



Giving Guidelines and Recognition

About The Penn Fund

- The Penn Fund provides support for Penn's highest undergraduate priorities.
- The majority of The Penn Fund dollars are allocated to undergraduate financial aid.
- Other aspects of undergraduate education which are supported by gifts to The Penn Fund include residential renovations, student life and academic support, and technology upgrades.

Checks

Checks can be made payable to the Trustees of the University of Pennsylvania, and mail to:

The Penn Fund
601 Franklin Building
3451 Walnut Street
Philadelphia, PA 19104 - 6285

Credit Cards

- The Penn Fund accepts VISA, MasterCard, American Express, and Discover.
- *Online:* visit www.alumni.upenn.edu/pennfund and click on "Make Your Gift or Pledge" in the box on the right-hand side.
- *Phone:* call The Penn Fund office at 215-898-8445 or 800-237-2655.
- *Mail:* complete the necessary information on the pledge card and mail it to The Penn Fund.

Payment Options

- Reunion pledges can be paid in installments for up to five years.
- Pledges may be paid by check, through our online giving site, or with a recurring credit card payment schedule.
- Alumni will be recognized by The Penn Fund in their reunion year for their full pledge amount; in subsequent years, they will be recognized at their annual payment amount.

Matching Gifts

- A listing of known companies that match gifts and an explanation on how to make a matching gift is available at <http://www.matchinggifts.com/uofpa>.
- The donor should check with his or her company's human resources department to find out if a matching gift program exists.
- The company will provide the employee with a matching gift form. The donor should complete the form and send it to The Penn Fund with his or her gift.
- If the company does not require a form, the donor should indicate on a pledge card that his or her company has a matching gift program.

Gifts of Stock

- To make a gift of appreciated securities, contact your class giving director or contact Securities Gifts by phone: 215-898-7254, email: gifts@pobox.upenn.edu, or mail: 427 Franklin Building, 3451 Walnut Street, Philadelphia, PA 19104-6205.
- Note: It is imperative that the donor or the donor's broker always notify the Securities Gifts office of any transfers while also specifying the donor's name and class year and the University as the recipient to ensure that the stock received can be credited to the donor and directed to the appropriate University account.

International Giving

- United Kingdom taxpayers may give to Penn through the University of Pennsylvania (USA) Foundation Ltd., a registered charity in the UK.
- The foundation is also a qualified U.S. tax-exempt organization.
- If you live outside the UK you can simply conduct a bank wire. Detailed information on wire transfers is listed on The Penn Fund website.

Individual Endowed Scholarships

- Individual endowed scholarships represent an important part of undergraduate reunion fundraising. A few volunteers will be collaborating with staff to raise gifts to individual endowed scholarships.
- There are several different opportunities to make this highly personal and special gift, as outlined below:

Scholarship Giving Opportunities	Donor Contribution	Challenge Amount	Total Gift Amount
Young Alumni Scholarship: Available to alumni up to 15 years after graduation. Supports one student each year for four years.	\$75,000	\$25,000	\$100,000
Opportunity Scholarship: Provides partial support to one student annually.	\$125,000	\$25,000	\$150,000
Freedom Scholarship: Supports one student a year in perpetuity.	\$400,000	\$100,000	\$500,000
Challenge Fund Scholarship: Provides the inspiration needed to encourage other donors to endow a scholarship. By matching other donors' gift, this fund helps up to 20 students receive named scholarships.	\$500,000	N/A	\$500,000
Gateway Scholarship: Provides support for a high need student a year in perpetuity	\$850,000	N/A	\$850,000
Men and Women of Pennsylvania: A visionary group of donors who choose to make a significant investment in the presidential priority to increase access to Penn by students of talent and high potential. Donors may choose to establish a challenge fund which motivates other individuals to stretch in making their commitments to undergraduate scholarships. Donors who choose this option can potentially impact up to 80 Penn students annually. Another option available to donors is to establish an endowed scholarship that will provide the average institutional grant support for three students.	\$2,000,000	N/A	\$2,000,000
	OR \$1,500,000	OR \$500,000	OR \$2,000,000

*Pledges can be paid over five years. Each donor is matched with a scholar at the time the commitment is made.

*Donors who have already established an individual endowed scholarship at the \$67,000 level would be eligible for an additional match if they add a minimum gift of \$125,000 to that individual endowed scholarship.

Giving Societies



The **Benjamin Franklin Society (BFS)** is Penn's leadership annual unrestricted giving group across the university. Membership is renewable each fiscal year and is receipts-based. Benjamin Franklin Society members are recognized in the People Supporting Penn publication and are invited to a BFS reception each semester.

Levels of Support:

Ambassador \$25,000 +
Founder \$10,000 - \$24,999
Fellow \$5,000 - \$9,999
Associate \$2,500 - \$4,999

Recent graduates can join BFS Associates at the following introductory levels:

10-14 years since graduation \$1,000
5-9 years since graduation \$500
0-4 years since graduation \$250



The **Ivy Stone Society** was established in 2007 to recognize Penn undergraduate alumni who make consecutive gifts of any amount to The Penn Fund for three years or more. A gift must be made each fiscal year (July 1-June 30) to maintain membership.



Founded in 1995 as a way to provide ongoing thanks and to acknowledge the generosity of all who have named Penn as a beneficiary of a will, living trust, retirement plan or life insurance policy, or have set up a life income gift that benefits Penn in the future.

Benefits of membership in the Harrison Society include annual luncheons, invitations to special events and seminars and a subscription to the University's gift planning newsletter. Members also benefit from knowing that their gift helps secure the future of the University.

Questions regarding planned giving and membership in the Harrison Society may be directed to the Office of Gift Planning at giftplanning@ben.dev.upenn.edu or 215.898.6171.

Responding to Concerns About the Economy:

Penn's need for private support is even greater now.

Here is a sample of talking points from our volunteer website, responding to concerns about the economy. The Penn Fund will continue to keep our volunteers updated.

Your gift counts!

You can help with a participation level gift of any amount.

Gifts of all sizes have a major impact on campus by providing resources that aren't covered by tuition and endowment revenue. Participation gifts have a greater impact than you think: last year The Penn Fund received gifts of \$50 or less from over 10,000 alumni, totaling over \$300,000.

Penn maintains its commitment to affordability.

While the economy and the stock market fluctuate, the need for education is constant.

Private support helps to keep tuition increases to a minimum for current students.

As daily expenses increase for everyone, it becomes more difficult for students and parents to make tuition payments. Alumni support becomes even more important as the need for financial aid increases. Students still need your support so that they are able to attend college and experience the same opportunities as those before them.

Penn maintains its commitment to the community.

Penn helps strengthen the economy in the Philadelphia area and enhance the lives and careers of its students and alumni. Penn gives the local economy a boost through retail and lodging, local tax revenues, providing work to employees and creating new jobs, and through spending by students and visitors in the local community.

Penn maintains its commitment to alumni.

We certainly understand the economic uncertainty that concerns you. Penn is taking an active role in trying to help our alumni deal with this crisis. Most recently, we have offered career counseling sessions on-campus, in New York, and via phone and email.

The Penn Fund: Volunteer Site

<http://www.alumni.upenn.edu/pennfund/volunteering.html>

The screenshot shows the Penn Fund Volunteer Site in Microsoft Internet Explorer. The browser's address bar displays the URL: <http://www.alumni.upenn.edu/pennfund/volunteering.html>. The page layout includes a left sidebar with navigation links such as 'ALUMNI WEEKEND 2009', 'Connect', 'Participate', 'Learn and Explore', and 'Resources and Benefits'. The main content area is titled 'The Penn Fund: Volunteering' and contains a section for 'New Information for volunteers related to the economy' with a list of links including 'Fundraising in the Current Economy (pdf)', 'Endowment Update (pdf)', and 'Penn's Announcement to Continue Commitment to Affordability'. A 'TPF Volunteer Participation' bar chart shows 645 to date as of February 21, 2009, with a goal of 1,528 donors. The right sidebar features a 'PROUD DONOR' badge and a 'Click Here to Make Your Gift Online' button. The footer of the page includes the text: 'The Penn Fund invites you to work in partnership with us by volunteering. It's a great way to keep in touch with classmates and to learn firsthand the challenging yet rewarding experience of helping us achieve our goals.' and a note about a 'Penn Fund Volunteer handbook' PDF file.

Guidelines for Soliciting a Reunion Gift

Make your gift first.

- As volunteers, you set the example for giving. Ideally volunteer commitments are finalized before you begin your own solicitations. Our goal is 100% committee participation by the end of the calendar year.

Prioritize your calls.

- Review list of classmates and select individuals for reunion solicitations—forward all names to respective class giving directors.
- Class giving directors and other Penn Fund staff will support you in developing your exclusive prospect lists
- You'll receive a packet of information to help facilitate successful solicitations including contact information for all prospects and pledge cards
- An online honor roll of donors will be updated regularly so you can keep track of prospects that have made a gift.

Get in touch and make the ask.

- **Make the initial contact.** Talk about Penn in general. Answer your classmate's questions, while encouraging them to attend your reunion. Your class giving director can be a resource on all aspects of the University.
- **Be positive, upbeat and direct.** Don't apologize or let anyone put you off. If your classmate says he or she already knows all about the University, say that you would still appreciate a chance to tell why you believe his or her participation is important to the class effort.
- **Be personal.** Explain why you are giving to Penn this year and why the University is particularly important to you. Your willingness to talk about your own gift and your vision for Penn will help convince your classmate to play a more substantial role.
- **Know the numbers.** You'll want to be sure of your class fundraising goals and aware of gifts already raised by the committee.
- **Ask for a specific gift amount.** You may want to use language such as: "I pledged \$___ to The Penn Fund. Would you be willing to join me in giving a gift of \$___?"
- **Help your classmates find ways to make a gift.** Credit card gifts are great vehicles to close a gift immediately (and are especially convenient for international alumni). Giving online at www.alumni.upenn.edu/pennfund is equally convenient and saves money for the University. Gift of securities or other assets are also ways that donors can make a gift and receive tax benefits. You can suggest that the classmate spread a gift over time if he or she is considering a large pledge. Call your class giving director for more information.
- **Mention the benefits of matching gifts.** If a classmate works for a company with a matching gift program, ask him or her to send in a form available from the company's human resources office. Be sure to remind everyone that a matching gift counts toward a person's total gift.
- **If a classmate has made a gift in a prior year.** Review the contact summary report and be familiar with the suggested "ask" for the alum with whom you are speaking. *"I know you have supported the University in the past and we hope we can count on your continued support."* Stress that every gift counts. Ask *"Would you consider a gift of \$___?"*

- **If a classmate has not supported the University in the past.** Discuss donor participation; stress that every gift counts, every donor is important, and that we are striving to achieve 100% class participation. Gifts at every level demonstrate the loyalty of the institution's alumni and influence statistical rankings.
- **Listen.** Don't expect an immediate commitment for a large gift. Your classmate may need time to think it over or to consult with others.
- **End each call with an agreement about a specific next step.** Keep the ball in your court by suggesting that you will call again on a specific day to continue the discussion if applicable. You may recommend that your class giving director or another member of Penn development staff follows up with your classmate to close the gift.



After the pledge or gift is made.

- **Contact The Penn Fund Office.** As soon as you have confirmed a gift or pledge, please call or e-mail your class giving director so that a thank-you letter can be sent and the appropriate follow-up can be completed with your classmate. Be sure that you have captured the amount and the terms of the payment accurately. If you receive a credit card number, please call it in immediately to allow for prompt processing. Remember to get the expiration date. The University also welcomes any address, phone, e-mail, and employment updates you have for classmates. Your help in providing new contact information is critical.
- **Thank the donor.** Acknowledge classmates personally. Write a thank-you note to each classmate on your solicitation list when they make a gift or pledge. Although the University thanks donors, a personal note from you will mean a great deal to your classmates. The Penn Fund can provide you with thank-you note cards.
- If you are asked a question that you can't answer, be honest and direct; don't try to guess. "I don't know the answer to your question. However, I would be happy to have someone from The Penn Fund call you or you may contact the office at 215-898-8445, or 800-237-2655 or pennfund@ben.dev.upenn.edu."