



Islands Trust Fund

POLICY MANUAL

Code: TFB 02013

Policy

Procedure

Guideline

Title: Donor Recognition Policy

Approved By: Trust Fund Board

Date: November 19, 2002
Resolution # TFB 02/514

Chairperson Signature:

Related Files:

Purpose

The purpose of this policy is to clarify how the Trust Fund Board will recognize donors of land, conservation covenants, cash and other related funds.

Background

The Trust Fund Board has not had an official donor recognition policy over the past 12 years. Instead, the Trust Fund Board has managed donor recognition in an ad hoc manner. In 1995, a logo (hand holding a pen, with a butterfly resting on it) was designed for use in the Board's "Conserving with Covenants" program. However, signs with the logo have never been produced for covenanted lands (although ITF covenants indicate the Board may sign covenanted properties). Nor was the logo used in other ways by which donors are recognized (e.g. a certificate of recognition that was established in 1998). Currently there is no official recognition program.

In 2000, the Trust Fund Board was in the midst of planning a capital campaign to raise funds to assist with its on-going land and covenant acquisition program and to assist with property and covenant management needs. In December 2000, the Board reviewed and agreed to "proposed recognition program" and requested it be developed into a policy for approval in January 2001. At the January 2001 meeting, the campaign was postponed and the Board chose not to deal with the proposed policy at that time. Hence, the primary method of thanking all donors has continued to be by "thank you letter" and phone calls.

Thanking donors is vital to the success of any "charitable" program and the methods of thanking donors directly relate to the ability to develop and maintain an on-going relationship with donors. Recognition serves the purpose of honouring and thanking those who support the work of the Islands Trust Fund.

Details

1. The Board will use the following Donor Recognition Program:

Gift Amount	Donor Recognition Title for Individuals, Foundations, Non-Government Organizations	Donor Recognition Title for Corporations, Businesses & Gov't Funders	Recognition Provided
Up to \$999	Friends of the Islands Trust Fund	Same	Provide thank you letter and receipt within 2 weeks; Donations over \$500 - provide a handwritten thank you card from the Chairperson, staff or related VIP; List donors in annual Newsletter (ensure donors permission); donations over \$500 – provide a small gift (e.g. “Friends”, or other title, fridge magnet).
\$1,000-\$9,999	Stewards of the Land	Same	As above plus: certificate of appreciation with photo of project on it.
\$10,000-\$49,999	Protectors of Special Places	Same	As above plus: news release; framed photo of project land; invitation to a special event at Trust Council.
\$50,000-\$99,999	Guardians of Nature	Same and become member of the Conservation Circle	As above plus: Annual or project specific listing in Globe and Mail and/or prominent local paper; large gift (to be determined with Board input); newsletter article about the donor.
\$100,000-\$249,999	Leaders in Conservation	Same and become part of the Conservation Circle	As above plus: if land or covenant donor – “Conserving with Covenants” or “Leader in Conservation” plaque sign for property or home; invitation to presentation ceremony (for sign/plaque).
\$250,000 +	Stewardship Benefactors	Same and become part of the Conservation Circle	As above plus: a customized recognition as deemed appropriate (e.g. piece of island-made artwork - not to exceed 1% of the donation gift or consideration of naming of site feature such as trails or viewpoints)

Bequests	The Conservation Legacy Group	Same	Newsletter article and annual donor listing; news release; notation in annual listing in Globe or other paper.
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2. The Board will maintain some flexibility so that recognition can be personalized where appropriate (e.g. an avid gardener may be given a native plant in addition to a certificate).
3. The Board believes donor recognition to be a critical requirement for success and it will, in its annual budget proposal, include adequate funds to implement the program within its annual Communications budget.