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. Visit our website to search the matching company database. www.givingtouga.com

Checks should ALWAYS be made to the fund raising 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.

I am proud to support the Georgia Fund for the

at the University of Georgia

Enclosed is my gift of: □ $1000  □ $500  □ $250  □ $100  □ $50  □ Other________

Make checks payable to the UGA Foundation or complete credit card information on reverse.

All Georgia Fund donors receive award-winning Georgia Magazine.

Name ___________________________________________ Are you a UGA graduate?____Class Year______

Address  ________________________________________ Phone_____________________________________

____________________________________________ Email______________________________________

Georgia Fund Gift Clubs
University Partners $1000 and above*
Presidents Club $1000 and above
Georgian Club $500-$999
Charter Club $250-$499
Century Club $100-249

*where $1000 of gift is designated to Venture Fund

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.

Account Format:
UGA Foundation: 30 - ## - ####

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

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: www.externalaffairs.uga.edu/uga_foundation  

706.542.8176 • gafund@uga.edu
It is preferable for donors to enter personal credit card information through online giving which eliminates digit transcription error and security issues associated with traditional mail. However, some donors will still share this information manually. Be sure to include enough spaces (16) for AMEX which is one digit longer than the others.

Optional, but useful information for advancing the donor's relationship with UGA and the School/College/Unit. Use these as space allows and needs permit.

Contact information for gift assistance is crucial. This information could appear on the front side of the card and/or anywhere in the solicitation materials.

Again for expedient processing of donations, it is beneficial to have gifts delivered directly to Gift Accounting. Use this address on return envelopes as well. Benefitting departments receive gift reports for acknowledgement purposes. In special circumstances gifts may be returned to a S/C/U instead. (e.g., if a campaign includes special information for brick engraving, event registrations, or other instances where retaining the hardcopy of the form is necessary.)

Making Sense of Mailcodes

The Office of Annual & Special Giving will assist in establishing a specific code for each appeal. Here’s a quick deciphering guide.

Appeal Tracking Codes or “mailcodes,” as they are more commonly known, are essential elements for direct mail campaign materials. All gifts entered in ASCEND bear an Appeal Tracking Code. These references indicate the exact solicitation producing the gift. (These same codes also mark prospects targeted in a particular solicitation.) Too often, however, this valuable information is lost when departments batch gifts and process them under one transmittal form. Please utilize unique Appeal Tracking Codes and ensure that development and financial management staff understand the importance of submitting all backup information accompanying gifts (forms, letters, cards, etc.) with transmittal documentation. These materials are scanned and become part of a donor’s record.

This example illustrates a code for all annual gifts generated by the Terry College of Business’ second magazine enclosure in the fiscal year of 2011. Appeal Tracking codes may include up to ten digits.

All Annual Giving appeal codes begin with “AF” - this ensures a gift will be recorded in the University’s annual giving totals.

AF BU MAG2 11

The second two spaces are constituency codes specific to a School/College/Unit. These are predetermined in the ASCEND database.

The middle spaces are relevant to the type of direct mail appeal - usually an abbreviation such as LTR, NEWS, BRO, DM, etc.

The last two digits pertain to the fiscal year in which the solicitation was made.