

## Tips for a Response Card/Response Device

A great response card has all of the elements included that allow the donor to effectively convey his/her intent to the charity. These items include:

- Gift Amount Selected
- Personal Information (name, preferred address, phone number, email)
- Method of Payment
  - If by check – “payable to” should be specific
  - If by credit/debit card – be specific about instructions and the cards you will accept. Most credit card companies now require an SEC# (3 digit security code to protect the consumer against fraud).
- Special Instructions (if the gift is in honor/memory of someone)
- Ways to Acknowledge Donor or Gift Recipient

The Charity should include the following information on the response device:

- Organization Name and Logo
- Mission Statement
- Contact Information (phone/website)
- Message about tax deductibility of gift.
- Return envelope

Here is an example of a response card.

-----  
Please return this section in the enclosed envelope.

\_\_\_\_ Yes! I/we will make a gift to the (Campaign Name).  
(Check box)  \$25    \$50    \$100    \$250    Other \_\_\_\_\_ (Insert levels that pertain to your particular campaign or fundraiser.)

\_\_\_\_ Unfortunately, I/we are unable to give at this time.

\_\_\_\_ Please bill me. I understand that my/our gift needs to be completed by (insert date). (If pledges are an option for your organization, be clear about the expectation for gift fulfillment.)

Your name(s): \_\_\_\_\_

(Please check box if you wish for your gift to remain anonymous.)

Please charge my Visa/Mastercard # \_\_\_\_\_ Exp date: \_\_\_\_\_

SEC # \_\_\_\_\_

Signature \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

- My company will match my/our gift and the form is attached.
- My company will match my/our gift and I will submit the appropriate form.

Your gift is tax deductible as allowed by law. (Organization name) will send a tax acknowledgment letter.

**Thank you!**