

Working Online Giving into your Site

FIRST, THE WHY: DESCRIBING YOUR NEED

Helping your potential donors – students, parents, alumni, faculty, staff and university friends – understand why they should support you is not difficult when you use simple, clear language to describe your needs. Before you start, consider these questions:

- What are your needs?
- How can financial support help you fill those needs? What might a gift of \$100 mean to your department or program? How about a gift of \$1,000 or more?
- What is the outcome of needs fulfilled, as it applies to students or UMBC in general? How does that outcome tie in to your mission or UMBC's mission?

Once you know the answers to these questions, it's easier to make a case for support. Here's an extremely simplified example of language you might use to start the process:

The [NAME OF DEPARTMENT] is grateful for the support of the UMBC community. Gifts to the [NAME OF DEPARTMENT] allow the department to [EXAMPLE/S], which allows students to [OUTCOME]. Community support strengthens our academic program and ensures that current and future students have the tools they need to make the most of their studies here.

NEXT, THE HOW: IMPORTANT LANGUAGE TO INCLUDE ON YOUR SITE

Now that you've described your need, it's time to give your supporters an easy, direct way of making a gift. Here is some boilerplate language that covers all the bases:

Donors most commonly make gifts online or by check. You can make a secure one-time or recurring gift by visiting the UMBC Giving site at <http://www.umbc.edu/giving>. Simply click on "Make a Gift" and write "EXACT NAME OF DEPARTMENT or FUND" in the "Other Designations" field. You will receive an immediate e-mail confirmation of your gift, followed by a thank you and receipt from UMBC within a few weeks, which you may use for tax purposes. Your full gift will go directly to the designation you choose.

Checks should be made payable to the UMBC Foundation and mailed along with a completed gift form to:

UMBC Foundation

Office of Institutional Advancement

UMBC

1000 Hilltop Circle

8th Floor Administration Building

Baltimore, MD 21250

Be sure to write the name of your gift designation "EXACT NAME OF DEPARTMENT or FUND" in the memo area of the check.

For more information about how to give, please visit the UMBC Giving site at <http://www.umbc.edu/giving> or contact our office of Annual Giving at 410-455-3377.

THE MOST IMPORTANT PART OF ALL

It's a simple thing, but people forget it all the time, especially on their websites. Give your readers a solid thank you, along with the assurance that not only will their gift be used wisely (100% of their gift will be used for the intended purpose), it will directly improve your program. Let them know how much this means to you.

And, thank you, for reading this far. The fact that you've read this whole page means you're a true Retriever Believer. Thank you for your commitment to making UMBC wonderful!

EXAMPLE: From the Athletics site, a good case for giving

Giving to Retriever Athletics

UMBC has a proud tradition of successful student-athletes and is currently experiencing tremendous growth. UMBC fields 19 intercollegiate athletic teams competing at the Division I level in the America East Conference and 26 intramural and club sports teams. At the heart of our athletic program are the more than 1,100 student-athletes representing the University on our athletic fields and in the classroom. In order for these young men and women to continue to succeed, we must increase our external support and department resources. The need for support has never been greater, largely due to the success the Retrievers have recently experienced.

With limited funding through University and State resources, the UMBC Athletic Department relies on the generosity of individuals to secure the financial backing necessary for our student-athletes to achieve the highest standards of athletic competitiveness and academic achievement. Gifts made to UMBC Athletics are managed in accordance with the University of Maryland Foundation's official policies and procedures and approved Athletic Department guidelines, and are utilized to expand scholarship opportunities for student-athletes, maintain and improve physical facilities, provide academic support programming and enable UMBC to compete in the America East Conference.

Today's student-athletes face more challenges than ever. Along with the high demands of their sports - practice, training, travel, community involvement and competition - it is our student-athletes' greatest responsibility and commitment to achieve academic success. The involvement and financial support of alumni, families and fans will enable our student-athletes to achieve high marks in the classroom.

Benefits of giving to UMBC Athletics can include the following:

- Ensuring the continued academic and athletic success of our student-athletes and our athletics program
- Contributing to the educational opportunities of future employees and leaders of our community
- Improving the experience of UMBC student-athletes
- Building relationships within the community through your association with UMBC Athletics
- Tax deductions
- Philanthropic recognition

To support UMBC Athletics, please contact Kevin Gibbons O'Neill, Assistant Director of Athletics, at (410) 455-1532. On behalf of our coaches and student-athletes, we thank you in advance for demonstrating your commitment to academic and athletic excellence by giving to UMBC Athletics.

Go Retrievers!