



## **Gift Catalogue: A Guide for Local Use**

Special Olympics BC is committed to providing your Local with a number of tools and resources to help you carry out your fundraising plan and meet your revenue goals. One such tool that we are excited to be launching is our completely redesigned Gift Catalogue, which is now ready for distribution! The Gift Catalogue has been restructured for Local use meaning every dollar you raise using it stays in your community.

### **About the Gift Catalogue**

Individuals, families, and companies can choose from a wide variety of giving opportunities described in the catalogue that range from sponsoring an athlete to supporting the development of a new sport in your community. These specific opportunities will give donors a clear description of how their valuable contributions are benefiting Special Olympics BC and its athletes and volunteers within their home community.

Locals will be responsible for distributing this catalogue and processing all donations as well as sending thank-you cards or letters to each donor. Donations made via this Gift Catalogue are eligible to receive tax receipts. Please follow existing protocols to get the information of each donation to the Provincial Office so that the tax receipts may be issued in a timely manner.

### **How your Local can use the Gift Catalogue**

This catalogue is intended to be used as a fundraising tool in your appeal for support from individuals, local businesses, service clubs, etc. in your community. It offers a range of options for support making your "ask" for funds a little more flexible depending on the prospective donors financial situation.

Be sure to include a cover letter with the catalogue each time you present it that outlines the needs in your community. A sample letter that you can customize for your Local is included in this package and is also available on the Provincial Website.

The catalogue itself does not have an order form attached so be sure to include the order form with your cover letter. Also, to personalize the catalogue and ensure donors can reach you with orders or questions place a clear label with your contact information on the front of the catalogue in the white space in the bottom left corner. You may also affix a label with your contact information to the bottom right of the order form. The provincial office contact information is inside the catalogue and on the order form. Any donations that are processed through the Provincial Office will be returned in full to the Local the donation was intended for.

All credit card donations will need to be processed through the Provincial Office. Forward the order form or call the main line for processing.

### **Follow Up and Recognition**

One of the most important ways you can ensure a donor will continue to donate is by showing them how much you appreciate their support. As a best practice, donors should receive a thank you letter

within two weeks of making their donation. Here are some guidelines for thanking your donors based on their level of support:

\$1 to \$250

- Send a thank you card or letter letting the donor know where their money is going

\$251 to \$500

- Send a thank you card or letter letting the donor know where their money is going
- Invite the donor to attend an upcoming practice or competition or program they have chosen to support

\$501+

- Send a thank you card or letter letting the donor know where their money is going
- Invite the donor to attend an upcoming practice or competition
- Take a photo of the donor with athletes at the practice, competition, or program they have chosen to support and send it via email or mail
- Recognize the donor at the event by introducing them and announcing a thank you
- If the donor cannot attend, take and send a photo that reflects where their money has gone

These are guidelines to start you thinking about ways you can recognize and engage donors. They are by no means an exhaustive list of how you can recognize donors, but should be viewed as a minimum requirement. However, be sure that your recognition is appropriate for the level of donation. For example, giving a framed photo to a \$20.00 donor means that the majority of their donation went to recognition. Focus on “free” benefits like inviting your donors to programs as this will go a lot further in engaging them than spending money on thank you gifts.

## **Questions?**

We're here to help!

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