**Growing a Culture of Philanthropy**

**Giving to NATS is an opportunity to support our vision, mission, and values.**

Growing a Culture of Philanthropy is a major initiative for NATS as part of the newly adopted ***Strategic Plan 2020-2025: Framing Our Future***. Membership fees simply do not cover all that needs to be done to position NATS as the preferred professional organization for vocal professionals. Philanthropy provides tangible resources to NATS to achieve sustainability and growth potential for the organization to thrive.

**NATS leaders are asked to lead by example by making a gift themselves.**

As part of building a culture of philanthropy, leaders are asked to support NATS themselves with an annual gift. It is much easier to promote giving when you have made a gift yourself.

**People give because they are asked.**

The number one reason people do not give is because they are not asked. In creating a culture of philanthropy, NATS will ask for support in a variety of forms throughout the year. The newly established **NATS Framing Our Future Annual Fund** (an outgrowth of the 75th Anniversary Fund) will be an ongoing part of NATS. Leaders are asked to promote giving opportunities to their chapters, committees and members as part of their responsibilities.

**Participation is critical to the success of any fundraising initiative.**

Growth of participation in the number of members contributing to NATS is just as important as the actual dollars raised. Whether giving to the annual campaign, Giving Tuesday, or making a gift with membership renewal, NATS will track the actual number of donors and work to increase that number as a pathway for future giving.

**The intent of the donor concerning the purpose and use of their gift is paramount.**

NATS members are being asked to make annual unrestricted gifts to the Annual Fund to support the initiatives of the Strategic Plan. However, some members may prefer to give to a specific purpose or existing fund, and NATS will honor the donor’s intent for every gift. Donors will receive an acknowledgement and receipt for their contribution which will confirm any specific designation.

**Gifts help to celebrate and remember important relationships.**

Annual Fund gifts may be made with a special request to honor or remember someone who has played an important role in the donor’s life. The donor is recognized for the contribution, and the individual honored is also recognized.

**Donor recognition and stewardship of gifts create additional opportunities.**

The importance of thanking donors cannot be underestimated. NATS will be successful in growing a culture of philanthropy when donors give again and again. This happens because donors trust the organization to use the gift appropriately and because the organization has thanked the donor for their part in the success of NATS.

**People give to what is important to them using a variety of giving methods**.

Philanthropy is not a one-size-fits-all initiative. Donors have different interests and financial needs in mind when making a gift. NATS will accept one-time gifts and pledges for ongoing monthly gifts which can be paid via check, credit card, or shares of stock. Specific interests may be discussed with a NATS staff member by calling the NATS office at 904-992-9101.

***ENCORE!* Legacy Society makes a lasting impact.**

Conversations about annual giving are often the gateway to discovering the member’s interest in leaving a legacy to NATS through their estate. *ENCORE!* recognizes those who have included NATS in their estate plan. When that gift intention is pledged or disclosed via the NATS Confidential Legacy Disclosure Form, the individual will be recognized, with their consent, as a member of the *ENCORE!* Society. This gives the donor the opportunity to confirm the intent of their planned gift and gives NATS the opportunity to ensure that the donor is thanked and recognized appropriately.

***Tax deductibility of gifts*** *varies according to the individual’s financial situation. Consult your financial advisor to confirm tax deductions. NATS is a 501 (c) 3 non-profit organization, tax id: 36-6118354.*