



Annual & Planned Giving

- All alumni & parents should be asked for a contribution annually. Methods of asking should include:
 - Online via website
 - December online email appeal
 - Annual fund envelope in each newsletter
 - Annual appeal letter & envelope with list of accomplishments & last year donors in either August or November
 - Specialized appeals to past officers & volunteers before appealing to everyone else
 - Parents should receive an appeal with letter & envelope in October
 - Appeals to past donors who did not donate this year or last year
- An article promoting planned giving should appear in your newsletter and on your website no less than annually.
- See Recognition section for how to thank donors.
- You should track in a database all donations so you know a history of giving for each donor.