

# Montgomery Consulting: Fundraising Matters Spring 2017

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## FUNDRAISING MATTERS

Spring 2017



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### Put "Tribute Giving" to Work for Your Organization

"Tribute giving" is an increasingly popular way to observe birthdays, anniversaries, retirements, weddings and holidays.

If your organization is a "Mom and Apple Pie" kind of charity, a more vigorous effort to encourage IHO (In Honor of) gifts could produce significant new revenue. Putting more marketing muscle behind IHO giving is likely to also increase IMO (In Memory of) giving which can be difficult to sensitively promote on its own.

Because most organizations are already receiving some IHO/IMO gifts, we won't go into the mechanics of recording and processing them. Instead, we'll focus on how to promote tribute giving.

*Use your website and newsletter to publicize a few well-chosen examples of tribute givers to whom your constituency can relate.* If your cause appeals largely to older Americans, highlight a wedding when – instead of registering – an older couple directed gifts to your cause. Then, in a little well-crafted text, remind readers of the other life events – graduations, retirements, anniversaries, etc. – that they could also recognize through tribute giving.

You might want to also add tribute giving to the giving options that you are promoted at year-end. Personally, I like to start such promotions with a question, "What do you get the person who has everything?"

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