



WAYS TO GIVE

Donors have several ways to participate in Arts On Main's *Imagine More* Campaign – each responsive to a donor's circumstances and with distinct tax advantages including:

- **An Outright Gift.** Donors may make an outright gift of cash, stock shares, or other securities.
- **A Multi-Year Pledge.** Donors may choose to make a pledge which can be fulfilled over several years.
- **A Planned or Deferred Gift:** Donors may make a planned gift. Planned gifts enable a donor to make a gift at the level they wish in a way that might provide more tax-wise benefits. Options include a Required Minimum Distribution (RMD) or a Qualified Charitable Distribution (QCD) from an IRA. Or, Arts on Main may be included in a donor's estate plans either through a simple bequest or a charitable lead or charitable remainder trust.
- **Insurance Beneficiary.** Arts on Main can also be noted as a beneficiary in an insurance policy.

Arts on Main is pleased to answer any questions or assist you in choosing the right option. The Executive Committee of the Board of Directors may also review potential contributions to ensure they support and are consistent with the Campaign needs and the Arts on Main's mission of engaging the community through inspiring arts experiences.

DONOR RECOGNITION

The Board of Directors has approved ways to recognize the *Imagine More* Campaign donors including:

- **Annual Donor Recognition:** Donors will be recognized in print or digital versions of the Annual Report to the Community, cumulatively over years of the Campaign. At the conclusion of the Campaign, a final publication of the project and honor roll of donors will be produced and shared. Campaign donors will also be publicly acknowledged at campaign-related events and in media releases and communications with donor permission.
- **Central Donor Recognition:** At the conclusion of the Campaign, donors of certain gift levels will be recognized in a central physical location for a multi-year period.
- **Naming and Commemorative Options:** The Campaign provides naming and commemorative options within the facility, approved by the Board for long-term recognition (up to 20 years). One donor, a group of donors, a family or an organization may fund a physical naming or commemorative option.

Engaging the community through inspiring arts experiences.

gloucesterartsonmain.org