

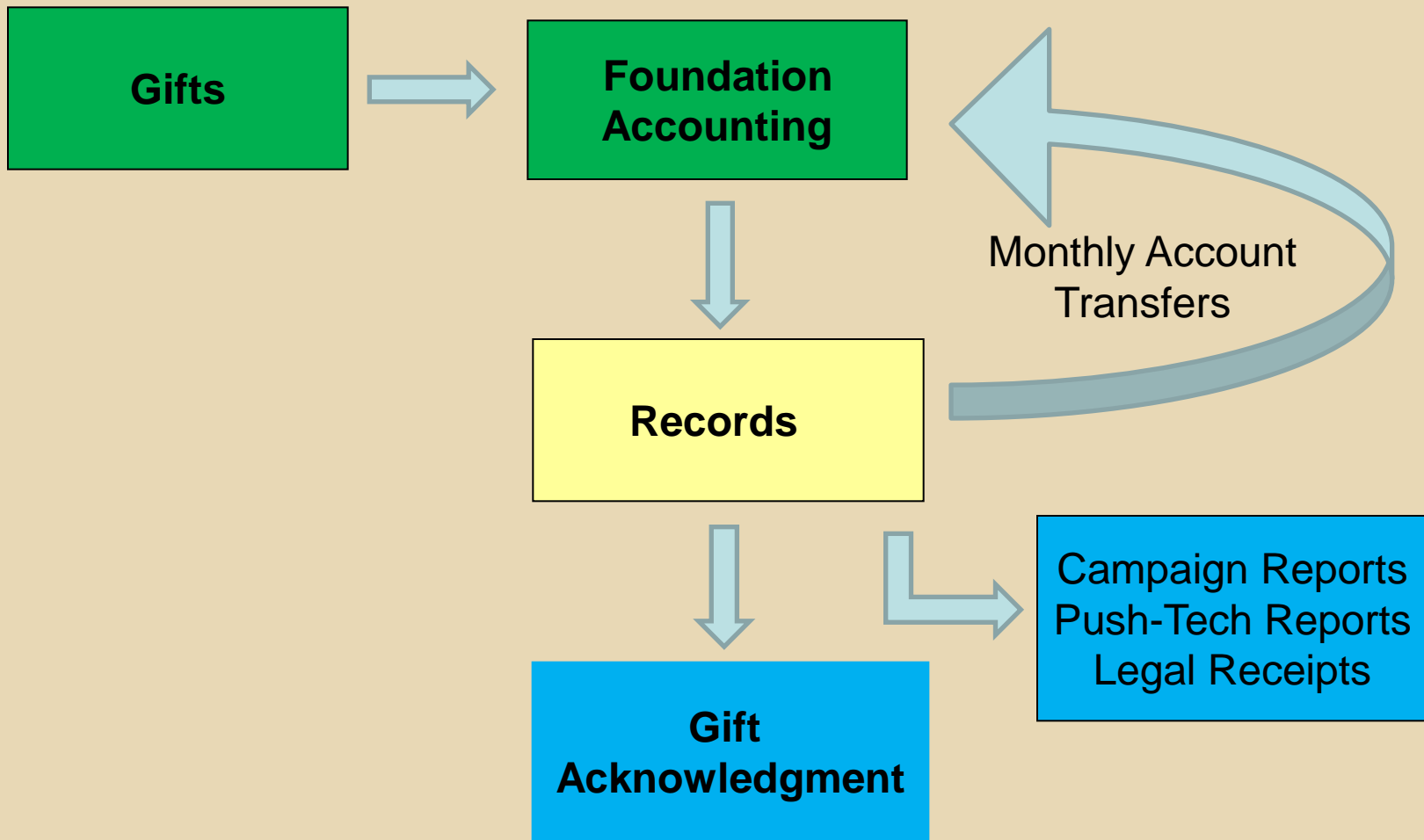


The Life Cycle of a Gift

What Happens
When a Gift Comes in the Door?

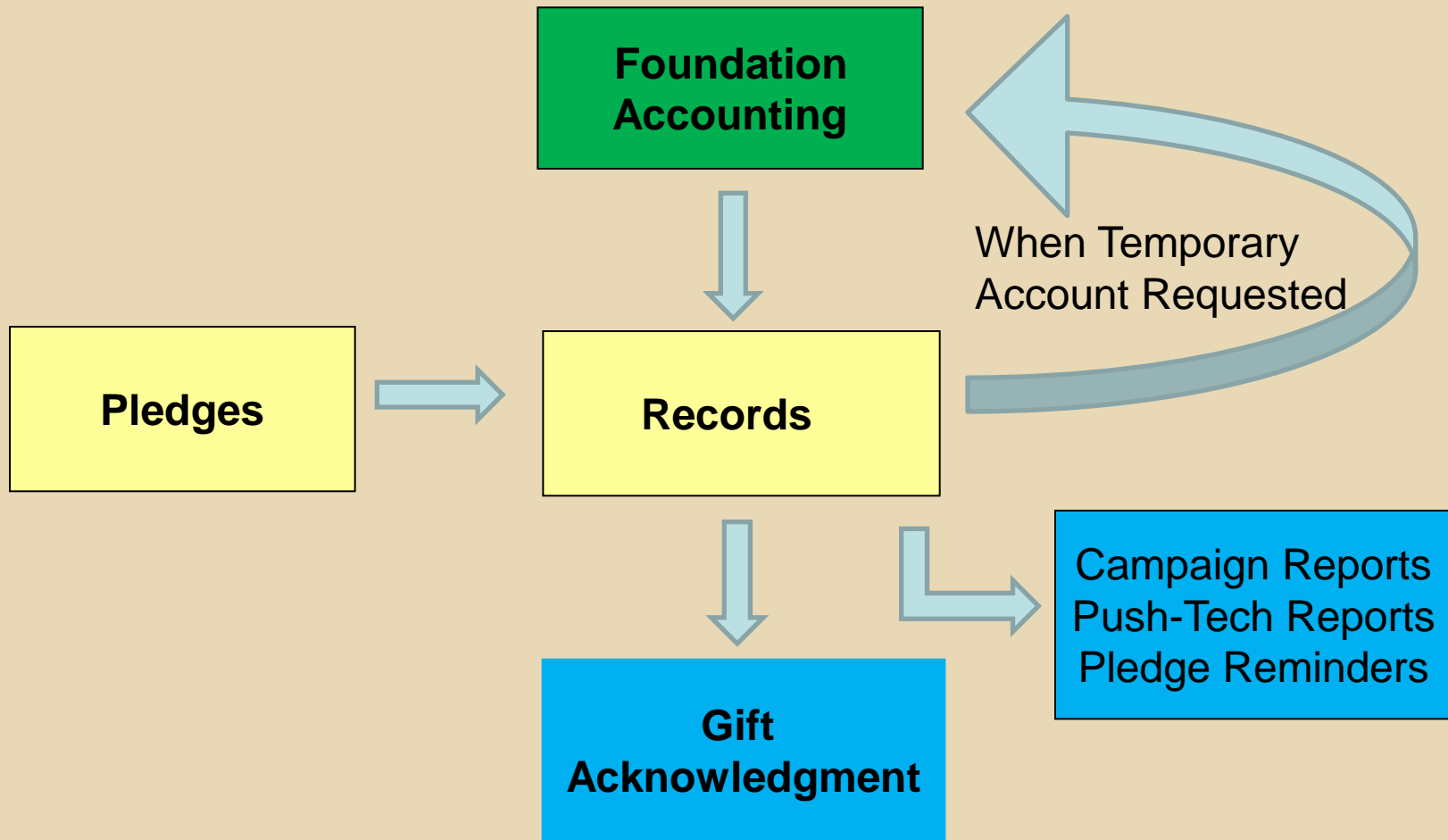


LIFE CYCLE OF A GIFT





LIFE CYCLE OF A PLEDGE





WHAT GIFTS ARE PROCESSED?

- ALL GIFTS



WHAT TYPE OF GIFTS ARE PROCESSED?

- Cash and Checks
- Credit Cards
- Securities
- Gifts in Kind
- Payroll Deductions
- Wire Transfers
- Special Events
- Matching Gifts



WHERE DO GIFTS COME FROM?

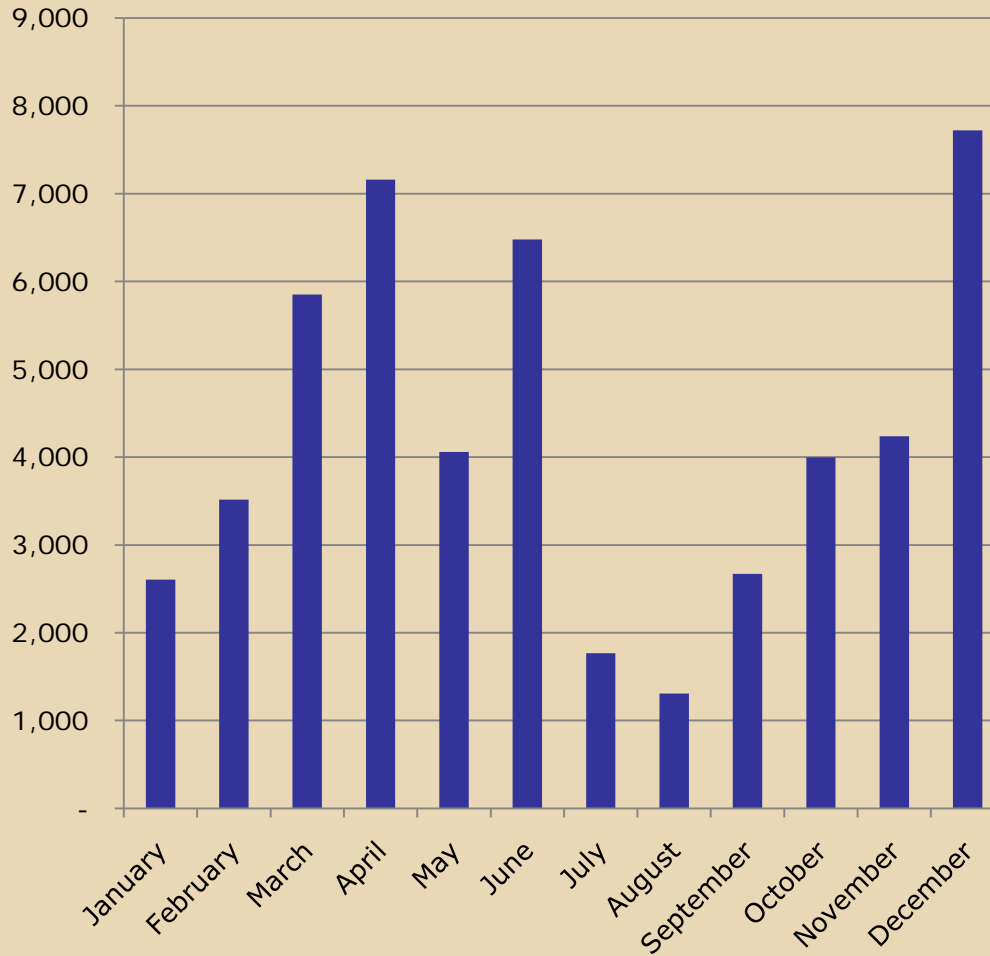
- **EVERYWHERE**



DIRECTORS **DONORS** **UNITS** **PLANNED GIVING** **CFR**



Accounting



•TOTAL GIFTS

•CALENDAR 2009

•JANUARY	2,604
•FEBRUARY	3,516
•MARCH	5,850
•APRIL	7,160
•MAY	4,060
•JUNE	6,478
•JULY	1,765
•AUGUST	1,306
•SEPTEMBER	2,670
•OCTOBER	3,998
•NOVEMBER	4,236
•DECEMBER	7,723
•TOTAL GIFTS	51,366



FORMS – WHERE DO I FIND THEM?

- The RU Foundation Intranet site:

<http://ruf.rutgers.edu> – Online Form Center

- Gift/Pledge Payment Form (Gift Processing)
- Credit Card Form (Accounting)
- Non-cash Gift Form (Accounting)
- Special Events (Accounting)



GIFT PROCESSING

- Review Gift Transmittal Form for completeness and donor updates

- Completing the form ensures the data entry of the gift
 - Obstacles:
 - Omitting corporate contact
 - Omitting gift allocation
 - Wrong donor id and account number



GIFT PROCESSING

- Review back up to verify gift amount, donor and account number
- Enter gift details into RADAR
- Tax Receipts are printed daily and mailed to donors
- Donor Relations is provided with reports and letters for special acknowledging
- Gift transaction process overnight and IT provides daily gift activity reports



Acknowledging Gifts to Rutgers

Tax Receipts

- Tax receipts are often the first way a donor is thanked.
- Receipts include the gift amount and allocation, and also note recognition, memorial or in honor credit, or anonymity applied to gift.
- Online gifts receive an email receipt that is generated at the time they give, we do not produce a second receipt unless requested.
- Donor Relations and Records are the only departments that are authorized to send out giving receipts on behalf of Rutgers.
- A donor receives a receipt for each transaction they make. (i.e. each pledge payment, gift, grant payment etc.,)
- Donors may request an annual receipt report at the beginning of the calendar year through our department.



Special Acknowledgment Letters-Acknowledgment letters are sent for gifts and capital pledges over \$100,000, hand signed by President McCormick. If donors are coded for special acknowledgment, this amount is \$2,500+

Letters are researched and individually drafted and include as much information as possible, we primarily use internet research or contact reports.

Check to see if your donor is coded for special handling in AWA under the biographic tab. Please discuss with me if you have a donor who should be coded for a special acknowledgment letter or requires a one-time special letter.

We are happy to provide you with the opportunity to review or suggest edits for any special letters. Please let us know once a gift comes in if you would like to review the acknowledgment letter via email.



Standard Acknowledgment Letters-Presidential acknowledgment letters are sent for gifts, capital pledges or pledge payments from \$2,500 to \$99,999.

- Text is boilerplate, gift amount and allocation are personalized.
- Letters are personally signed.
- New versions are produced at the end of the fiscal and end of calendar year.
- There are more than 20 standard letters based on gift type and allocation, the letters are approved for use by the President's office and convey an overall theme.
- We also produce special versions of these letters when necessary to alter the standard language.
- Standard letters can be modified to fit additional information upon request.



Other Acknowledgment Letter Types

- Drafted For:
 - Notification of gift in honor/ in memory (up to one year from date of passing for in memory unless otherwise requested)
 - Notifications include the donor name and address, along with the gift allocation, but do not contain the gift amount.
 - Gifts of personal property (Gifts In Kind) valued at \$2,500+
 - Gifts of Stock or Annuity valued at \$2,500+
 - Payroll Deduction pledges of any amount
 - Recognition credit
 - Receipt of Matching Gift
 - Other letters upon request



Additional Information:

- We work with records and/or accounting to resolve donor questions/problems and request changes when necessary.
- We provide copies of all acknowledgments on a monthly basis to each department. For some letters, we are beginning to attach them as contact reports.
- Not having the correct contact or allocation information for a gift can cause significant delays in the time it takes to acknowledge a gift, or worse, can increase the likelihood that an acknowledgment containing incorrect information is sent to the donor. Please provide as much information as you can when filling out gift paperwork.



TRANSFERS

- Final Step in the Life Cycle of a Gift
- We transfer monthly from permanent Foundation Account to matching University Account – 02XXX, 03XXX, 06XXX
- We Do Not transfer from temporary accounts – 73XXX – except when a permanent University Account is provided to receive the transfer



IN SUMMARY:

- ALL GIFTS COME THROUGH THE FOUNDATION
- THEY ARE ACKNOWLEDGED AND RECEIPTED
- PERTINENT, COMPLETE INFORMATION IS **VITAL**
- CONTACT US WITH ANY QUESTIONS
- HAPPY DONORS MAKE YOU MORE SUCCESSFUL