

Growing Your Fund

FREQUENTLY ASKED QUESTIONS


NORTH CAROLINA
COMMUNITY FOUNDATION



How can people donate to my fund?

Cash gifts can be made online or mailed to the North Carolina Community Foundation (NCCF) offices.

 **ONLINE:** Visit www.nccommunityfoundation.org/donate and click on “Give to a Specific Fund.” All online gifts receive an emailed receipt.

 **MAIL:** Make gift payable to the “North Carolina Community Foundation” and clearly note the name of the receiving fund in the memo line or in accompanying documentation. Mail to North Carolina Community Foundation, 3737 Glenwood Ave., Suite 460, Raleigh, NC 27612. All donations over \$250 receive an acknowledgement letter from NCCF.

Non-cash gifts, such as stocks, bonds and mutual funds, can be made to your fund. IRA distributions may be made to any fund except donor advised funds. Legacy gifts may also be made through designations in the donor’s will, trust or retirement plan to the fund.

How can I grow my fund?

A letter-writing campaign is an effective method to raise funds. This involves sending letters to potential donors that detail your endowment’s needs and lets them know how they can help.

A letter-writing campaign allows you to tell your story, show the impact your endowment is making, and rally support for your cause. The campaign can focus on philanthropic objectives (e.g., raise \$5,000), a meaningful tribute (e.g., in honor of the principal’s retirement), a memorial, anniversary, holiday, or even as a birthday gift.



Letter-writing campaigns allow you to tell your story and show your endowment’s impact.

What about fundraising through an event?

Generally, fundraising through events is not the most effective way to grow your fund. Fundraising events come with significant tax, accounting and liability issues. NCCF does not oversee fundraising events and is not able to provide credit card, alcohol, liability or staff oversight of events. NCCF does not accept donations made by a donor if there have been any goods or services received in conjunction with the donation. Donors typically receive benefits from a donation when participating in events like a golf tournament, buying an auction item, attending a dinner or entertainment event.

If you are planning a fundraising event:

- NCCF must receive notice about your fundraising efforts at least 90 days before the event.
- If multiple people are contributing to an event, send one check to NCCF representing the total of all gifts received.
- NCCF is prohibited from reimbursing individuals for expenses related to your fund. This includes reimbursement for fundraising expenses, printing, stamps, etc.
- All communications, including acknowledgements furnished by the event organizer, should state that net proceeds will benefit the general purpose of the fund, and all written materials should state “Net proceeds of this event will be contributed to the *Name of Fund* of the North Carolina Community Foundation.”



There are several things to consider when planning a fundraising event.

How can NCCF support my efforts to grow my fund?

NCCF provides guidance and expertise for certain fundraising efforts:

- Creating a unique web link for online giving to each fund. This link may be used in emails, on websites and social media, and in other digital materials for quick and easy online giving.
- Providing sample letters or language for fundraising campaigns and printing and mailing up to 100 solicitation letters.
- Developing an informational brochure about your endowment and printing up to 250 copies.
- Providing planned giving support for donors that may be interested in making a legacy gift to the fund.

Additional Resources

NCCF Guidelines for Fundraising

Available upon request.

NCCF Charitable Giving Guide

nccommunityfoundation.org/charitable-giving-guide

NCCF Development Officers

nccommunityfoundation.org/development-staff