

### Charitable Giving and the Web

Secure, on-line processing of charitable contributions via credit card is now available. It is recommended that interested colleges/units prepare a Giving Page and provide a link to the Credit Card Giving Form with the Giving icon shown here.



### Giving Page:

Each unit may create their own Giving Page that resides on their server and can be updated by the unit's webmaster. The Giving Page should provide the case for support. It is an opportunity for each area to highlight their needs and accomplishments. Some things to include:

- Opportunities for support (where funds are needed)
- Donor photos and quotes
- Recipients of contributions (e.g. scholarship winners)
- Current projects funded by private support
- The "Make a Gift Now Online" icon that links to the On-line Credit Card Giving Form for their unit. The icon is available to download on the Institutional Web Support Services Web site: [www.iwss.ilstu.edu/downloads/gift\\_icon.gif](http://www.iwss.ilstu.edu/downloads/gift_icon.gif) Follow the directions to download and insert onto your page.
- Link to other "Ways to Give" page on the Office of Development's Web site: [www.development.ilstu.edu/giving/ways.shtml](http://www.development.ilstu.edu/giving/ways.shtml)
- Contact information for unit's Director of Development

### Tips for the Giving Page

- Catch the donor's attention with a provocative opening.
- Use compelling individual stories that speak to the need. They take the message out of the abstract and into the concrete.
- Ask for a gift and provide easy access to the on-line gift form or alternate ways to give.
- Tell what the gift will accomplish.
- Convey a sense of urgency, not despair. People want to be part of the winning team, not the sinking ship.
- Highlight any volunteer aspects.
- Make the donor feel that the unit is reputable and that the gift will be used wisely.
- Show appreciation.

### Credit Card Giving Form:

A gift form has been created for each college. While following a standard template, each form includes the name of the college and a photo of the college's choosing. The departments and/or schools within the college are listed on the form, as well as space to write in a designation of the donor's choice. These forms reside on the Illinois State University Foundation's server.

<http://www.development.ilstu.edu/credit/credit.phtml?id=athletics>  
<http://www.development.ilstu.edu/credit/credit.phtml?id=cas>  
<http://www.development.ilstu.edu/credit/credit.phtml?id=cast>  
<http://www.development.ilstu.edu/credit/credit.phtml?id=cfa>  
<http://www.development.ilstu.edu/credit/credit.phtml?id=cob>  
<http://www.development.ilstu.edu/credit/credit.phtml?id=coe>  
<http://www.development.ilstu.edu/credit/credit.phtml?id=development>  
<http://www.development.ilstu.edu/credit/credit.phtml?id=milner>  
<http://www.development.ilstu.edu/credit/credit.phtml?id=nursing>  
<http://www.development.ilstu.edu/credit/credit.phtml?id=studentaffairs>  
<http://www.development.ilstu.edu/credit/credit.phtml?id=wgl>

For assistance, contact Rebecca Benner, [rabenne@ilstu.edu](mailto:rabenne@ilstu.edu), 438-8149. This document is available to download on the Institutional Web Support Services Web site: [www.iwss.ilstu.edu/downloads/giving\\_page.pdf](http://www.iwss.ilstu.edu/downloads/giving_page.pdf)