



## Donor Recognition

### Individuals

(Note: New benefits to the program are identified by a checkmark)

#### Supporter—Up to \$99

- ✓ Annual email with news from the ASAE Foundation illustrating how a donation makes a difference
- Identifies as an ASAE Foundation donor on badges at ASAE major meetings
- Recognition on ASAE Foundation website
- ✓ Identify as an ASAE Foundation donor on Collaborate, our member-only online collaboration tool

#### Bronze—\$100-999

Receive all Supporter recognition plus:

- ✓ Connect with other donors on Collaborate via a private community and receive exclusive donor-only updates on ASAE Foundation projects
- ✓ Invitation to exclusive previews of ASAE Foundation research findings
- Invitation to exclusive donor receptions
- Annual recognition in a special insert into an issue of *Associations Now* magazine

#### Silver—\$1,000-1,999

Receive all Bronze recognition plus:

- ✓ Concierge registration service at ASAE major meetings
- Complimentary access to select ASAE Foundation events (including The Classic)
- VIP question and answer sessions with general session speaker at ASAE Annual Meeting
- ✓ A high-quality lapel pin designed specifically to recognize this giving level
- ✓ Recognition within the association community via social media

#### Gold—\$2,000-2,999

Receive all Silver recognition plus:

- ✓ Invitations to exclusive donor events, including access to private sessions with key content leaders (under development)

#### Platinum—\$3,000+

Receive all Gold recognition plus:

- ✓ Invitation to exclusive event with ASAE leadership for an in-depth discussion on issues impacting the association community
- ✓ Heightened recognition as a significant contributor at the ASAE Annual Meeting

**Leadership Society – Individuals who have donated \$25,000 in their lifetime or who pledge \$25,000+ to be paid over a maximum of 8 years**

**Emerald - \$25,000 - \$49,999**

**Ruby - \$50,000 - \$74,999**

**Sapphire - \$75,000 - \$99,999**

**Diamond - \$100,000+**

**Legacy Society – Individuals who have made a commitment of \$10,000 or more in planned giving**

Legacy Society and Leadership Society individual donors will be recognized by name and will receive invitations to exclusive donor receptions. Donors will receive benefits at the Supporter level, or higher if he/she is an annual individual contributor.

## *Organizations*

### **Supporter – Up to \$999**

- Foundation Updates
- Ability to identify yourself as an ASAE Foundation donor on your badge at ASAE major meetings
- Logo recognition on the ASAE Foundation website
  - Listing of one representative under the organizations logo (online and in print)
- Ability to identify yourself as an ASAE Foundation donor on Collaborate, our member-only online collaboration tool

### **Bronze - \$1,000 - \$2,499**

Receive all Supporter recognition plus:

- Logo recognition on organizational supporter banners placed at ASAE major meeting
  - Listing of two representatives under the organizations logo (online and in print)
- Recognition in annual recognition insert of Associations Now magazine (February/March)
- Connect with other donors on Collaborate via a private community and receive exclusive donor-only updates on ASAE Foundation projects
- Invitation to exclusive previews of ASAE Foundation research findings
- Invitations to exclusive donor events
  - 2 invitations to Donor Reception at Annual Meeting

### **Silver - \$2,500 - \$4,999**

Receive all Bronze recognition plus:

- Listing of three representatives under the organizations logo (online and in print)
- Invitations to exclusive donor receptions:
  - 2 Invitations to VIP Q & A at Annual Meeting
- Lapel Pin

### **Gold - \$5,000 - \$7,499**

Receive all Silver recognition plus:

- Listing of four representatives under the organizations logo (online and in print)
- 10% off of all Foundation special event support opportunities such as our Foundation Pour, Executive Golf, Tennis and Spa series, etc.
- Invitations to exclusive donor events:
  - 2 Tickets to the Foundation Pour
  - 2 Tickets to the Classic at Annual Meeting

### **Platinum/Major Gift – \$7,500+**

Receive all Gold recognition plus:

- Listing of six representatives under the organizations logo (online and in print)
- 15% off of all Foundation special event support opportunities such as our Foundation Pour, Executive Golf, Tennis and Spa series, etc.
- Invitations to exclusive donor events:
  - 2 invitations to the Foundation Winter Harvest Parties
  - 2 registrations to your choice of golf, tennis and spa events
- Logo recognition on ASAE Foundation Major Gift page

## **Leadership Society**

### **Emerald - \$25,000 - \$49,999**

### **Ruby - \$50,000 - \$74,999**



**Sapphire - \$75,000 - \$99,999**

**Diamond - \$100,000+**

Receive all Platinum recognition plus:

Ability to work directly with ASAE Foundation staff to customize a recognition package.

Recognition could include the following examples:

- Printed giant check
- Recognition on the Major Donors page on the ASAE Foundation's website
- Ability to place marketing brochure/pamphlet on the Foundation's collateral table (at all major ASAE events)
- Press release
- Ability to match announcement date of gift to your organizations milestone events/activities.
- Visibility in the form of an organizational major donor profile in the ASAE Foundation update/newsletter

Currently, donors are recognized on the website, banners/signage and in an edition of *Associations Now* magazine. We have also included tickets to The Classic. Leadership Society organizational donors will be recognized by name and will receive invitations to exclusive donor receptions and The Classic. Donors will receive benefits at the Supporter level, or higher if he/she is also an annual individual contributor.