BNC Tributes Handbook
MISSION STATEMENT

Brandeis National Committee is dedicated to providing philanthropic support to Brandeis University, a distinguished liberal arts and research university founded by the American Jewish community. Its membership is connected to the University through fundraising and through activities that reflect the values on which the University was founded: academic excellence, social justice, non-sectarianism and service to the community.
Dear Tributes Chair,

Thank you for your commitment to the Brandeis National Committee (BNC) and to the BNC Tribute Funds. You and your chapter’s success in promoting our tribute funds will continue to assure the success of the Brandeis University.

This handbook is a guide for Tribute Chairs (previously Book Fund Chairs), both new and experienced. Please read it thoroughly and become familiar with the material. If you have any questions regarding BNC tributes and on anything on this handbook, please contact Dania Khandaker at the national office at or dkhandaker@brandeis.edu 781-736-4171.

BNC Tribute Funds provide an opportunity to honor, memorialize, or celebrate

BNC Tribute Gifts has many advantages. It offers BNC friends and members a way to benefit scientific and medical research; it enriches the students and libraries of Brandeis; and it provides a meaningful and thoughtful tribute for every occasion. Our tribute cards and folios are attractive and unique to BNC. The tributes hold the tradition of giving to a charity to honor someone, and it remains as a memento from the donor.

A chapter’s success with BNC’s Tribute Fund depends on you

It requires enthusiasm, dedication, cooperation, and creativity on your part to make your chapter aware of the importance and rewards of using BNC tribute cards and folios.
Book Fund — Our First Fund

BNC began its work in 1948, the same year that Brandeis University was founded. The organization agreed to undertake the complete support and maintenance of the Brandeis University libraries. Book Fund was conceived as the basic vehicle for direct giving to support the Brandeis library.

The libraries at Brandeis grew from humble beginnings in a converted stable to the sophisticated library complex that it is today. The needs of the library were ever increasing to keep pace with a constantly expanding body of knowledge.

We are all justifiably proud of our accomplishments in the development of the libraries at Brandeis. Each gift to Book Fund lends support and enrichment. The thousands of acquisitions made possible each year by Book Fund are indispensable to the Brandeis community of scholars. At this time when information is exploding exponentially, our support is needed more than ever to assure that the libraries are always current.

We look to you as a chair of Tributes Fund to help carry on our mission and our tradition.
The role of the Tributes Fund Chair

Keys to a successful year

❖ Know ALL BNC Tribute categories. Please take some time to go on our website and browse the categories and see what the tribute cards and folios look like. http://www.brandeis.edu/bnc/philanthropy/giving-opportunities.html

❖ Promote the use of BNC tribute cards for all occasions: birthdays, holidays, memorials, sympathy, graduations, weddings, anniversaries, B’nai or B’not Mitzvah, confirmations, congratulations, thank-you’s, appreciation. Any occasion you can think of.

❖ Give PROMPT, ACCURATE service. Always have supplies on hand. Order tribute supplies from the National Center.

❖ Always have BNC Tribute cards and folios for sale at all meetings and events. Use a Display Board or Album to showcase the different options available.

❖ Always include BNC Tribute Fund information in all chapter bulletins and other mailings.

❖ Tell the Book Fund story at chapter meetings and new member teas.

❖ Plan at least one BNC Tribute Fund event each year.

❖ Tribute cards and supplies can be ordered at no cost to chapters. Contact Dania Khandaker at dkhandaker@brandeis.edu or 781-736-4171.
BNC Tribute Cards and LRJ Folios that are available:

$10 Book Fund Tribute Card
$18 Book Fund Tribute Card
$25 Sustaining the Mind Card
$25 BNC Scholarship Card

**LRJ Folios** (Learned Research Journals)

<table>
<thead>
<tr>
<th>Price</th>
<th>Description</th>
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<tbody>
<tr>
<td>$35</td>
<td>Learned Research Journal <em>(maroon leatherette album)</em></td>
</tr>
<tr>
<td>$55</td>
<td>Learned Research Journal Folio for Medical Science <em>(blue leatherette folio)</em></td>
</tr>
<tr>
<td>$100</td>
<td>Learned Research Journal for Special Book Collection <em>(Beige leatherette album)</em></td>
</tr>
<tr>
<td>$100</td>
<td>Learned Research Journal for Special Book Collection in Judaica <em>(Beige leatherette album)</em></td>
</tr>
<tr>
<td>$500</td>
<td>Learned Research Journal for Major Book Collection <em>(Beige leatherette album)</em></td>
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Online Donations

- Members and friends can go online directly to our BNC website and make a tribute gift using a credit card. This is the fastest, most secure way to make a BNC Tribute gift. Once the gift is made online, a tribute will be mailed to the recipient from the national office. The donor can also personalize a note to the recipient online.

- www.brandeis.edu/bnc
  1. Click on the big **GIVE NOW** button in yellow and you will be prompted to fill out all the information to make a BNC tribute.
How to process a BNC Tribute gift:

1. When you receive a tribute gift, record it on a receipt. (Receipt pads are available from the National Office.) A separate receipt should be issued for each gift.

2. Send the money and the white copy of the receipt to your chapter treasurer. Be sure that all entries are legible and that spelling of the full names and addresses are accurate. The member’s address must be written on the Receipt to ensure that the correct member is given credit for the donation.

3. The donor will receive the yellow copy. For checks of $75 or more, you may advise the donor that the University will issue a receipt for tax purposes. Checks of $75 or more should be sent directly to National and not deposited into the chapter’s bank account.

4. Keep the pink copy for the chapter records.

5. The chapter treasurer will then forward the white copy along with the money and the Chapter Monthly Financial Report to the National Center. The total for submitted receipts must be consistent with the funds reported and transmitted.

6. Prepare the appropriate tribute and send it to the designated recipient.

Brandeis policy requires that the University process all individual donations of $75 or more not associated with an event or Study Group, including Book Fund, so that donors will receive appropriate tax receipts. This means that chapters must NOT deposit these checks into their bank accounts, but must send the checks directly to the National Center. To ensure timely processing, checks should be sent every two weeks.

All other Book Fund receipts for amounts less than $75, such as LRJ receipts and Folio receipts, can continue to be deposited by the chapter into its account and submitted on the chapter’s Monthly Financial Report to the National Center. You will facilitate the processing of BNC Tribute card receipts by legibly printing the donor’s name and address.
How to prepare an insert for the LRJ Folio:

How to prepare and make LRJ Folios (Learned Research Journal for Book Fund):

DO print the insert that goes inside the LRJ neatly and carefully. Please contact the National Office for templates for your computer to type the message into and to print.

As a last resort, only if you absolutely do not have access to a computer or printer, you can write on the LRJ. Please write in the message on the LRJ, neatly and with good handwriting.

After you are done creating the tribute card/LRJ, mail to the recipient as indicated.

Templates are also available for all BNC Tribute cards. Please contact the National Office if you would like to use a template to help print the message on the tribute cards and folios.
How to promote BNC Tribute Funds and Cards:

In Bulletins:

- Work with your Bulletin Editor to promote BNC Tribute cards in every edition.
- Remember to include all the different Tribute Fund categories.
- Use ads available from the National Center.

Always include the name and phone number of the Tributes Chair.

List Tribute Fund contributors, the recipients, and the occasion.

- Supply accurate information about a BNC Tribute Fund event you are planning.

At all Meetings and Events:

- Have tribute cards for display and sale at each chapter event.
- Create a decorative BNC Tribute Card Basket to hold supplies during events.

At Study Groups:

- Assign a member at each session to promote the different BNC Tribute Funds
- Honor Study Group leaders through BNC Tribute Gifts.
How to plan a specific BNC Tribute Event (For e.g Book Fund Event)

An event dedicated to a specific BNC Fund creates an opportunity to give to BNC Funds while enjoying an occasion that is enlightening, educational, entertaining, or a combination of all three!

Any fundraising event can be designated exclusively for a BNC Fund or include a Tribute Fund component.

Important things to remember:

1. When you designate a specific BNC Fund, make sure to promote its function and its importance (for example the BNC Scholarship fund is applied to students with financial need etc)

2. The price of the event MUST include the price of the Tribute Fund category(s) being promoted, PLUS enough to cover all other expenses.

3. There is significant effort involved in planning any event. Think well beyond the $10 category to make it worthwhile.

4. Try to get the expenses of the event underwritten by an “angel.”

5. Open the event to non-members as well as to members.

6. Be creative – you know what will work best in your community.

Important Insurance and Tax Information Can Be Found in the Special Events Handbook
Additional Questions and Answers:

Q. Can I prepare LRJ inserts/ Tribute cards on a computer?
A. Yes. Instructions and templates are available from the National Office. Contact Dania Khandaker at dkhandaker@brandeis.edu or 781-736-4171

Q. Can I hand write the message inside the cards and LRJ’s?
A. Yes, only if absolutely do not have access to a computer or printer.

Q. How can I get supplies and cards to make and send the Tribute cards?
A. Contact the National Office to order supplies as Tribute Chair. Supplies are provided free of charge to the chapters.

Q. Suppose five or more people join together for a contribution. How do I list all the names?
A. The message inside the card or the insert inside the LRJ folio will simply say, “Given by a Group of Friends.” Use a blank sheet of paper to list the names and addresses of the donors, and enclose it with the tribute.

Q. Our chapter is planning a Book Fund luncheon. If we charge $35 per person, does everyone who attends receive an LRJ?
A. In order for everyone to receive an LRJ, you must charge $35 PLUS enough to cover the cost of the lunch and all other expenses (invitations, etc.). If possible, set the charge to make a profit over and above the cost of the luncheon plus the $35 cost of the LRJ. (See How to plan a Book Fund event)

Q. We want to give a speaker an LRJ at any event. Can we do this?
A. If a donation is made for an LRJ (by a member or group of members) for this purpose, the answer is yes. If no donation has been made, a complimentary card with Brandeis National Committee logo is available from the National Center for this purpose.

Q. Can someone make a gift online?
A. Yes – you can go online and make a tribute gift and a card will be mailed out from the national office. Here is the direct link to make the tribute gift online: giving.brandeis.edu/BNCGiving

Q. I am confused and have questions regarding Tributes.
A. You can always contact us at the national office and we are happy to answer any questions.
781-736-7588