



**COMMUNITY  
FOUNDATION**  
*of Northern Nevada*

## **Gift Acknowledgement Policy**

### **Policy Description**

The Gift Acknowledgment Policy provides a framework for the system of providing timely, appropriate, and meaningful gift acknowledgement, gift receipts, and “thank you” cards that are consistent for all donors to the Community Foundation of Northern Nevada. The policy provides specific guidelines for gifts of various size, and for various purposes, including to specific types of funds including unrestricted funds.

Timely, appropriate, and meaningful acknowledgement and recognition are essential components of donor stewardship, which create donor satisfaction and aid in donor retention. This system must be consistent over time, and may include written, digital, and place-based recognition/signage.

All gifts received will be considered anonymous. Other than gift acknowledgments provided directly to the donor, no gift/donor will be listed in any public information, websites, newsletters, signage, etc., without the express permission of the donor. The only exception is that all donors may appear in the annual report and other locations where “all” donors are listed but shall be listed without reference to size or purpose of their gift.

### **Written Acknowledgements**

1. Gifts receipts will be issued for each gift of \$250 or more made to Community Foundation of Northern Nevada.
2. All gift receipts and/or acknowledgement letters will follow the IRS gift substantiation when their intended purpose is to satisfy tax purposes.
3. Additional or supplemental “Thank You” cards, postcards, or other recognition/acknowledgement is not required to follow the IRS gift substantiation guidelines.
4. Acknowledgement letters/receipts will be issued within five business days of the receipt of the gift.
5. While the Community Foundation will create templates for gift acknowledgement letters, they should be tailored to the individual donor to a moderate or significant degree based on the size of gift and the donor’s relationship with the foundation.
6. Letters from the President & CEO and/or other designated staff member should always be personalized and tailored according to the size of gift and the donor’s relationship with the organization. The level of personalization should be determined by the President & CEO on a case-by-case basis.
7. Community Foundation staff will update gift acknowledgement templates at the beginning of each year to reflect the current voice of the Community Foundation.
8. Personalized “Thank You” Cards will be issued in addition to gift acknowledgement letters for all significant gifts (as determined appropriate by the President & CEO and personally signed by all development staff, as well as other appropriate staff with whom the donor has a relationship.
9. Personalized “Thank You” Cards will be issued and mailed, like gift acknowledgement letters, within five business days of the receipt of the gift.

## **Public Gift Recognition**

1. The Community Foundation of Northern Nevada will consult with all donors and obtain permission from donors before issuing any public recognition of their gift. The Community Foundation of Northern Nevada will respect all donors' desire for anonymity.
2. The Community Foundation will respect the accuracy of spelling, name preferences, or requests from our donors before any public listing of recognition, be it temporary or permanent recognition.
3. Cost of recognition will not exceed 5% of the total gift and is contingent upon having available resources in the operating budget to cover the cost.
4. The Community Foundation will complete donor recognition on a realistic and feasible timeline.
5. In-kind gifts will be recognized in accordance to the same guidelines as cash gifts.
6. Irrevocable gifts will be publicly recognized based on the total amount of the gift in the year it is received, and in accordance to the guidelines of any cash, in-kind, or real gift made to the Community Foundation.
7. Unless the donor expresses otherwise, all donors will be recognized in the Community Foundation Annual Report.

## **Digital and Social Media**

1. Annual report listing
2. Website
3. Gift shared on Facebook/etc.
4. Donors at any gift level will be automatically signed up for the Community Foundation's various newsletters unless they opt out of such services.

## **Special Campaign / Fund Acknowledgements**

Additional acknowledgement considerations may be developed in relation to specific campaigns and or gifts to specific funds, such as the Operating Fund, Community Endowment, for Initiatives, etc.

1. Special acknowledgment or recognition for a gift that might fall short of the Major Gift criteria.
2. Unless the donor expresses otherwise, donors to special campaigns and/or funds will be recognized on special campaign and/or fund marketing pieces as well as the Annual Report.
3. Special public recognition for Major Gifts to special campaigns and/or funds will be determined by the CEO & President and/or other designated staff member but will only be completed with the expressed permission and consent of the donor.
4. Consideration of special recognition that is place based, in connection with a particular project or campaign, will be determined on a case-by-case basis.

## **Naming of Facilities/Plaques and Name Plates**

Donor plaques, name plates and signage will be dependent on the level of giving and the project. Names are usually attached to a particular asset for the life of the asset while recognition signage is usually affixed for an agreed upon length of time determined at the time the gift is made. Care must be taken to ensure consistency in the tribute paid by the Community Foundation to its benefactors.

1. A building, wing floor, room or area may be named in honor or recognition of an individual, family, group, organization, business or governmental entity as specified by the donor(s).
2. The donation/naming ratio should be as follows:
  - a. Landmarks or landscaping – total direct costs
  - b. Equipment – total direct costs
  - c. Current facility – 25% of replacement cost (not including equipment)
  - d. New construction – 50% of construction costs based on square footage (not including equipment)
  - e. Unfunded construction – 100% of construction (with approval of President & CEO).
3. A Memorandum of Understanding must be signed by the donor before named area(s) can be offered. Plaque or name plate verbiage must have signed approval from the donor and 50% of the gift must be paid before a plaque or name plate is installed.
4. Plaque or name plate materials must be consistent with the Community Foundation's brand usage standards. Materials used must be durable (inside and outside) and be sensitive to function and location.
5. Plaques or name plates may not be installed or removed without the approval of the President & CEO.
6. When a plaque or name plate is installed, it must be recorded in the donor record log and maintained by the Development Office. Said plaque log will include the project name, donor name, amount of gift, date of gift, location of plaque or name plate and date it was installed.
7. For off-site signage and recognition from funds held at the Community Foundation, the recognition should use wording "This project/exhibit/program was funded (or funded in part) by a grant from the XYZ Fund at the Community Foundation of Northern Nevada."

### **Naming - Special Circumstances**

All plaques, name plates and/or signs are subject to retirement to a common area for recognition if the named area or building no longer exists or is renovated. The Community Foundation will provide tasteful and appropriate recognition of past philanthropy. Donors must be notified when plaques, name plates and signage are retired.

The President & CEO with the approval of the Board of Trustees reserves the right to withdraw recognition should such withdrawal be deemed in the best interest of the Community Foundation.

Areas will not be named without a donation (e.g., in honor or memory) unless approved by the Board of Trustees.

Should a donor with naming rights and signage or plaque/name plate designation change his or her name, replacing or changing the existing signage or plaque(s) will be at the expense of the donor. The President & CEO will have discretion to waive the expense for certain major donor levels.

### **Other General Gift Considerations**

1. Donors who make gifts over a period of years will be acknowledged at the total gift level noted in the Memorandum of Understanding, not by how much is received each year.
2. In-Kind Gifts of products, services, equipment, or unique gifts such as rare art, real estate, or real property will receive acknowledgement based on the fair market value of the gift, and we will adhere to the same guidelines of acknowledgement and recognition as those donors who contribute cash gifts.
3. All significant gifts (a metric determined by the President & CEO) will receive a personal phone call or personal letter from the President & CEO, especially major level gifts.

## **Planned Gifts**

At such time as the Foundation is made aware of a promised planned gift, acknowledgement will be made as follows:

1. Legacy Society
2. Legacy Society checklist
3. Recognition to/at Legacy Society events

Including bequests and the “funding” of any fund or planned gift, such gifts will be acknowledged upon receipt of the gift and/or irrevocable commitment.

1. Upon learning about a realized bequest, an acknowledgment letter will be issued to a professional advisor or individual handling the estate.
2. A condolence letter will be sent to the successor advisor and/or family, if any.
3. Upon distribution of a bequest, thank you letters will be issued to family members, professional advisors, and/or successor trustees.

## **Unique Circumstances**

1. There will be times when unique circumstances necessitate gift acknowledgment and recognition outside of the criteria established here. Acknowledgement and/or recognition of this kind will be determined on an individual basis by the President & CEO.