



SCUGOG MEMORIAL PUBLIC LIBRARY

POLICY TYPE / NUMBER:	BOARD B08		
POLICY TITLE:	Donor Recognition		
AUTHORITY / CREATED:	Board	December 17, 2009	Reviewed:

POLICY STATEMENT:

1. Voluntary contributions to the Scugog Memorial Public Library are a means of supporting enhanced services and programs, and help ensure the Library's long-term financial stability.
2. Scugog Memorial Public Library recognizes that a philanthropic gift is one whose worth is relative to means and that only the donor can define generosity. It is the act of giving and not the size of any donation that underlies our donor recognition and communication philosophy and our actions.

PRINCIPLES:

1. Scugog Memorial Public Library practices an approach to communications and recognition that is donor-centered. This means that the fundamental interests and sensibilities of donors are paramount in the design and delivery of all communications and recognition, whether written or in person. Specifically, our donor-centered communications and recognition activities adhere to the following principles:
 - our donors can expect to receive prompt acknowledgement of the gifts they make to the Scugog Memorial Public Library;
 - our donors can expect to be informed of the specific destination of their gifts;
 - our donors can expect to receive meaningful and measurable information on their gifts at work prior to being asked to give again to the Scugog Memorial Public Library;
 - Scugog Memorial Public Library welcomes designated giving to specific programs or services;
2. Scugog Memorial Public Library will:
 - issue personalized thank you letters to donors within two working days of receipt of their gifts;
 - design and execute donor recognition activities that adhere to a stringent budget to avoid real or perceived criticisms about cost, and which in tone and delivery acknowledge the collective generosity and importance of all our donors;

- communicate information on their gifts at work to all our donors as effectively as possible.
3. Donations can include outright gifts of cash, pledges, bequests, gifts of life insurance and such other gift arrangements as the trustees may from time to time approve.
 4. The donor recognition policy recognizes all individuals, corporations, service clubs, community organizations and philanthropic foundations who make monetary donations to the Library.
 5. The Donor reserves the right to remain anonymous and decline public (or private) recognition at all times. In lieu of placing a name on any public listing of donations, the word “anonymous” shall be inserted in place of the individual’s name.
 6. With respect to sponsorship, fundraising events or campaigns, and foundation grants an individualized recognition program will be followed to ensure consistent recognition practices commensurate with the level of gift (see Appendix 1: Capital Fundraising Campaign – Donor Levels).

Contact Person: Board Chair, Chief Executive Officer

Cross Manual Reference:

Relevant Forms: Appendix 1: Capital Fundraising Campaign – Donor Levels

Approval Date: December 17, 2009

Review Dates:

Revised Date:

Approved by: