



## Donor Recognition Policies

*Note: Donor Recognition policies should be incorporated into Development Policies and Procedures.*

**Approval and Oversight:** While ultimate responsibility for donor recognition falls upon the Chief Development Officer, the Donor Recognition Committee (a sub-committee of the Development Committee/Foundation Board) shall approve Donor Recognition Policies and be consulted in the event of extraordinary requests or circumstances. Recognition and fund thresholds should receive board approval.

**Naming of Facilities/Plaques:** Donor plaques will be dependent on the level of giving.

1. A building, wing floor, room or area may be named in honor or recognition of an individual or group.
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 CEO)
3. Naming rights are available for donations of \$XX,000+. Plaques sizes are dependent on the level of giving.

**Gifts of**

**Plaque Size (Examples)**

\$XXX,000+

Custom recognition

\$XXX,000-XXX,999

15" x 19"

\$XX,000-XX,999

10" x 14"

\$XX,000-XX,999

9" x 12"

\$XX,000-XX,999

7" x 9"

4. A letter of commitment/pledge form must be signed by the donor before named areas can be offered. Plaque verbiage must have signed approval from the donor and 50% the pledge must be paid before a plaque is installed.
5. Dedication ceremonies will be offered to donors of \$XXX,XXX+
6. Plaque materials must be consistent with the hospital's internal graphics and signage standards. Materials used must be durable (inside and out) and be sensitive to function and location.



7. Plaques may not be installed or removed without the approval of the Chief Development Officer. A notice must be posted in the Facilities Department and become part of hospital policies enforced by department heads.
8. The Development Office must be notified of the care and location of plaques that are temporarily in storage.
9. Environmental Services must receive instruction on the cleaning and care of plaques.
10. When a plaque is installed, it must be recorded in the donor record (plaque location and date of installation).
11. A master list of all plaques (donor name, amount and date of gift/pledge, and location of plaque) must be maintained by the Development Office.

### **Naming of Equipment**

1. The development department will strive to seek funding for equipment on the approved capital budget list. Non-approved equipment may not be offered to a donor for naming without the approval of the department head and vice president who has oversight in that area.
2. Plaque/recognition plate materials must be approved by the department head to ensure patient safety.

### **Naming - Special circumstances**

1. All plaques are subject to retirement to a common area for recognition if the named area no longer exists or is renovated. The Hospital will provide tasteful and appropriate recognition of past philanthropy. Donors must be notified when plaques are retired and the transaction must be noted in the donor record.
2. The Development Committee/Foundation Board reserves the right to withdraw recognition should such withdrawal be deemed in the best interest of the hospital.
3. Areas will not be named without a donation (e.g., in honor or memory) unless approved by the Board of Directors.

### **Donor Listings (print and plaques)**

1. Donors of \$XXX+ (to all funds, purposes and events) will be listed in the Annual Donor Report and on the Donor Wall located in the {name area} in the year of the donation.
2. Donors will be asked for their recognition listing on their gift slip. Recognition listing will be reiterated and confirmed in the gift acknowledgment letter.
3. All anonymous donation requests will be honored and listed as such.
4. Event donations will be recognized based on the portion of their donation that is a "charitable gift" (i.e., less goods and services received).
5. Donor Listings will be based on gifts received during the calendar {or fiscal} year.
6. The Donor Report and Donor Walls will be completed within 8 weeks after the close of the year.



## **Named Funds**

1. Naming of Permanent Endowment Funds will be available to donors of \$XXX,000. Those donations will be recognized in the donor listing in the year of the gift.
2. Named Funds will be available to donors of \$XX,000+. Those donations will be recognized in the donor listing in the year of the gift.
3. Named Fund Donors will receive annual communication from the development office regarding the use of funds.
4. Named Funds will be referenced in all hospital publications and presentations where the fund is referenced.

## **Named Programs, Awards, Lecture Series**

1. Named programs, awards and lecture series will be referenced in all hospital publications and presentations where the program, award or lecture is noted.
2. The named program, award or lecture series will be a part of Named listings in the Annual Donor Report in the year the gift is given, and each subsequent year the fund receives the minimum amount to be included in the donor listing.
3. Gift amount minimums will vary based on the Program, Award or Lecture Series. Funding levels will be determined by the Vice President who has oversight in that area.
4. Plaques will not be created for a named program unless the program occupies a physical space.
5. Plaques will not be created to recognize award or lecture series donors.

## **Gift acknowledgement**

1. All donations will be acknowledged within 48 hours of receipt of the gift.
2. Acknowledgements for donations in excess of \$XXX will be signed by the CEO.
3. Event donations will note the deductible value of the gift.
4. Memorial donations will be promptly acknowledged. Names and addresses (not amount) will be sent to the decedent's next of kin.

## **Other Recognition**

1. Token items of appreciation will be given to donors as appropriate.
2. Donors of \$XXXX+ will be invited to the annual President's Reception.

**Please contact us for a complimentary consultation:**

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