



Policy Directory

Responsible Division: Institutional Advancement
Responsible Office: ASU Foundation
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Donor Recognition

Policy:

I. PURPOSE

The purpose of this policy is to articulate the policies of the Board of Directors of the Alcorn State University Foundation, Inc. (the “Foundation”) concerning the recognition of donors who make charitable gifts to the Foundation and Alcorn State University. The sub-purposes of this policy includes but is not limited to:

1. All donors to the Foundation are appropriately recognized for their contribution to the service, accomplishments and growth of the university;
2. All donors are swiftly and fairly recognized through a uniform recognition structure;
3. A positive on-going relationship is developed with donors that will stimulate their subsequent and/or increased giving, and inspire non-donors to support the university;
4. All visitors, students, staff and faculty are reminded through public recognition, that it is the generous financial support of our constituency that has helped build this great university and community support is vital to the future growth and development of the university.

II. DONOR RECOGNITION

A. General

1. Permission

To the best of its ability, the Foundation will try to consult the donor and obtain

permission before any public listing. Any desire for anonymity will be respected.

2. Accuracy

All donors who qualify for permanent recognition will be consulted to determine the accuracy of spelling and preference for listing before recognition occurs.

3. Pledges

Donors who make pledges will qualify for recognition and publicity based on the total pledge amount, in the year the pledge is received. The timing of permanent recognition (such as namings) will be determined by the Executive Director and the Foundation Development Committee on a case by case basis.

4. In-kind contributions

In-kind contributions of products, services, equipment, furnishings etc. shall receive recognition based on the fair market value of the gift, and shall be recognized according to the same guidelines used to recognize cash gifts.

5. Timeliness of Recognition

Temporary and/or permanent recognition for gifts will be completed as soon as is feasibly possible. The Foundation will work with the donor(s) to determine an appropriate timeline for completion.

6. Uniqueness

It is understood that there will be unique instances which may necessitate recognition outside of these established criteria. Recognition for gifts in this category will be on an individual basis as determined by the Foundation Board of Directors upon the recommendation of the Board Development Committee.

7. Costs

In general, costs of recognition shall not exceed 5% of the value of the gift.

8. Budget

Adequate budget will be made available to conduct the donor recognition program.

III. RECOGNITION CATEGORIES AND METHODS

A. Major Gifts

1. Individuals and businesses that contribute a minimum of \$10,000 (up to \$99,999) in cash or in-kind products/services (restricted or unrestricted) in any one year will be recognized as a Major Donor.
2. Businesses or foundations that make a gift of \$100,000 (up to \$249,000) in any given year will be recognized for each gift on a case by case basis. Appropriate recognition will be determined by the Executive Director and donor, and approved by the President. This may include opportunities to sponsor academic programs, events, etc.

3. Cumulative gifts, one-time gifts or pledges in amounts of \$250,000 or higher made for any purpose (restricted or unrestricted) will be recognized as follows:
 - i. The donor will be publicly recognized during an award presentation at the annual Founder's Day Convocation.
 - ii. Donors will receive an honorary keepsake at the convocation, and their names will be listed on a plaque located on the campus.
 - iii. All will be recognized with a plaque that provides detail on the donor, their gift and their connection to university. The donor will receive a plaque for their home/office and the Foundation will maintain a wall of identical plaques located on the campus.
 - iv. All donors at the above levels will also be recognized for their leadership giving by being listed in the leadership giving section in the following edition of the University Magazine.
 - v. Additionally, leadership contributors may be listed or recognized further in other university and/or community publications as appropriate.

B. Endowed Funds

1. Those who pledge or make a gift of \$10,000 or more will have the opportunity for recognition by naming the endowment in their name or the name of someone they wish to honor.
2. In addition, endowment donors will receive recognition within any university publication, printed or on-line, that promotes the use and purpose of the named endowment.
3. Recognition may also occur at university events, in the press, etc., as appropriate, and based on the desires of the donors and university.

C. Annual Fund Gifts

1. Those who establish a scholarship fund for annual distribution to students (not-endowed) and programs will have the opportunity for recognition by naming the fund in their name or the name of someone they wish to honor.
2. In addition, these donors will receive recognition within any university publication, printed or on-line, that promotes the use and purpose of the named fund.
3. Recognition may also occur at university events, in the press, etc., as appropriate, based on the amount of the gift and desires of the donors and university.

D. Capital Campaigns/Gifts

1. Gifts or pledges made in support of a capital campaign or specific facility project will be recognized according to the major gift recognition guidelines stated above.
2. In addition, special recognition opportunities may also be established for such campaigns or individual facility projects. Donors to these campaigns or projects will also be recognized according to plans set forth for these specific campaigns/projects.
3. Facilities Naming:
 - i. Restricted gifts: Due to the differing natures, purposes, and costs of capital projects, the naming of buildings, spaces within buildings, or other campus spaces, will normally be determined by established policy and/or on a case by case basis in conjunction with the donor, the Executive Director and the Board of Directors.
 - ii. Naming recognition for unrestricted gifts: In order to publicly honor those contributors who have generously supported Alcorn with substantial unrestricted gifts, the university may offer special naming opportunities for donors whose cumulative unrestricted giving has reached \$1 million or more. These namings will be determined on a case by case basis in conjunction with the donor, the Executive Director and the President.
 - iii. Renaming: the University reserves the right to rename facilities, spaces or programs that have undergone substantial change, but will continue to honor the donor or individual of importance as outlined below.
 - iv. Permanence of namings: It is understood that facility or space naming is typically intended to provide long-lasting recognition to donors for their significant support. In some cases historical names may become obsolete due to extensive facility remodeling, changes in the organizational mission or programs, or other unforeseeable reasons. In these instances, efforts will be taken to notify the donor or family, and to develop an alternative method of recognition that honors the donor or historical persons in perpetuity.
 - v. Honoring previous historical namings: In the event That a facility/space name change is warranted, all best and good faith efforts will be made to contact the original donor who will be honored by being included in a special "Legacy of the Past" display located on the campus. Displaced plaques or other recognition signage will become part of the display.

E. Planned Gifts

1. Donors of bequests, life-income agreements, regular gifts of life insurance, gifts or retirement assets, and other special planned gifts made to university and Foundation will be recognized.
2. Recognition will begin as follows:
 - i. When the Foundation is notified by the donor (or their advisor) that the university and/or Foundation is included in their will,
 - ii. When the university has been named beneficiary of an insurance policy or IRA and is duly notified,
 - iii. Or when a life-income agreement or other deferred gift agreement is finalized between the university and donor.
3. An individual's recognition will be terminated if and when a donor removes the university or Foundation as a beneficiary of a revocable planned or testamentary gift.
4. Donors making bequests or other planned gifts will also be appropriately recognized as major donors as outlined earlier in this policy. Such recognition will commence in the year that Foundation is notified of the gift/pledge.
5. If an unexpected testamentary gift is received after a donor's death, the donor will be recognized as a major donor as outlined earlier in this policy.
6. A special plaque located on the campus will be used to provide public recognition for these loyal donors. Donors of realized gifts will not be listed on this plaque, but elsewhere as outlined above.
7. Current donors will also be recognized each year through a listing in "University Magazine" and in other printed publications, as appropriate.
8. The donor will also be entitled to select a song, and designate a date on which their musical selection will be played on the Oakland Memorial Chapel bells each year.

IV. AUTHORITY FOR ADMINISTRATION AND EXCEPTION

- A.** The final authority for resolution of issues relative to these donor recognition policies rests with the Foundation Board of Directors after consultation with the Foundation Development Committee and Executive Director.
- B.** Implementation of these policies is delegated to the Executive Director, who shall be responsible for oversight of the acceptance of all gifts by the Foundation.
- C.** The Foundation Board of Directors may amend or modify these policies as appropriate.
- D.** The Executive Director shall report such exceptions to the Board of Directors at its next regular meeting, who must approve acceptance of gifts to the Foundation in a manner that is in any way inconsistent with this statement of policy in writing.

V. PERIODIC REVIEW

- A.** The Foundation Board of Directors, shall periodically (but no less frequently than every five years) review these policies to ensure that they continue to accurately describe the policies of the Foundation with respect to recognition of charitable gifts, and shall propose for adoption those revisions that the Development Committee shall determine to be necessary or appropriate in order for this policy to accurately reflect the policies of the Foundation.
- B.** These policies shall also be reviewed upon the enactment or promulgation of legislation or regulatory rules affecting fundraising and gift acceptance by the Foundation, to assure continued compliance by the Foundation with relevant legislation and rules.