

Gift Recognition

Reasons for Policy

To establish a uniform and consistent process for setting minimum gift levels and obtaining proper approval for recognition provided by the College for donors of significant gifts associated with college-owned property, programs, or funds.

Policy Statements

- A. Donor recognition associated with college-owned property, programs, or funds contributes to the College's sense of its own heritage and is a significant event in the history of the institution. Therefore, it is prudent that such actions be afforded due consideration and consultation.
- B. This policy will be implemented by a coordinated effort between the President, the Board of Trustees, and the Foundation Board.
- C. Donor recognition should result in enhancing the reputation and prestige of the College and the donor.
- D. Minimum gift levels for donor recognition are established for each specific fundraising priority in advance of a public fundraising effort by the College through a coordinated effort between the President, the Board of Trustees, and the Foundation Board.
- E. Donor recognition may arise from a gift of monetary value appropriate to the property, program or fund being supported. The minimum value of such a gift must comprise a significant portion of the cost of the property, program, or fund being supported. A "significant" portion of the cost represents the single largest donation defined within the minimum range of 10% to 33% of the cost of the property, program or fund.
- F. The range of 10% to 33% of the cost is used to provide definitive guidance to the College as it sets the specific minimum gift recognition level for each fundraising priority. Specifying a range provides the flexibility to set minimum gift amounts that accommodate varying donor perceptions of the culture of the institution, the public access and visibility of the space being offered, and the subjective appeal to donors of properties or programs of varying cost.
- G. Donors to be recognized may be individuals, families, organizations, foundations, corporations, charitable trusts, or estates.
- H. Endowed or term funds established for programs, scholarships, and other purposes in support of the College's mission may also qualify for donor recognition. These funds are generally coordinated by the Foundation Board in accordance with its investment and gift acceptance policies. Endowment minimums are established by the Foundation Board and are regularly reviewed for currency and appropriateness.

- I. Monetary donations to the College may be made to pay for or to reimburse the College for all or part of a new campus facility or improvement; or in conjunction with other fundraising efforts on the part of the College or the Foundation. Donor recognition levels should be consistent with this policy and established through consultation among the President, the Board of Trustees, and the Foundation Board. Some general guidelines include:
1. New construction, buildings or improvements to any parts thereof may include recognition for a donor who has made a significant monetary gift toward the cost of the project. Donor recognition under this section does not preclude other possible recognition opportunities, such as those listed in I (3).
 2. For existing buildings and facilities, donor recognition amounts will be established in advance for a selected number of recognition opportunities based on this policy and the institutional priorities set by the President and the Board of Trustees.
 3. Donor recognition levels may be established in advance with either fixed or minimum dollar amounts for other property on campus. Such property may include but is not limited to pavers, benches, planters, fountains, gardens, equipment, meeting rooms, lounges, theaters, artwork, recreational facilities, and outdoor plazas. Amounts for these donor recognition opportunities will be set in advance and adjusted periodically by the President in consultation with the Board of Trustees and the Foundation Board.
- J. Where donor recognition has been provided in a building, part thereof or facility, the College will continue to provide the recognition so long as the building, part or facility remains in use and serves its original function, unless otherwise stipulated at the time of gift acceptance. When the use of a building, part, or facility is changed such that it must be demolished, substantially renovated or rebuilt, the College may retain the donor recognition or offer donor recognition in another comparable building, room or facility.
- K. The President, in consultation with the donor, Foundation Board, or other appropriate parties shall make decisions related to donor recognition, including but not limited to the following:
1. To determine content, timing, location and frequency of any announcements associated with the gift.
 2. To approve the color, design, and size of any physical marker that provides the donor recognition.
 3. To determine and carry out the exact nature of any ongoing care and maintenance of physical markers associated with the donor recognition.
- L. The Board of Trustees and the Foundation Board shall have in effect an agreement pertaining to each gift resulting in donor recognition, detailing the procedures for the administration of the funds, including, but not limited to, whether any funds need to be transferred to the College and the timeframe within which to perform said transfers.

- M. The President, upon advice and consent from the Board of Trustees, may require that a background check be performed on a donor (living or deceased) or designee based upon particular facts and circumstances. If a background check is determined to be necessary, the donor (donor's executor) or designee shall be required to sign an authorization allowing the background check.
- N. The Board of Trustees, with advice from the President, reserves the right to withdraw the privilege of name association with the College should circumstances warrant.
- O. Should a facility be destroyed due to forces of nature or changed due to renovation or construction, the Board of Trustees reserves the right to reevaluate continued recognition of the individual or entity whose name is associated with the building or facility.
- P. Upon the recommendation of the President, the final authority for any donor recognition, memorial, or tribute decision rests with the Board of Trustees. The guidelines set forth in this policy statement are not to be deemed all-inclusive. The Board of Trustees, with advice from the President, reserves the right to consider any and all factors regarding the privilege of name association with the physical aspect of the College as particular acts and circumstances warrant.
- Q. It is the responsibility of individuals negotiating on behalf of the College to advise potential benefactors that their gift may be recognized, subject to approvals and decisions being consistent with this policy.

Approved by Board of Trustees:
July 19, 2007

Revised:
April 11, 2013