

Campaign Leaders

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“Adopt the Box” Campaign 2020 Goals

To motivate museum visitors to make cash donations onsite in the Welcome Center at the Museum.

To match cash donations to the boxes dollar for dollar with a pledged donation to the Annual Fund.

To give the NMVO and Docent Council and its strategic gift of Donation Boxes more visibility.

To raise awareness about the generosity of members and the importance of the Annual Fund.

To underscore that the Museum relies upon donations large and small to serve the public.

How It Works:

Advancement staff will support the campaign by providing the necessary forms for administering the campaign and support as needed. Accounting staff will report cash donations at the close of each month.

Campaign leaders will promote the campaign among members and supporters.

Campaign leaders will record members who pledge to match cash donations collected by NMVO boxes on the Campaign Leader Log, noting any specification of pledge maximum or anonymity.

Campaign leaders will contact Accounting staff on the first of the month to request a tally of cash donations for the prior month. Finance staff will advise campaign leaders of total cash donations to be matched by the member in a timely fashion.

Campaign leaders will inform members of the total amount of cash donations to the boxes for their pledge month, by email or mail, and send pledge payment form to enable them to make their matching donation to the Annual Fund (by email or paper mail) in a timely fashion to allow for efficient processing.

When the donation is received—online via the Annual Fund online donation page, by phone, or by mail via check or credit card form, Advancement staff will prepare a tax letter for the member’s donation to the Annual Fund. Advancement staff and Campaign leaders will evaluate to ensure donor satisfaction.

Questions? Contact Volunteers Ellen (ellengnj@comcast.net), Carole (caroleangel7@icloud.com)

How large a donation are members pledging? Members are asked to pledge a minimum matching donation of \$200, and are able to set a maximum commitment. Since their re-installation, the Boxes have collected between \$50 and \$250 total each month, depending on attendance and onsite promotion.

What if more than one member wants the month of April? More than one member can sponsor a month. Cash donations would then be matched 2:1 or 3:1 depending upon the number of member pledges.

What if members want to limit how much they will match? Members can choose to set a maximum for their pledged match should a large number of donations be collected.

Will the community know what member is sponsoring the match? Signage on the box will state for the month: “Your Donation Today is being matched by a Museum Member” with the sponsoring member’s name listed unless otherwise requested. Members would be listed in Museum’s annual donor listing as a donation to the Annual Fund by name or as anonymous donors.



Go ahead. Get closer.

“Adopt the Box” Campaign

The Newark Museum of Art Annual Fund Donation Form

This program is led by Newark Museum volunteers. Please contact Volunteers Ellen or Carole to confirm the month you wish to sponsor. (ellengnj@comcast.net) (caroleangel7@icloud.com)

Please be sure the matching donation amount is filled in before submitting this form.

Thank you for submitting this form within 30 days of notification of your pledge amount.

With this form, I hereby make a donation in the amount of \$_____._____ to the Annual Fund, to support general museum operations. This gift matches cash donations to the NMVO Donation Boxes in The Newark Museum of Art Welcome Center for the month of _____.

DONOR NAME: _____

STREET ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE: _____ EMAIL: _____

RECOGNITION NAME: _____ or ___Make my donation anonymous.

PAYMENT DETAILS: ___ Check enclosed made out to: Newark Museum Association

___ Charge my credit card: VISA MASTERCARD AMEX DISCOVER

CARDHOLDER NAME: _____

BILLING ADDRESS: _____

(if different from above)

CREDIT CARD NUMBER: _____

EXPIRATION: _____/_____ SECURITY CODE: _____

SIGNATURE: _____

Please return this form with your method of payment to:

The Newark Museum of Art, 49 Washington Street, Newark, NJ 07102-3176

Questions may be directed to Michele Saliola, Director of Individual Giving, at (973) 596-6491 or

msaliola@newarkmuseumart.org. THANK YOU FOR PARTICIPATING IN THIS FUNDRAISING EFFORT!

For Processing

Appeal: NMVO_DONBOX_20

Campaign: Annual Fund

Fund Code: 00008

Package: Sponsor Match

RE ID#: _____