

# Fundkit

## Tribute Gifts

Tribute gifts can be categorized in two ways: in memory of someone, or in honor of someone/something (living). Honorary gifts may be given to recognize important milestones, such as birthdays or anniversaries.

When a tribute gift is made, some sort of activity typically occurs on two records in your database. The first being the donor, or the person giving the gift that receive gift credit. This includes an acknowledgment letter letting them know that the recipient, or a family member in the event of a memorial, will be notified of the gift. Second is the tribute recipient if you have sufficient detail or notification information for the person or a family member. Most donor tools have a mechanism for linking the donor's gift to the tribute, and a way to manage tribute letters for recipients that should receive notification.

If several gifts are processed in memory of someone, the notification letter should not be sent until the gifts are no longer being received, or a designated amount of time has passed. This letter typically goes to a surviving spouse or child of the memorial recipient and details donor names and addresses. You can include the total amount of the gifts received, but do not disclose individual gift amounts.

### Tracking Examples:

Jane Williams makes a gift in memory of Bob Jones and would like a letter to be sent to Bob's daughter, Sue. Jane is a current donor, and Bob has had no affiliation with your organization. The donation would be attributed to Jane and linked through the donor software tribute tracking tool to a record for Bob Williams. Within that tribute record for Bob, most software tools allow Sue Jones' contact info to be added, so that she may receive the notification letter. Most notification letters are processed through the same platform as your acknowledgement letters.

Ed Brown makes a gift in honor of the 50th Birthday of his sister, Ellen Brown, who is also a donor to your organization. The donation would be attributed to Ed and linked to Ellen through the tribute tracking tool. Because Ellen is already affiliated with your organization, you have her contact information to send her the notification letter of the gift made in her honor.

# Soft Credits

Soft Credits are most often used to link a gift to give credit to an individual or organization that is directly affiliated with the gift. They are most commonly used in spousal or household relationships, or between individual donors and their donor advised funds.

## Tracking Examples:

Household – John Smith and Lisa Smith each have their own individual records in the database. The original gift is hard credited to the Head of Household – typically John Smith – and a soft credit is linked to Lisa Smith to show that she is also affiliated with that donation.

Organization – Robert Mackey holds a donor advised fund with the Neighborhood Community Foundation and he directs a gift to your nonprofit. The hard credit typically goes to Neighborhood Community Foundation and Robert Mackey should receive a soft credit link to that original gift.

# Matching Gifts

Many employers will match an employee's donation to a nonprofit. When the donor (employee) makes a gift, they often have an online portal to initiate the matched gift to your organization. Sometimes the donor will include a form that needs to be sent back to their employer stating the gift was received, which will trigger the matching gift to be sent to your organization. Most donor software tools initiate a pledge for that expected gift.

## Tracking Example:

John Smith works for ABC Corporation and makes a gift of \$500 to your nonprofit. ABC Corporation matches gifts at 50%, so you should expect a \$250 gift from ABC Corp as a match. If you know this at the time of John's gift, your donor software should allow a linking mechanism for that pledge of \$250 to ABC Corporation. Once the \$250 is received and the pledge is fulfilled, a soft credit should go to John Smith since he is affiliated with that gift.

Robert Wilson makes a \$250 gift to your nonprofit. Two months later, you receive notification from AT&T Matching Gift program that you have a gift to receive. Once you log into that portal and initiate the gift (by check or direct deposit), edit the original gift from Robert Wilson to indicate the matching gift pledge that is expected.