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## **ASSOCIATION OF FUNDRAISING PROFESSIONALS ENDORSES NCPG GUIDELINES FOR REPORTING AND COUNTING CHARITABLE GIFTS**

(INDIANAPOLIS, Ind.) The Association of Fundraising Professionals has endorsed the [NCPG Guidelines for Reporting and Counting Charitable Gifts](#).

The NCPG guidelines are based on what has become standard gift counting and fundraising reporting practice for many charities. They specify that campaigns, of whatever duration, should be structured and fundraising activity reported at face value, in three categories: outright gifts, irrevocable gift commitments and revocable gift commitments.

The AFP Board of Directors endorsed both the *NCPG Guidelines for Reporting and Counting Charitable Gifts* and the *CASE Management and Reporting Standards* as appropriate methods for reporting fundraising results and issued the following statement:

“AFP recognizes the importance of standardization in the reporting of fundraising activities and results. Both the *CASE Management and Reporting Standards* and the *NCPG Guidelines for Reporting and Counting Charitable Gifts* provide legitimate ways to report fundraising activities and results to donors, volunteers, boards and staff in the United States.”

“NCPG appreciates AFP’s spirit of collaboration,” said NCPG President and CEO Tanya Howe Johnson. “This is a big step forward in uniting the sector on such a critical issue, and this endorsement could lead to greater use of the guidelines in many different kinds of institutions.”

“Some organizations have traditionally undervalued important resource development activity because other counting guidelines don’t allow planned gifts to be counted and reported to key constituencies right away,” continued Johnson. “But the NCPG Counting Guidelines recognize both the efforts of fundraisers who cultivate planned gifts and the important contribution of donors who make deferred or revocable gifts. Until now, those contributions have not been properly recognized or encouraged.”

The National Committee on Planned Giving is the professional association for individuals whose work includes developing, marketing, and administering charitable planned gifts. The organization hosts the National Conference on Planned Giving each year to further the education of professionals at all levels of charitable gift planning.

For more information, visit [www.ncpg.org](http://www.ncpg.org), or contact public relations and marketing manager Nicole Cunningham at (317) 269-6274 ext. 26.

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