



american council on gift annuities

The trusted expert for gift annuity rates since 1927

Credibility. Reputation. Transparency.

Partner Packet

About the ACGA

The American Council on Gift Annuities (ACGA) is a qualified nonprofit organization formed in 1927 as the Committee on Gift Annuities and was incorporated as a 501(c)(3) nonprofit in 1993.

Do you believe deeply in the meaningful volunteer work that the ACGA has been doing for your nonprofit for nearly 100 years? Would you like the opportunity to be an important supporter of the preeminent and original organization trusted to be the final word on gift annuities?

Partnering with the ACGA means that you are partnered with the **only** organization in the gift planning community that suggests maximum charitable gift annuity rates, monitors state regulations as they pertain to charitable gift annuities, and provides education on charitable gift annuities as well as broader gift planning. We work to provide meaningful recognition to our partners, added visibility, innovative ways to showcase your expertise, and special access benefits.

With the help of our partners and members, we plan to expand our services in the near future by:

- Expanding our reach across the nonprofit community in the United States.
- Partnering on key initiatives in the philanthropic community.
- Co-sponsoring research endeavors with allied organizations.
- Encouraging increased consumer awareness.
- Increasing the expertise and ethical practices of those engaged in nonprofit fundraising and partners in the for-profit sector.
- Sharing our knowledge base with charitable planners outside of the United States.

Our Mission

The ACGA's mission is to foster the success of charitable gift annuity programs at charities nationwide through the promulgation of suggested maximum gift annuity rates, education, research, monitoring state regulations, advocacy, and other activities that promote good gifts for nonprofits and their donors.

Our goal over the last several years has been to provide meaningful recognition and benefits for our partner organizations while also highlighting the most important work of ACGA – our role as the only nationally trusted provider of charitable gift annuity rates, our education programs for fundraising, marketing and gift administration, and our desire to connect charitable organizations with the partners who can help them realize their best gifts.



PARTNER OPPORTUNITIES & BENEFITS

PARTNER CHOICES (first-come, first-served)	Platinum \$10,000/yr Sold out	Gold \$8,000/yr Sold out	Silver \$6,000/yr 1 Available
	Two-year commitment	Two-year commitment	Two-year commitment
Rates			
Confidential early access to ACGA rate changes (up to three weeks prior to member announcement and up to four weeks prior to public announcements)	3 weeks	2 weeks	1 week
Webinars			
Exclusive webinar session speaking opportunity on a topic selected by the ACGA to showcase your company's expertise	★		
Exclusive webinar sponsor with speaker introduction	★ <i>1st choice</i>	★	★
Access to webinar attendees with one-time use of mailing list (includes emails)	★	★	★
Newsletter, Social Media & Website			
Recognition on ACGA's website partner page	★	★	★
Access to ACGA members and followers via a social media push	3 every 12 months	2 every 12 months	1 every 12 months
Exclusive on current topic to be shared as part of our quarterly newsletter and on social media (sent to all members, prospects, and followers of the ACGA, up to 3-minutes)	1 every 12 months	1 every 12 months	
Four pre/post webinar social media posts highlighting webinar sponsor (organization must be taggable on LinkedIn)	★	★	★
Logo and company description on our partnership page geared toward ACGA member referrals with a link to your website for duration of the partnership. Partnership page linked in every ACGA newsletter.	★	★	★
Invitation to write an article for the ACGA newsletter	★	★	★
ACGA partner seal to be used on partner website and materials	★	★	★
Membership			
24-month membership	Up to 10 associates	Up to 5 associates	Up to 3 associates

For more information, please contact us at acga@acga-web.org or (770) 874-3355.





PARTNER AGREEMENT

Opportunities

SOLD OUT Platinum Partner (\$10,000/yr - two-year commitment)

SOLD OUT Gold Partner (\$8,000/yr - two-year commitment)

☐ Silver Partner (\$6,000/yr - two-year commitment)

TOTAL _____

CONTACT INFORMATION

Company: _____

Primary Contact: _____

Address: _____

City: _____ State: _____ Zip code: _____

Phone: _____ Email: _____

PAYMENT INFORMATION

Please make check payable to ACGA or provide credit card info:

___ Check ___ AMEX ___ MasterCard ___ Visa

Payment options:

☐ Pay in full

☐ Pay in two payments (50% on receipt of agreement, balance due no later than 12 months later)

Name as it appears on credit card: _____

Card#: _____ Exp. Date: _____ Security code: _____

Cardholder signature: _____

AGREEMENT

Partnership is valid for 24 months from the time the first payment is received.

Signature: _____

My signature on this contract confirms that I understand that the ACGA partner opportunities are non-refundable and include a two-year commitment.

Return partner agreement to:

ACGA (American Council on Gift Annuities)

5151 E. Broadway Blvd, Suite 1600

Tucson, AZ 85711

OR email to: acga@acga-web.org

Questions? Contact the ACGA at 770-874-3355 or acga@acga-web.org

With the help of our partners and members, we plan to expand our services in the near future by:

- Expanding our reach across the nonprofit community in the United States.
- Partnering on key initiatives in the philanthropic community.
- Co-sponsoring research endeavors with allied organizations.
- Encouraging increased consumer awareness.
- Increasing the expertise and ethical practices of those engaged in nonprofit fundraising and partners in the for-profit sector.
- Sharing our knowledge base with charitable planners outside of the United States.