THE SECRET TO
MULTIPLYING
ALUMNI GIVING

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Institutions in America today may not be aware of this fact — or perhaps they just don't want to believe it — but they're in stiff competition with churches and parachurch ministries for donations. And the truth is, most are fighting over cash and credit card donations, which are just the tip of the iceberg of potential donations. Did you know that almost 90 percent of people's wealth lies in their noncash assets – in their stuff? And they use over 78 square miles of extra space to store that stuff, and spend over $22 billion a year doing so. **What if that stuff could be used for something more – to help fund a worthy cause?** Well, people are ready to give their noncash items. In fact; over $43.6 billion in noncash gifts are given to nonprofit organizations each year[1]. And many feel they have no choice but to give their noncash gifts to organizations that are equipped to process them.

Many foundations – even some of the world's largest institutions – aren't prepared to handle noncash gifts. Can your supporter add a car to their donation? Can your supporter donate stock? If the answer is no, iDonate can help.

Research shows that institutions that use iDonate **receive over two and a half times the average online gift of those that don't**, and it's because of their ability to accept noncash donations. And there's even *more* good news — iDonate also handles cash gifts and monthly recurring gifts, and does so while charging industry low fees.

Many people assume that accepting noncash gifts will double (or triple) the workload of their already hardworking staff. That couldn't be further from the truth! These people are excited to find out that iDonate handles the liquidation of

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[1] Pearson Liddell and Janette Wilson, "Individual Noncash Contributions, 2011," IRS Publication, Statistics of Income Bulletin (Spring 2014), www.irs.gov/pub/irs-soi/14insprbulnoncash.pdf

cars, real estate, stock, jewelry, and more. It truly is a magical experience — the donor gives a gift and gets a receipt; the institution gets a check. iDonate makes it a very simple process for everyone.

Once iDonate is in place, there are four critical steps your school can take to increase the number of noncash gifts you receive.

1. Let people know they can give noncash gifts.

First, **you must let people know it's possible** for them to give asset types like cars, boats, stocks, business interest, real estate, and more. It's important that you mention these options in a number of your communications each month. If people don't know they can give something to your institution besides cash, they won't do it. Many new iDonate users send emails about the types of items their supporters can now give, with direct links to the donation webpage. You should also make sure it's listed as an option when people give online. Include it as a P.S. in mailings or mention it someplace in the quarterly newsletter. Having the ability to accept and process noncash gifts is a big step forward, but you must **educate and remind** your donors: "Did you know you can make a bigger difference to our cause and impact more lives by giving a vehicle?"

2. Target specific age groups.

When asking for noncash gifts, it's extremely important to target key groups based on the noncash gifts they might be able to give. Let's look at the younger generation, for example. We've seen that this age group typically has a number of gift cards they aren't using. iDonate allows people to easily donate their gift cards. Did you know there's an estimated **$40 billion in stranded value to be found in gift cards?** And the best part is that gift card balances are liquidated electronically, making the donation simple and easy.

Another great noncash item for the younger generation to donate is electronics. There are an estimated $9+ billion worth of used iPhones alone in circulation in

America. How many of your donors have a used smartphone sitting in a desk drawer someplace that they'd be more than willing to give? There's only one way to find out — and giving it to your foundation couldn't be easier. The donor fills out a form online and iDonate provides a shipping label for them to send the phone in. iDonate liquidates the phone, sends a receipt to the donor and a check to your institution. It couldn't be any simpler.

3. Address business owners.

Partnering with iDonate will allow you to approach business owners, who are valuable potential supporters that often have business inventory they need to liquidate. One nonprofit recently received one of the largest online gifts in history ($500,000) from a farmer. But the farmer's gift wasn't a credit card donation – it was grain. By utilizing iDonate, the nonprofit was able to turn $500,000 of product from the farmer's business into a charitable donation — and iDonate did all of the paperwork for everyone.

Being able to identify business owners and encourage them to utilize iDonate to donate their extra business inventory is a huge opportunity. So who are the business owners among your donors and what are their inventories? They may need to liquidate their inventory, or perhaps they just want to sell what they have and make a charitable gift to your cause.

4. Connect the value of the asset to its positive impact on your school.

The average gift amount given online is $89 – but the average donated vehicle is worth $1,644[2]. By accepting noncash gifts, your school has a wonderful opportunity to raise **more** money. You can ask people specifically for vehicles and electronics if you want, but you need to be sure you tie the value of that vehicle to the impact it will make on the mission your institution serves: "We're not asking

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[2]Pearson Liddell and Janette Wilson, "Individual Noncash Contributions, 2011," IRS Publication, Statistics of Income Bulletin (Spring 2014), www.irs.gov/pub/irs-soi/14insprbulnoncash.pdf

for cars; we're asking for your help to educate more students. A car will make a bigger difference in helping us fund more students this year."

Here's another example: most late-model smartphones are worth between an estimated $150 and $200, and people have them lying around in their junk drawers. You need to connect the value — the impact equation, if you will — of this tangible item to what it means to your institution. iDonate does that automatically whenever a donor enters their noncash gift into your donation form – it tells them the impact they will have, based on the numbers you provide.

Get Started Now

If you're ready to put some of these **ideas** to work for your institution, schedule a one-on-one demo. iDonate allows foundations, nonprofit organizations, churches and charities to accept all of the types of noncash gifts mentioned here — and many more — through an embeddable plugin right on their website. iDonate handles the liquidation, the organization gets a check, and the donor never has to leave the institution's website.
It's that simple.

You can also call one of our friendly and knowledgeable customer success agents at **877-410-4431**. They are standing by to answer any questions you may have.