



EAB

# Fundraising Products Template

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Creating Compelling Mid-Level  
Giving Opportunities

# Fundraising Products Template

## INSTRUCTIONS

Grouping institutional priorities into **fundraising products** gives donors a sense of ownership and choice over their giving at the mid-level gift range.

- 1** Circulate the template below to fundraising leaders, gift officers, or units to gather information on where donors' dollars can have the greatest impact. Collect responses centrally or within relevant units.
- 2** After, use the information to compile a digital website or brochure of giving opportunities. Check that opportunities include detailed impact statement, concrete stewardship, and a set price-tag.

## Department or Initiative Information

Title of department or initiative: \_\_\_\_\_

Person assigned to complete the template: \_\_\_\_\_

## Department or Initiative Overview

Describe the mission and larger goals of the unit, initiative, or institution to include at the top of the fundraising products website or brochure. (70-120 words)

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## Department or Initiative Impact Statement

Summarize for potential donors the impact their gifts will have on the unit, initiative, or institution. Answer the question, "How will a donor's gift benefit students, staff, or the other stakeholders?" (50-70 words)

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# Fundraising Products Template (cont.)

**Instructions:** Describe each distinct fundraising product below. Each fundraising product should include a title, a cost, a description of the gift's tangible impact, and a concrete stewardship offering. Be sure to send the completed list back to your institution's organizing unit.

**Product Title:** *short-description (e.g. Digital Lab Microscope)*

**Cost:** total cost to fund the initiative (e.g. \$5,700)

**Description:** 20-40 words describing how the funds will impact students, faculty, and/or the community

*(e.g. Support remote learning for biology students by providing the instructor the ability to share their microscope to any online computer)*

**Concrete Stewardship:** 20-30 words explaining how the donor will be stewarded or experience their impact

*(e.g. You'll be invited to attend a virtual biology class to see the professor use the digital lab microscope during a student lecture)*

**Product Title:**

**Cost:** \_\_\_\_\_

**Description:** \_\_\_\_\_

**Concrete Stewardship:** \_\_\_\_\_

**Product Title:**

**Cost:** \_\_\_\_\_

**Description:** \_\_\_\_\_

**Concrete Stewardship:** \_\_\_\_\_

# Fundraising Products Template (cont.)

Product Title:
<b>Cost:</b> _____
<b>Description:</b> _____ _____ _____
<b>Concrete Stewardship:</b> _____ _____

Product Title:
<b>Cost:</b> _____
<b>Description:</b> _____ _____ _____
<b>Concrete Stewardship:</b> _____ _____

Product Title:
<b>Cost:</b> _____
<b>Description:</b> _____ _____ _____
<b>Concrete Stewardship:</b> _____ _____

# Advancement Forum

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