

Methods of Solicitation Defined  
Food Bank of the Southern Tier  
2021  
**METHODS OF SOLICITATION DEFINED**

CATEGORY / GIFT SUBTYPE	DEFINITION	EXAMPLES OF APPEALS WITHIN CATEGORY	NOTES/EXCEPTIONS
<b>Cause Marketing</b>	<b>Cause Marketing:</b> Any monies received directly from cause marketing campaigns. A Cause Marketing program is consumer-facing. If the program is marketed to customers or customers are asked to take action, whether it be a donation, purchase or other, it is a Cause Marketing campaign (e.g. Check-Out- Hunger, Macy's, Pampered Chef, Campbell's Soup, and others).	Check Out Hunger Cheers for Change Fill the Bus General Cause Marketing	Crystal Chords' donations from concerts Amazon Smiles (Appeal+unsolicited) Feeding America (cause marketing campaign pass thru gifts)
<b>Special Events</b>	<b>Special Events:</b> Gross revenues from planned Food Bank special events, including events hosted by your organization and third-party events benefitting your organization. <b>Include corporate sponsorships of specific events. Do not include food and funds drives.</b> Please include revenue from food and funds drives in "All other Private Support."	Tour de Keuka, Mobile Packing Party Selfless Elf Empty Bowls Canstruction	Agency Celebration is but Fund=Agency Svcs Celebration and Campaign=Special Campaign
<b>Direct Mail</b> <b>Appeal categories divided by:</b> - Direct Mail Acquisition - Direct Mail Cultivation - Direct Mail Saturation - Direct Mail Newsletter - Direct Mail Major Donor	<b>Direct Mail:</b> Revenues from all direct mail sources, both national and local. Do NOT include web revenue or email direct marketing. These should be included in Online Giving. This category does include renewal gifts (cultivation) and acquisition mailings. Include corporate gifts made in response to a direct mail appeal. Do NOT include unsolicited gifts or whitemail.	All Direct Mail Appeals Harvester Newsletters Circle to Feed Hope Appeals (Spring, Fall, Dec) Thank You Letter Envelopes	
<b>Realized Deferred Gifts and Bequests (Planned Giving)</b>	<b>Realized Deferred Gifts and Bequests (Planned Giving):</b> The most common form of planned giving, a bequest is made through a will or living trust. Please only report actual revenue received in your most recent fiscal year from bequests.	Bequests	
<b>Online Giving (including e-mail and other web revenue)</b>	<b>Online Giving (including e-mail and other web revenue):</b> All revenue from online giving, including responses to e-mail appeals and direct mail appeals that result in gifts made directly through your website, and all other gifts made through your website.	Online Gifts Turkey Drive Giving is Gorges	Network for Good gifts Givegab.com gifts
<b>Personal Solicitation</b>	<b>Personal Solicitation:</b> All gifts from individuals that were received as a result of a personal, one-on-one solicitation, for example in person, over the phone, etc. Include gifts from corporations, foundations, or organizations that were received as a result of a personal, one-on-one solicitation if they cannot be counted in any of the other categories. <i>If a corporation was approached by your team for a truck sponsorship, that would be personal solicitation. If they spontaneously reach out on their own with a check to sponsor Hunger Action Month t-shirts, that might be Whitemail, etc.</i>	CTFH Follow Up Other Sponsorships (non-event related) Sponsored Advertising Personal Solicitation (when gift is not related to any appeal) Board member giving	
<b>Grant - Corporations</b>	<b>Grant Applications - Corporations:</b> All revenue received as a result of a grant application to corporations (or corporate foundations). Do NOT include gifts from corporations that were not a result of your Food Bank submitting an application for the grant.		
<b>Grant - Foundations</b>	<b>Grant Applications - Foundations:</b> All revenue received as a result of a grant application to foundations (or family foundations). Do NOT include gifts from foundations that were not a result of your Food Bank submitting an application for the grant.		
<b>Grant - Other</b>	<b>Grant Applications – Other (non-government):</b> All revenue received as a result of a grant application to other organizations that are NOT corporations, foundations, or government. These aren't extremely common, but this is designated primarily for other grant-making nonprofits – say, a local church or Rotary club that collects applications for an annual grant. Do NOT include gifts from other organizations that were not a result of your Food Bank submitting an application for the grant.		Feeding America Grants (that are not cause marketing campaign pass through checks) United Way Grants Churches
<b>Whitemail</b>	<b>Whitemail:</b> Correspondence received from donors in their own envelope rather than in an envelope provided by the marketer. Typically these are unsolicited gifts from individuals without direct relation to any direct marketing campaign or other solicitation method. <i>If sponsors spontaneously reach out on their own with a check to sponsor Hunger Action Month t-shirts, that might be Whitemail.</i>	Unsolicited Donor Advised Funds	
<b>All Other Private Support</b>	<b>All Other Private Support (Does not fit into one of the above categories. Includes United Way, other social and religious organization giving, and employee giving campaigns):</b> All revenue from private sources (non-government) that are not included in any of the categories above. This may also include revenue received from private sources as a direct result of a hurricane, flood, tornado, or other disaster. However, DO NOT include disaster revenue received as part of a direct mail campaign. Please include that in Direct Mail or Online Giving, as appropriate). <b>This Includes Food &amp; Fund Drive funds.</b>	Food & Fund Drives Workplace Campaign Employer Matching Gifts Dollars for Doers Volunteers and Speaking Engagements Old Recurring Gift - Monthly / Quarterly** Food Bank Employee Giving Veggie Pun T-Shirts	Conference Room Rentals (appeal=unsolicited; pkg code=conference room) Corporate Repacks/Mobile Packing Parties (appeal=offsite repack) United Way Employee Payroll deductions

\*\* How to treat Recurring Gifts: NAR does instruct food banks to code each monthly donation in the way that donor signed up to be a monthly donor. So if they were personally solicited and then signed up, it would be personal solicitation. If they signed up via a direct mail piece, then Direct Mail, etc. Again, there's no perfect solution here, but that's the way that you can most closely align your coding to network benchmarks.