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**THE CHRONICLE OF PHILANTHROPY**

5 Ways to Attract Gifts From
Donor-Advised Funds

** Acknowledge that some donors prefer to make gifts through their donor-advised funds, and mention on all your materials that you acept these gifts.** That means that every solicitation you send – whether by email or direct mail – and your nonprofit’s website should remind donors they can give from their accounts.

**Want to be better organized?** Visit philanthropy.com/resources for details about this and other tools.
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** When a gift comes from a fund, see if the donor’s neighbors would also like to give from a DAF**. After it receives a a gift from a fund, the American Technion Society will often send appeals to other people in the donor’s ZIP code specifying that gifts can be made from donor-advised funds.

** DAF account holders want flexbility; give it to them.**  Account holders often prefer to make gifts from their funds because they get an immediate tax deduction for a gift to a fund, but can advise that the funds be given to charities on their own timetable.

**Use a “widget” to allow donors to give directly from their donor-advised fund accounts when they visit your website.** Fidelity, Schwab, and the Greater Kansas City Community Foundation created “DAF Direct,” an online tool sthat enables donors to make a gift from their DAF when they are on a participating charity’s website, without having to visit their fund account site.

** Frequently, donors who make gifts from their donor-advised funds are repeat donors. Get to know them, and tailor your pitches to their interests.** Remember, even though donor-advised funds have gained in popularity relatively recently, the donors who give through their sites share the same aspirations as donors who send in a check.