

ABOUT OUR DONOR-CENTRIC REPLY CARDS

The best features to include on a reply card or reply form

front

your logo here

Organization Name
Organization Address
Organization Website

1 **YES**, [signer name], [affirmation sentence, supporting org and/or their value proposition].

2 My previous gift was [Last Gift] in [LG month] of [LG year].

3 **ENCLOSED IS MY GIFT OF:**
 [Ask 1] [Ask 2] [Ask 3] Other \$ _____

8 **GIFT METHOD**
 Check for [Org Name] enclosed or give online at [unique donations page]
Credit Card: AmEx Discover MC Visa

CARD NUMBER _____ / _____ EXP DATE _____

NAME ON CARD _____

SIGNATURE _____

7 **PLEASE USE MY GIFT TO SUPPORT:**
 Area of Greatest Need [Designation]
 [Designation] Other \$ _____

For further information, to give a gift by phone, or make a gift of stock, please contact [Organization Contact Info]
Your gift is tax-deductible to the full extent provided by law.

YOUR RECENT GIFTS

<input type="checkbox"/> 2021	<input checked="" type="checkbox"/> 2020	<input type="checkbox"/> 2019
<input type="checkbox"/> 2018	<input type="checkbox"/> 2017	<input type="checkbox"/> 2016

The data above was compiled on [date]. Thank you!

To provide dependable monthly support for [Org Name], I'd like to become a **Sustaining Donor**. Please charge my credit card the following amount every month:
 [Ask A] [Ask B] [Ask C] Other \$ _____

«Full Name»
«Company_»
«Add1_»
«Add2_»
«City_» <comma> «St» «ZIP+4_»
«Country_»

Email: _____
Phone: _____

[Package Code] [Donor ID] [Appeal Code]

1. AFFIRMATION SENTENCE

A great way to add personalization!

2. LAST GIFT ACKNOWLEDGMENT

This reminder encourages donors to keep giving and to increase their gifts. It builds trust with the donor because you are recognizing their investment and loyalty.

3. VARIABLE ASK STRING The amounts are reasonable and appropriate for the individual because the ask strings based on the donor's giving history. It is proven to help match or upgrade their last gift. A person who is provided with choices is more likely to decide to donate.

4. DONOR INFORMATION

Prepopulated name, address, phone number and email fields are more personal and give the donor an opportunity to provide you with changes or corrections.

5. MONTHLY GIVING OPTION

Monthly donors have the highest renewal rates! When you convince donors to give using monthly credit card or bank drafts, their annual renewals are higher.

6. TAX DEDUCTIBLE STATEMENT

It reminds the donor that their gift benefits the organization and themselves come tax time.

7. GIFT DESIGNATION

Designating the gift to a specific area of need allow you to cater to the donor's passions—like cancer care, early childhood development, etc.

8. OTHER WAYS TO GIVE

Include options for check, credit card, by phone, and website

9. CODES FOR RECORDING GIFTS RECEIVED

Package codes identify the kind of affinity the donor has with your organization. Donor IDs are specific to each donor, which makes it easier for you to enter the donation information. Appeal codes help identify which mail made this donor send a gift.

ANNUAL GIVING CHECKMARKS It is a great tool to help donors visualize their loyalty or notice gaps in their giving history.
additional feature!

back

WHAT YOUR GIFT CAN DO:

\$5 provides [service]

\$10 provides [service]

\$25 provides [service]

\$50 provides [service]

\$100 provides [service]

My employer will match my gift. The name of my employer is: _____

your
logo
here

Organization Name
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LEAVE A LEGACY

One sentence in your will can make a lifetime of difference. To leave a gift in your will, simply share this sentence with your attorney or financial planner:

"I bequeath \$_____ or _____% of my estate to [Org Name], [Org Address]."

I/we have included [Org Name] in my/our estate plan.

I/we would like more information about making a planned gift, a gift of stock, or making a contribution from an IRA.

AS A SPECIAL TRIBUTE, MY GIFT IS:

In honor of _____

In tribute of _____

If you would like us to notify someone of this gift, please fill out the information below. Please note we will not disclose the amount of your gift.

Name: _____

Address: _____

1. **WHAT YOUR GIFT CAN DO** It helps the donor better visualize the impact of their donation.
2. **GIFT PLANNING** While the gift may not be immediate, your loyal, long-term donors should be aware of giving by will options.
3. **TRIBUTE** This creates a personal and important connection between the donor and the organization.
4. **EMPLOYER MATCH INFORMATION** Provides an easy way for the donor to double their impact.



Learn more about designing a donor-centric reply card that works!