

DONOR RECOGNITION AND STEWARDSHIP

This document is the parent policy for any College procedures. Questions regarding this policy are to be directed to the identified Policy Owner.

Category:	B. Financial / Administrative
Policy Number:	B22
Approval Date:	February 13, 2017
Effective Date:	February 13, 2017
Policy Owner:	Vice President, Development

Objective:	<p>Donor recognition is deemed essential to the achievement of the goals and objectives of Olds College. Thanking a donor is often just the first step toward what becomes a long-term relationship. Olds College shall establish and maintain an appropriate recognition program to express appreciation, cultivate goodwill, and strengthen the ties of the Olds College to its donors in a timely way. Recognition shall be in a form that reflects donor participation in and involvement with the Olds College.</p>
Policy:	<p>The following guidelines pertain to the recognition of all donors to Olds College:</p> <ol style="list-style-type: none"> 1. All donations shall receive written acknowledgement from Olds College signed by: <ol style="list-style-type: none"> a. the Board Chair and/or President of Olds College for donations of \$250,000 (Canadian dollars) or more in value; b. the Vice President, Development for donations of \$50,000 to \$249,999 (Canadian dollars) in value; c. the Development Officer for donations of less than \$50,000 (Canadian dollars) in value; 2. All donations of \$25,000 (Canadian dollars) or more in value shall be acknowledged by a personal telephone call from the Development Officer. Amounts over \$100,000 in value shall be acknowledged by a personal phone call from; the Vice President, Development and/or the President of Olds College. 3. All donors shall be recognized individually and publicly within Olds College, as well as, outside Olds College as may be appropriate - unless donors' state otherwise. Should a donor request anonymity, every step will be taken to ensure that the donor's wishes are respected. 4. Olds College shall endeavor to maintain consistent standards in its approach to donor recognition.

	<p>5. Olds College shall maintain maximum flexibility in respect of the recognition of specific donors so that the people who need to be included (for recognition of past gifts, cultivation of future gifts, and so on), are included. The Development Officer may from time to time modify the form of recognition to meet special circumstances.</p>
Definitions:	
Related Information:	<p>A26 Philanthropic Naming Policy Appendix A - Donor Recognition and Stewardship Table</p>
Related Procedures:	
Review Period:	<p>3 years</p>
Revision History:	<p>New: 2012 Revised: 2013 Revised: October 2015</p>

Olds College Donor Recognition and Stewardship Table

Donor Recognition	Friends Under \$999	Distinguished Donors Club \$1,000-\$4,999	Builders Club \$5,000-\$9,999	Deans Club \$10,000-\$24,999	Heritage Club \$25,000-\$49,999	Partners Club \$50,000-\$99,999	Alumni Club \$100,000-\$249,999	President's Council \$250,000-\$499,999	Governors Council \$500,000-\$999,999	Founders Council \$1,000,000 - \$4,999,999	Innovators Council \$5,000,000 +
Charitable Receipt	Chief Development Officer	Chief Development Officer	Chief Development Officer	Chief Development Officer	Chief Development Officer	Chief Development Officer	Chief Development Officer	Chief Development Officer	Chief Development Officer	Chief Development Officer	Chief Development Officer
Written Acknowledgement	Chief Development Officer	Chief Development Officer	Chief Development Officer	Chief Development Officer	Chief Development Officer	Vice President Advancement	Vice President Advancement	Chair, Board of Governors and/or College President	Chair, Board of Governors and/or College President	Chair, Board of Governors and College President	Chair, Board of Governors and College President
Report to The Community (Cumulative giving)		√ permanent	√ permanent	√ permanent	√ permanent	√ permanent	√ permanent	√ permanent	√ permanent	√ permanent	√ permanent
Electronic Recognition (Donor Wall)		√	√	√	√	√	√ Recognition Board (Little Bar)	√ Recognition Board (Little Bar)	√ Recognition Board (Founder Wall)	√ Recognition Board (Founder Wall)	√ Recognition Board (Innovation Wall)
Horizons Annual (Fall mailing) Fiscal Donor Listing	√	√	√	√	√	√	√	√	√	√	√
Horizons Donor Story					√	√	√	√	√	√	√
Media Release					√	√	√	√	√	√	√
Recognition Plaque					√	√	√	√	√	√	√
Special Recognition				√	√	√	√	√	√	√	√
	SIGNAGE										
	Note: Existing Signage across campus is grandfathered in accordance with the Naming Policy. New signage recognition guidelines become effective November 2005. Recognition for previous donations is not retroactive.										
External Signage on Buildings or Facilities							Negotiable	Negotiable	Negotiable	Negotiable	Negotiable
Internal Signage on parts of Buildings or Facilities (rooms, wings, laboratories, atriums, etc.)					√ 8"x10" (brushed aluminum)	√ 8"x10" (brushed aluminum)	√ 10"x12" (brushed aluminum)	√ 10"x12" (brushed aluminum)	Negotiable (material TBD)	Negotiable (material TBD)	Negotiable (material TBD)
Internal Signage Annual Gifts (gift-in-kind, athletics) 5 yr. commitment min.			√	√	√	√	√	√	√	√	√
Exterior Signage (plots, roads, fences, grounds, etc.)	The size and shape of individual plaques must be aesthetically pleasing, taking into account the location of the plaque and must be of a size commensurate with the level of gift.										

*Donor Recognition is not inclusive of Sponsorship and/or Applied Research Trials – Revised January 2017 (Owner, Advancement)