



1944·2019
75 YEARS

NATS Annual Fund - FAQs

Why am I being asked to give?

- The NATS 75th Anniversary Fund kicks off our new Annual Fund. Unrestricted gifts enable NATS to meet the greatest needs of the organization.
- Donors may continue to designate their support to a specific fund that supports their specific interests.
- Currently NATS is engaged in a **member survey and strategic planning process** that will enable its leaders to clearly prioritize the needs of members and to chart new directions as appropriate to strengthen NATS and its programs and services.

Why is this being done? Aren't my membership dues enough to keep NATS in operation?

- Membership dues are essential for the fiscal health of the Association, as well as the revenue NATS earns from advertising, conference and workshop fees, and sponsorships.
- In-kind donations of event space, and thousands of volunteer hours are also indispensable.
- The Annual Fund will supplement dues and enable NATS to not only continue serving its members, but to thrive.

How can I make an annual or monthly recurring payment?

- Recurring gifts over a specific period may be pledged online or via the pledge form included in your annual fund solicitation letter.
- Recurring annual gift: When you pledge \$150 or more in response to an annual fund solicitation, your gift may be pledged over one to three years.
- Recurring monthly gift: Recurring monthly gifts may be pledged, providing a set level of monthly giving on an ongoing basis.

Is there a minimum amount for annual giving?

- We will accept – and appreciate – your gift at any amount.

I made a donation with my online membership renewal. Will my gift still be counted?

- Gifts made in conjunction with membership renewal are much like gifts that we are asked to make when we renew subscriptions to an arts performance series, underscoring loyalty and appreciation of the excellence of the programs being provided. These gifts are greatly appreciated.
- Gifts made with online membership renewal after January 1, 2019 may be counted toward the member's total annual giving each year, potentially increasing the donor's gift recognition level.
- Every member will be asked to make a gift to the 75th Anniversary Fund in addition to gifts made with membership renewals in 2019, and to the NATS Annual Fund annually thereafter.