

COMMUNICATIONS RESOURCES

Charitable Organization Endowment Program

The Charitable Organization Endowment Program provides a variety of tools and resources to help participating organizations promote and grow their endowments. Learn more at occf.org/coeprogram.

THE TOOLKIT

The online toolkit at occf.org/toolkit features free resources to help organizations build and promote their endowment funds. Including:



How to Link to Central Oklahoma Charities

Each program participant is featured on our searchable, online directory at occf.org/CentralOklahomaCharities with its own web page that includes contact information, website links and a link to make an online gift to their endowment fund.



Endowment News

Our monthly e-newsletter for charitable organizations in our endowment program features insights and tips to help grow your endowment, as well as useful tools on how to use your GiveSmartOKC profile. Find an online archive of past issues at occf.org/toolkit and subscribe at occf.org/enews.



How to Link to Legacy Giving

Legacy Giving is a free, online tool that provides charities, donors and professional advisors with resources on charitable giving at occflegacy.org.



Publications

An annual update on the Charitable Organization Endowment program is mailed to donors, potential donors and community leaders encouraging support of the endowments. In addition, charitable organization endowments are promoted in the annual report of the Oklahoma City Community Foundation, along with donor funds and stories, financial summaries and highlights from the most recently completed fiscal year. View recent publications at occf.org/pubs.



How to Link to an Online Giving Form for your Endowment

Our online giving service processes credit card gifts through a secure server and offers an easy way for donors to make a gift directly to an organization's endowment fund. Links from your website to our online giving form should be directed to: <https://donate.occf.org>.



Donor Central Guide

Participants have 24-7 access to a secure, online reporting service made available to the charitable organizations' staff and boards of directors so they can view fund balances, financial statements, investment performance and gift and distribution history at occf.org/donorcentral.



OKLAHOMA CITY COMMUNITY FOUNDATION

2020 **focus on**
endowment

ALL ABOUT ENDOWMENT

Inspiration to Share with your Donors

Use these in newsletters and emails to raise awareness about your endowment!

What is Endowment?

Endowment is like a savings account that only spends the interest. Our Endowment fund with the Oklahoma City Community Foundation grants us 5% of the fund each year. The remainder continues to grow in value. When you give to our endowment fund, you are giving a gift to our future! Give to our future by clicking here: donate.occf.org/

Our endowment fund with the Oklahoma City Community Foundation is like a retirement fund, except this one never retires and never runs out! Give to our future by clicking here: donate.occf.org/

Our Endowment Working Through the Years...

Our endowment with the Oklahoma City Community Foundation has received **[\$gifts]** in gifts but has given back **[\$distributions]** over the years. Today, it is worth **[\$fund value]**. To learn more about our endowment contact **[development director email]** today!

Our endowment was established in **[year]** by **[person instrumental in endowment]** with a gift of **[\$first gift]**. We are so thankful for their foresight and faith in our future! To learn more about **[person instrumental in endowment]** and their legacy for the future, contact **[development director email]** today.

Why Give to Endowment?

Endowment funds are invested for long-term growth and eventually give back more than is put into them. In this way, your gift today will give back forever. You can give back forever by clicking here: donate.occf.org/

We believe in our mission and think you do too! Endowment is a way to ensure that there will be support for our mission long into the future. Support our mission long into the future by clicking here: donate.occf.org/

Giving to our endowment fund ensures that we will have income to support our mission as long as we need it. You can be a part of our long-term support by clicking here: donate.occf.org/

Endowment is a great way for you to know that a larger gift will be spent wisely. Your gift will have a lasting impact, eventually far surpassing the amount of your original gift! Learn more about leaving a legacy by clicking here: donate.occf.org/

Gifts to endowment are a wonderful way to honor a loved one. Their memory will be kept alive by giving a gift in their name every year! To give a gift in memory of a loved one click here: donate.occf.org/

Historically, a gift to our endowment will give back its full value to us within 13 years, and then continue to give even more! To give a gift that will be worth more tomorrow, click here: donate.occf.org/

A gift to our endowment will typically double in value in 14 years! To give a gift that will double click here: donate.occf.org/



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