

# Outright Gifts

Salem State University offers a number of ways for you to support our mission through the 10,000 Reasons campaign:

## Cash Gifts

Cash gifts are the simplest and easiest gifts you can make. They can be made through credit/debit card transactions, personal checks, cashier's checks, or money orders.

## Gifts of Stock

Gifts of appreciated securities, stocks and bonds can provide donors with considerable tax advantages when transferred to Salem State before they are sold.

## Real Estate

When you make an outright gift of real estate property that you have held for more than a year, you obtain an income tax charitable deduction equal to the property's full fair market value.

## In-Kind Gifts

Gifts-in-kind are non-monetary items of tangible personal property or other physical assets that represent value to the university. Examples might include equipment, books and artwork.

## Matching Gifts

Numerous organizations and corporations will double or triple gifts made to educational institutions from employees, spouses and retirees. Is your company one of them?

## Memorial and Honorary Gifts

Pay tribute to a loved one, colleague, friend, or classmate by making a gift to Salem State in their name.