, to name a specific fund .

Checks should ALWAYS be made to the fund raising organization. Significant delays in processing occur if a donor writes the check payable to "UGA" or to your S/C/U directly.

Also variable, use this optional space to showcase any special giving levels. Suggested gift amounts should match those in the gift string options.

I am proud to support the Georgia Fund for the _____ at the University of Georgia

University Partners	\$2500 and above*
Presidents Club	\$1000 and above
Georgian Club	\$500-\$999
Charter Club	\$250-\$499
Century Club	\$100-249

*where \$1000 of gift is designated to Venture Fund

Enclosed is my gift of: \$1000 \$500 \$250 \$100 \$50 Other _____

Make checks payable to the UGA Foundation or complete credit card information on reverse.

All Georgia Fund donors receive award-winning *Georgia Magazine*.

Name _____ Are you a UGA graduate? ___ Class Year _____
 Address _____ Phone _____
 _____ Email _____

This space should reflect the Default Fund for the benefitting area. (Donors may always designate gifts to a preferred fund.)

Account Format:
UGA Foundation: 30 - ## - #####

Contact the Annual Giving office to obtain this code. The Appeal Tracking Code or "mailcode" is crucial for measuring each campaign's performance. Every mailing typically bears a different code. (See reverse for more detail.)

Pre-printing the prospect name, address, and Entity ID# can be a time-saving step. ID format: ### - ## - #####
If using a generic contribution card design, however, at least include these donor-supplied fields.

Need Help?

Contact the Office of Annual & Special Giving while developing a direct mail appeal. Our office will provide the Appeal Tracking Code needed to measure your campaign's performance. We can also advise on strategy, packaging, formatting, messaging, and data selection. We are always available to review and edit letters and other persuasive copy. Use our Annual Giving Solicitation Worksheet as a planning guide. Find this tool and other helpful forms at: www.externalaffairs.uga.edu/uga_foundation

706.542.8176 • gafund@uga.edu

...on the reverse

It is preferable for donors to enter personal credit card information through online giving which eliminates digit transcription error and security issues associated with traditional mail. However, some donors will still share this information manually. Be sure to include enough spaces (16) for AMEX which is one digit longer than the others.

Optional, but useful information for advancing the donor's relationship with UGA and the School/College/Unit. Use these as space allows and needs permit.

Charged Gift:

Please charge my gift of \$ _____ to card number:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

VISA

Mastercard

American Express

Discover

Card Expires ____/____

Signature _____

Matching Gift Company:

Please remember to send your company's matching gift form with your contribution. The value of your gift could be doubled or tripled!

1-888-268-5442

www.givingtougga.com

All gifts to the UGA Foundation are tax-deductible as allowed by law.

Need Additional Information?

Please send me information on making periodic payments by automatic bank draft or credit card.

I have already included The University of Georgia in my will.

I would like information on how to include The University of Georgia in my will.

Please send me information on The University Partners leadership giving program.

Please return to:

The Georgia Fund

Gift Accounting - Office of Development

Athens, Georgia 30602-5582

Contact information for gift assistance is crucial. This information could appear on the front side of the card and/or anywhere in the solicitation materials.

Again for expedient processing of donations, it is beneficial to have gifts delivered directly to Gift Accounting. Use this address on return envelopes as well. Benefitting departments receive gift reports for acknowledgement purposes. In special circumstances gifts may be returned to a S/C/U instead. (e.g., if a campaign includes special information for brick engraving, event registrations, or other instances where retaining the hardcopy of the form is necessary.)

Making Sense of Mailcodes

The Office of Annual & Special Giving will assist in establishing a specific code for each appeal. Here's a quick deciphering guide. Appeal Tracking Codes or "mailcodes," as they are more commonly known, are essential elements for direct mail campaign materials. All gifts entered in ASCEND bear an Appeal Tracking Code. These references indicate the exact solicitation producing the gift. (These same codes also mark prospects targeted in a particular solicitation.) Too often, however, this valuable information is lost when departments batch gifts and process them under one transmittal form. Please utilize unique Appeal Tracking Codes and ensure that development and financial management staff understand the importance of submitting all backup information accompanying gifts (forms, letters, cards, etc.) with transmittal documentation. These materials are scanned and become part of a donor's record.

This example illustrates a code for all annual gifts generated by the Terry College of Business' second magazine enclosure in the fiscal year of 2011. Appeal Tracking codes may include up to ten digits.

All Annual Giving appeal codes begin with "AF" - **this ensures a gift will be recorded in the University's annual giving totals.**

AF BU MAG2 11

The last two digits pertain to the fiscal year in which the solicitation was made.

The second two spaces are constituency codes specific to a School/College/Unit. These are predetermined in the ASCEND database.

The middle spaces are relevant to the type of direct mail appeal - usually an abbreviation such as LTR, NEWS, BRO, DM, etc.