

The Anatomy of a University of Georgia Contribution Card

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.

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 fundraising 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.

The University of Georgia
GEORGIA FUND
 Foundation for Academic Excellence

I am proud to support the Georgia Fund for the
Your Designation Here
 at the University of Georgia

Georgia Fund Gift Clubs	
University Partners	\$2500 and above*
Presidents Club	\$1000 and above
Georgian Club	\$500-\$999
Charter Club	\$250-\$499
Sentury 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 Arch Foundation or provide credit card information

Name _____ Are you a UGA alumnus/alumna? _____ Class Year _____
 Address _____ Phone _____
 _____ Email _____

FD	A	MC	T	ID	M	ID	SP	CK#	D
30-5000-00		AFWEB06							

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

Account Formats

Arch Foundation: 30 - #### - ##
 UGA Foundation: 30 - ## - ####

These bottom spaces are used during gift processing. Please include them in contribution form design.

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:

<http://www.uga.edu/archfoundation/forms.html>

706.542.8176 gafund@uga.edu

