



DONOR RECOGNITION PROCESS

PURPOSE: To outline the procedure for recognizing donors. The purpose of the Donor Recognition Policy is to ensure that those who support the organization through donations receive recognition that is appropriate, equitable and consistent. The Policy is developed with the attitude that all gifts are important; that nurturing each donor is the responsibility of the Foundation; and that a monetary gift is never more important than individual relationships.

Every effort will be made to ensure that recognition is timely, meaningful to the donor, appropriate and equitable.

Through the Donor Recognition Policy, the organization hopes to:

- Cultivate relationships with existing donors and encourage them to reach higher levels of giving
- Attract new donors
- Ensure that, in fairness to donors to the organization, one clearly stated policy of recognition is applied at all times

PROCEDURE: All donors to Crafton Hills College Foundation will be thanked and recognized as appropriate. At a minimum, for each monetary donation, all donors will receive: a personal letter, a tax receipt by January 30 next calendar year, and recognition in the Annual Report.

GIFT-ACKNOWLEDGMENT

1. Acknowledge all gifts within three business days using appropriate thank-you letters based on the gift level. If receipts are included, they must feature the wording required by the IRS.
2. Gifts of \$249 or less will be acknowledged with the appropriate thank- you letter or preprinted card signed by the executive director and including the required IRS language (If no goods or services were received in exchange for the gift, insert “No goods or services were received in exchange for your gift. Therefore, the full amount of your contribution is tax-deductible as allowed by law.”).



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3. Gifts of more than \$250 will be acknowledged with the appropriate thank-you letter signed by the executive director and including the required IRS language (If no goods or services were received in exchange for the gift, insert “No goods or services were received in exchange for your gift. Therefore, the full amount of your contribution is tax-deductible as allowed by law.”)
4. The board chair will send an additional thank-you letter to donors of gifts of \$500 or more.
5. The director of development will call donors of \$500-\$999 to thank them personally.
6. The Board President will call donors of \$1,000 or more to thank them personally.

In addition, there will be appropriate recognition as follows:

PRESIDENT’S CIRCLE: In April of each year, the President’s Circle (PC) list will be reviewed and a new D-Print for the Donor Recognition Wall in the Learning Resource Center will be ordered. At least one special event will be held each year exclusively for President’s Circle Members. PC Members should be given a pin at the Friends Luncheon and asked to stand and be recognized at the gala. They should receive prominent acknowledgement and listing in all appropriate publications. They should receive a monthly email with updates on the college, as well as a birthday card, holiday cards, and VIP invitations to College events.

DONOR RECOGNITION WALL: In April of each year, a report of cumulative giving will be run from Raiser’s Edge to determine any revisions necessary to the nameplates on the Wall of Distinction to include; addition, replacements due to changes in name/title, new plates for donor’s who’s cumulative giving has resulted in a higher level of recognition.

Wall of Distinction in Learning Resource Center

Levels	Amount	Nameplate	Capacity
Visionaries	500,000 +	8” X 2.5”	6
Benefactors	100,000 - 499,999	6” X 2.5”	8
Pacesetters	50,000 - 99,999	4” X 2.5”	8
Founders	25,000 - 49,999	4” X 2”	12



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Scholars	10,000 - 24, 999	4" X 1.5"	24
Leaders	5,000 - 9,999	4" X 1"	24
Friends	2,500 - 4,999	3" X 1"	132

LEGACY SOCIETY WALL: All planned gifts over \$10,000 qualify for recognition on the Legacy Society Wall in the Crafton Center. Individuals who name the CHC Foundation as a beneficiary in their will or estate plan, or who make an irrevocable life income gift, such as a charitable gift annuity will be added to the wall.

SCHOLARSHIP DONORS: A mixer will be held prior to Scholar's Convocation each year as a stewardship event for Scholarship Donors. Each fall, a Scholarship Recipient/Donor Reception will be held to bring together Donor's with their Recipients. Each summer, Scholarship donors will receive an information card with information about and a picture of their recipient. Scholarship recipient thank you letters will be forwarded as they are received along with a hand written note from the Foundation. Each November, Scholarship Donors will receive a copy of the Scholar's Convocation Program, an update letter, account activity statement, and survey where updates can be made.

DONOR PRIVACY: Donor names will be listed as outlined in this policy unless the Donor notifies the Foundation that they prefer to remain anonymous. Anonymous Donors will be recorded in Raiser's Edge and the Office of Resource Development will be responsible to make sure that they are not listed in publications and that there is no other posted or public recognition.