

Finder numbers and appeal codes are used on printed giving forms to help track the performance of solicitation mailings. Out-of-date devices can lead to inaccurate reporting on performance data. Any existing giving device should be reviewed by WFAA's Gift Processing Team annually, and any new giving device should be reviewed at the time of its creation. Please submit a Help Center {help@uwadvancement.org} ticket.

Finder numbers: Used only on solicitations and assigned to a specific person for a specific giving form. Finder numbers are created as part of the Marketing Effort process and will be included in the output delivered by Business Intelligence (BI). They should be included on the bottom left of your giving form.

PROS:

- Can track by person by giving device/tactic

CONS:

- Must be requested as a Marketing Effort prior to printing your giving form
- Because a finder number is assigned to a specific person, it must be collated to that person's envelope, and could incur additional collation costs. (Can offset costs by attached devices and using window envelopes.)

Caroline, please give now.

025501

STEP ONE
Choose your gift

One-time Gift
\$ _____
Monthly Gift
Charged the 10th of each month.
 \$10
 \$ _____

STEP TWO
Choose your area to support

\$ _____ College of Letters & Science - 132541440
\$ _____ School of Education - 112301110
\$ _____ Chancellor's Annual Fund - 112207500
\$ _____ Great People Scholarship - 112816740
\$ _____ Other: _____

STEP THREE
Choose your payment method

Credit Card Visa MasterCard American Express Discover

Print Name (as it appears on card) _____
Card Number _____ Exp. Date _____
Signature _____

Check payable to the University of Wisconsin Foundation.
Or give online at allwaysforward.org/give.

My employer, _____, will match this gift.
 Employer matching-gift form enclosed Employer form completed online

52356532

Example of a finder number for the WFAA Annual Campaign.

Appeal codes: Created for and assigned to a specific mail piece — not to a specific person — by WFAA's Gift Processing Team. Every appeal code contains a year associated with that appeal, so it is important to refresh your giving form with every appeal or at least annually. The appeal code should be included at the bottom left of your giving form. Please submit a Help Center {link} ticket if you need an appeal code for your giving device.

PROS:

- No mailing collation costs

CONS:

- Must be requested prior to printing your giving form
- Does not allow you to track responses by multiple devices (sending multiple pledge cards)

PLEASE MAKE A GIFT TO THE SCHOOL OF HUMAN ECOLOGY ANNUAL FUND.

STEP ONE
Choose your gift

One-Time Gift
 \$75
 \$125
 \$250
 \$500
 \$ _____

Monthly Gift
Go online to set up a recurring gift.

STEP TWO
Choose your payment method

Credit Card # _____ Exp. _____
Print Name (as it appears on card) _____
Signature _____

Check payable to the University of Wisconsin Foundation
Complete this form and mail it to:
University of Wisconsin Foundation, US Bank Lockbox, Box 78236, Milwaukee, WI 53278-0236

Online: Make secure credit card gifts at supportuw.org/giveto/sohe

To discuss giving to other funds, contact Claire Mezick, director of development, at claire.mezick@supportuw.org or 608-572-3310

SCHOOL OF HUMAN ECOLOGY ANNUAL FUND
FUND #122399060
HEC_2017_GENPLEDGE

STEP THREE
Double your Impact with a matching gift Employer matching-gift form: Enclosed Completed online

Example of an appeal code for the School of Human Ecology. Appeal codes are created by WFAA's Gift Processing Team by year and must be requested from the Help Center.