



CAMPAIGN FAQ

During the fundraising process, we understand many individuals may have questions and need more information about the campaign. We hope this document will help answer some of the frequently asked questions from the STAR community.

FREQUENTLY ASKED QUESTIONS

Q. WHO WILL BE ASKED TO PARTICIPATE IN THE CAMPAIGN?

A. All members of the STAR community will be asked to consider a gift to the campaign including the Board of Directors, the Foundation Board, corporate and institutional partners, past and current donors, and all others who believe in STAR's mission. Additionally, a concerted effort is being made to significantly expand STAR's universe of supporters.

Q. WHY IS STAR LAUNCHING A \$5 MILLION CAMPAIGN?

A. From our inception in 1952 to currently serving over 600 individuals and their families, we continue to advocate for equitable, purposeful, and inclusive lives for those living with intellectual and developmental disabilities (IDD). Though STAR has seen unprecedented success, the needs of our clients are always changing. Each day, we are inspired by those we support to rethink how to best meet their needs. In order to do this, we launched *STARS Above: The Campaign for Our Future*. This campaign will provide new services, expand existing programs, and make state-of-the-art enhancements to STAR's facilities.

Q. HOW DID STAR IDENTIFY CAMPAIGN PRIORITIES?

A. The Board, Campaign Executive Committee, and STAR's leadership extensively developed, considered and reviewed potential priorities, including recommendations from a detailed planning study to inform their choices.

Q. I ALREADY SUPPORT STAR WITH AN ANNUAL GIFT. SHOULD I MAKE A CAMPAIGN GIFT TOO?

Annual donations help meet current operating budget needs. Your annual contribution goes directly into the current year's operating funds. Gifts to the capital campaign provide significant and specific funding to our priority funding areas.

Q. WHAT WILL THE FUNDS GO TOWARD?

A. The campaign priorities encompass the following areas:

ORGANIZATIONAL RESILIENCE

- STAR aims to drive organizational impact by investing in our staff's professional development, furthering our advocacy efforts, and endowing our existing services to ensure long-term stability.

NEW TECHNOLOGIES & PROGRAMS

- Understanding the necessity of meeting the ever-adapting needs of our clients and their families, STAR is investing in a Center for Memory Care and an Assistive Technology Resource Center, while reimagining our current programs focused on family support and customized employment.

Q. WHY DO YOU ASK FOR A SPECIFIC GIFT AMOUNT?

A. To achieve our ambitious goals, a gift amount is suggested for each donor or household. Everyone's financial situation and philanthropic priorities are unique. Thoughtful consideration of your pledge should be planned and proportionate relative to capacity and other priorities.

Q. WHY DO YOU THINK I/OUR FAMILY CAN GIVE AT THIS LEVEL?

A. Request amounts are based on a wide range of factors (past giving, affinity to STAR, etc.) and the financial needs of STAR. You are being asked to consider a transformative gift at a specific level and we hope you give this request serious consideration.

FREQUENTLY ASKED QUESTIONS (CONTINUED)

Q. WHY EMPHASIZE PLEDGES?

A. The campaign emphasizes pledging over time because it affords many donors the opportunity to consider larger commitments than they might make via a one-time gift. Experience shows that donors who pledge can consider gifts up to four times larger than those who make one-time gifts. This is essential in a transformative campaign of this magnitude.

Q. CAN I DESIGNATE MY GIFT TO A SPECIFIC CAMPAIGN AREA?

A. Yes. Donors can designate their commitment to a specific area. However, donors are encouraged to make undesignated gifts in support of the whole campaign to provide STAR the greatest flexibility in implementing high priority and time-sensitive projects.

Q. WHY IS EACH DONOR ASKED TO COMPLETE A PLEDGE FORM?

A. A donor is asked to complete a pledge form so STAR can accurately record and acknowledge your gift. Donors are asked to sign a pledge form indicating that they have agreed to the terms of the gift indicated.

Q. IS AN INITIAL PAYMENT FOR A PLEDGE REQUIRED?

A. The campaign does not require an initial payment to begin a pledge. However, many donors prefer to begin their pledges immediately with an initial installment.

Q. HOW WILL INDIVIDUAL PLEDGE COMMITMENTS BE COLLECTED?

A. Individual pledge commitments, initial payments, and all subsequent donations will be collected by the STAR Development Office. Pledge reminders will be sent on a schedule of the donor's choosing by the Development Office.

Q. CAN SECURITIES OR STOCK GIFTS BE MADE TO THE CAMPAIGN?

A. Yes. If a donor would like to fulfill their pledged commitment through a gift of securities, notify the Development Office and they will follow up with the donor and provide additional information.

Q. ARE GIFTS TO THE CAMPAIGN TAX-DEDUCTIBLE?

A. Yes, gifts to the campaign are tax-deductible to the fullest extent allowed by law. The application of such laws varies with individual financial circumstances. Individuals with specific questions regarding tax deductibility should contact their attorney or tax professional.

Q. HOW ARE GIFTS RECOGNIZED?

A. All donors will be recognized in annual reports, campaign newsletters, and on our website. Gifts at higher levels can correspond to available naming opportunities for campus facilities. If you would like to see a list of available naming opportunities, please contact the Advancement Office. Those making gifts of **\$X,000 - \$X,000**, have the opportunity to be part of the Campaign Brick Walk. For more information, visit **BRICK WALK WEBSITE LINK**.

