

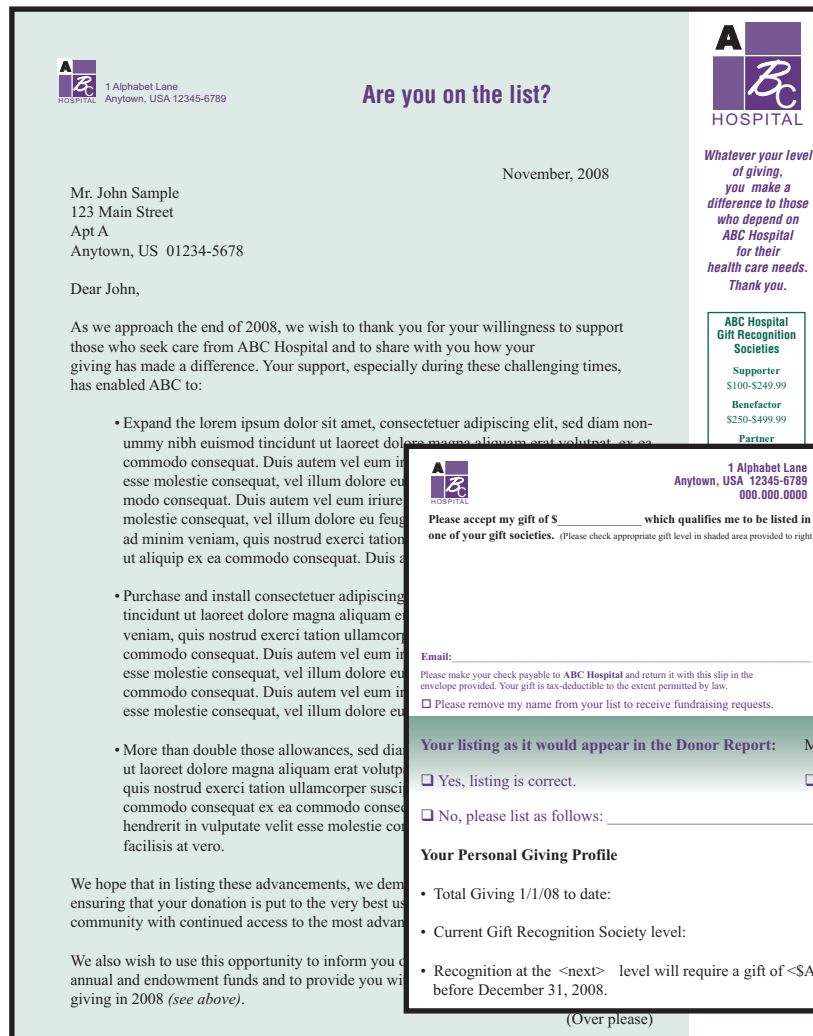
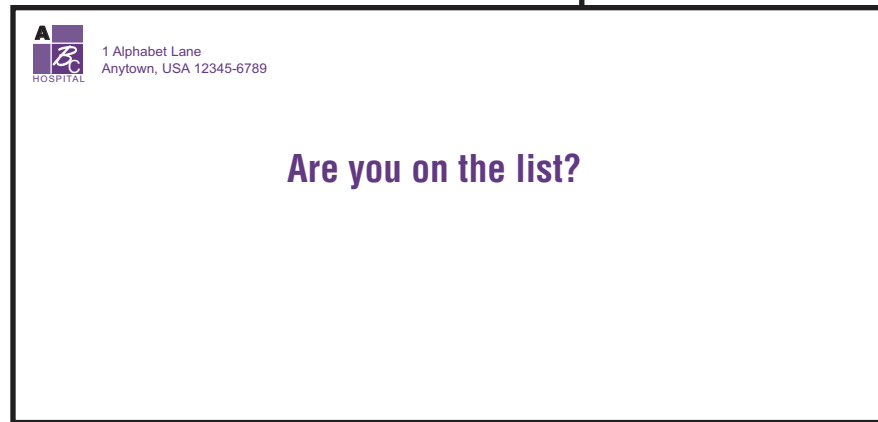
Recognizing and Encouraging Cumulative Giving

Why we developed this:

This client had traditionally reached out to donors at the end of their fiscal year to remind them of year end **recognition** and confirm the listing of their name or company. We suggested combining this with a specific **upgrade** pitch based on their current **cumulative giving** level and the amount required for them to rise to the next recognition level. All of the information included in the Personal Giving Profile is data driven and is specific to the individual donor. The donors preferred listing is also verified.

Things you should know:

In order to do this effectively you must be able to pull reliable cumulative giving data. Most of our clients choose to highlight unrestricted giving amounts only, excluding memorial, event, and other restricted gifts.



Letter dimensions: 8.5 in. x 11 in.

Reply slip dimensions: 8.5 in. x 5.75 in.

Carrier envelope: #10

Reply envelope: #9



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