



GIFT ACKNOWLEDGMENT POLICIES & PROCEDURES

SAMPLE GUIDELINES AND TEMPLATES

[DONORRELATIONS.COM](https://donorrelations.com)



OUR GRATITUDE OVERFLOWS

Thank you to hundreds of talented and generous, industry professionals who took the time to participate in our 2022 sample swap.

Providing the nonprofit industry with free samples of donor communications has been a pillar of the work we do at the DRG Group for more than a decade. We simply cannot do this work with you—the amazing DRG Community.

Your work continues to inspire us—thank you for sharing it with us!

With endless gratitude,

The DRG Group

Gift Acknowledgment Grid

Acknowledged By	Constituent	Gift Amount	Gift Kind	Correspondence Type	Timing
Students/Interns	<i>Unassigned</i> Individuals, Foundations, Corporations	\$10-\$999	Outright Gifts, TOP pledge payments	Phone call with script	Once a week ADS supplies list
Administrative Assistant	<i>Unassigned</i> Individuals, Foundations, Corporations	\$1,000-\$4,999	Outright Gifts, TOP pledge payments	Phone call with script	Once a week ADS supplies list
	<i>Unassigned Prospects</i> Parents or Alumni with capacity \$50k+	Any	Outright Gifts, TOP pledge payments		
Associate Director of Alumni Relations	Alumni first time donors	Any	Outright Gifts from unassigned donors who have given their first gift ever to Eller	Templated handsigned letter Includes small gift of webcam cover	Once a week ADS supplies list
Associate Director of Stewardship and Donor Engagement	<i>Unassigned</i> Individuals, Corporations, Foundations	\$5,000-\$9,999	Outright Gifts, Payroll deductions (acknowledge at the beginning of calendar year), Recurring Gift (acknowledge at beginning of calendar year)	Personalized email message	Once a week
	Matching Gifts	Any	Matched gifts from company marked MG	Matching Gift Post Card	
Director/Associate Directors of Development	<i>Assigned</i> Individuals, Corporations, Foundations	\$10+	Outright gifts Commitments (\$25k+) with or without first installment Major gift pledge payments (\$25k+) Payroll deductions (acknowledge at the beginning of the calendar year)	Templated handsigned letter	Once a week
Senior Director of Development	<i>Unassigned</i> Individuals, Corporations, Foundations	\$10,000+	Outright gifts Commitments (\$25k+) with or without first installment Major gift pledge payments (\$25k+) Payroll deductions (acknowledge at the beginning of the calendar year)	Templated handsigned letter	Once a week
	<i>Assigned</i> Individuals, Corporations, Foundations	\$10+	Outright gifts Commitments (\$25k+) with or without first installment Major gift pledge payments (\$25k+) Payroll deductions (acknowledge at the beginning of the calendar year)	Templated handsigned letter	Once a week
Dean of Eller	NBA Members	Any	Any	Hand signed letter	Once a month from previous months acknowledgement list
	Individuals, Foundations Corporations*	\$10,000 +	Commitment(s) over \$10,000 with or without first installment Outright gift \$10,000+		
Department Heads	Individuals, Foundations, Corporations	Any gifts to coresponding department	Outright Gifts, commitments of any amount (highlighted yellow) with or without first installment, matching gifts (highlighted blue), recurring gifts (highlighted green)	Email or handwritten note	Once a month from previous months acknowledgement list

Acknowledgment Letters

- Acknowledgment reports are run each Monday for gifts entered the previous week. Current turnaround time is no more than five days from the report being run for Chancellor-level letters and one to three days for SDR and VC-level letters.
- Currently all acknowledgments are being sent via email unless a valid email address isn't available
- All Chancellor-level acknowledgment letters are sent to primary manager and AVC for Principal Gifts (as appropriate) for personalization

Signatory Levels

For Individuals:

- Email acknowledgments for gifts <\$1,000
- ED of SDR signs for gifts of \$1,000-\$4,999
- Vice Chancellor signs for gifts and bequests of \$5,000-\$24,999
- Chancellor signs for gifts of \$25,000 or more and bequests of \$500,000 or more
- Chancellor signs for standard pledges of \$100,000 (at time of pledge and final payment)

For Certain Organizations:

- Vice Chancellor signs for gifts of \$25,000-\$99,999
- Chancellor signs for gifts of \$100,000 or more



LEADERSHIP GIVING: GIFT ACKNOWLEDGEMENTS

Responsible Office: Donor Relations

Policy & Process Implementation Date: August 2021

Purpose: In keeping with current best practice and corresponding with the arrival of Kevin F. Hallock, the process followed for presidential and vice-presidential level gift acknowledgement has been updated. In partnership with the Office of the President, beginning with gifts received August 1, we will follow an updated set of gift amount and constituent benchmarks that are outlined below. The digital workflow and review process adopted in March of 2020 will continue.

Timeline: Ongoing, subject to revision

UNIVERSITY PRESIDENT ACKNOWLEDGEMENTS

Kevin F. Hallock, President & Professor

Benchmarks

- Gifts and pledges of \$25,000+
 - *Pledges will receive acknowledgement at commitment and completion, but not for each pledge payment*
- Gifts and pledges that bring a donor's FY giving to \$25,000+
- Gifts and pledges from Trustees/Emeriti of \$5,000+
- Gifts and pledges from PLC members of \$5,000+

Process

- Customized letter drafted with the addition of a digital signature
 - Sharon Broyles will maintain an updated digital signature to add to each letter
- Assistant director, donor communications (ADDC) facilitates digital review of acknowledgement letter.
- Approval flow as follows:
 - Gift Officer
 - Hilary Appleton
 - Ann Lloyd Breeden (*Trustees & Emeriti and Robins/Weinstein/Ukrop only*)
(*CC: Molly Field*)
 - Laura Krajewski (*URAA Board only*)
 - **Andrew Tillman & Dara Gocheski**
 - Chnoic Clarke
- Once review is complete, ADDC will send a link to Dr. Hallock for his final review and approval (*CC: Dara, Andrew, Molly as needed*); Dr. Hallock will reply to confirm his approval.
- ADDC to send an email to Sharon Broyles with:
 - The recipient(s) email address(es)
 - Subject line
 - Text of the acknowledgement letter
 - UR Shield
- Sharon Broyles will execute sending each letter from the email account: president@richmond.edu.
 - Dara Gocheski will serve as backup when necessary.

- Sharon Broyles will **BCC** both the **Donor Relations administrative coordinator** and the **ADDC** on all emails. She will **BCC Molly Field** for Trustees, Emeriti, and VVIP.
- The Donor Relations administrative coordinator will download corresponding acknowledgement file from Box and upload the file to the constituent's Raiser's Edge record.
- Sharon Broyles routes any replies to acknowledgement messages for review and determination regarding follow-up:
 - Trustee/Emeriti/VVIP replies: forward to Molly Field
 - All other replies: forward to ADDC
- ADDC to enter any replies/further communication into a contact report in Raiser's Edge
 - If needed, Sharon will send drafted replies.

VICE PRESIDENT OF ADVANCEMENT ACKNOWLEDGEMENTS ---

Martha G. Callaghan, Vice President for Advancement

Benchmarks

- Gifts and pledges of \$10,000-24,999
 - *Pledges will receive acknowledgement at commitment and completion, but not for each pledge payment*
- Gifts and pledges that bring a donor's FY giving to \$10,000+
- Gifts and pledges from URAA Board Members of \$1-24,999
- Gifts and pledges from former Trustees of \$1-24,999
- Gifts and pledges from Trustees/Emeriti of \$1-4,999
- Gifts and pledges from PLC \$1,000-4,999 (temporary)

Process

- Customize letter drafted with the addition of a digital signature
- ADDC facilitates digital review of acknowledgement letter.
- Approval flow as follows:
 - Gift Officer
 - Laura Krajewski (URAA Board only)
 - Katie Bell
 - Assistant to the VP
 - Chnoic Clarke
- ADDC to send an email to assistant to the VP with:
 - The recipient(s) email address(es)
 - Subject line
 - Text of the acknowledgement letter
 - UR Shield and digital signature
- Assistant to the VP will execute sending the message from the email account: vpadvancement@richmond.edu
- The Assistant to the VP will **BCC** both the **Donor Relations administrative coordinator** and the **ADDC** on all emails. They will **BCC Molly Field** for Trustees, Emeriti, and VVIP.
- Donor Relations administrative coordinator will download corresponding acknowledgement file from Box and upload the file to the constituent's Raiser's Edge record.
- Assistant to the VP routes any replies to acknowledgment messages for review and determination regarding follow-up to ADDC. ADDC to enter any donor replies/further communication into a contact report in Raiser's Edge

SPECIAL EXCEPTIONS

In addition to the exceptions listed below, as an ongoing practice, *donor relations will continue to welcome requests from advancement colleagues related to special gifts or circumstances that may not fall within the documented benchmarks.*

- Parent Leadership Council members gifts \$1-4,999 will likely be acknowledged by the director of parent giving, but that will be finalized upon their arrival. In the interim, we will fold them into Martha Callaghan's letters.
- Law gifts from \$1-24,999 will be thanked by the Law School

Additionally, we will update our current list of individuals that should always be thanked by the president, regardless of gift amount or constituency, to ensure we are recognizing the right individuals by President Hallock. This includes, but is not limited to:

- VVIP Donors
- Special prospects
- Past presidents
- President and CIO, Spider Management

STYLE AND DELIVERY

Delivery Preferences

Unless a preference for traditional mail is indicated or no email is available, we are still fully digital in our acknowledgement delivery. There are several valuable benefits to digital delivery:

- Increases dialogue between the donor and UR (it's not uncommon to receive a direct reply to the emailed acknowledgement letter)
- Streamlines approval process and workflow in drafting, signing, and mailing
- Supports the University's and President Hallock's commitment to sustainability

Style Preferences

Considerations for style are evolving (as of 8/2021), but we can assume:

Tone

- Optimism, excitement, energy
- More casual than formal:
 - Use "thanks" vs "thank you"
 - Use "I hope you're well" vs "I hope this finds you well"

Style guide

- Hard copy letters:
 - Executive letterhead (7.25"x10.5")
 - Times New Roman, size 12
- Electronic letters:
 - Calibri, size 11
- Signature:
Kevin F. Hallock
President

Gift Agreement Training

Updated August 2021

Session 1

Important Terms: Documentation

- Gift Agreement
 - Defined by Stewardship as a document that provides all provisions and details for a gift of \$100,000 or more to the University
 - Legally Binding (sort of...)
- Gift Recommendation Form
 - Document establishing a payment schedule for a gift being distributed via a Donor Advised Fund
 - Not Legally Binding
- Gift Guidelines
 - Document providing guidelines for the expenditures of an endowment or donation
 - Often completed alongside a Gift Recommendation Form for \$100K+ donors
 - May be used when a donor makes a gift or pledge without a designation
- Letter of Intent
 - Donor-signed document to state an intent to give
 - Not Legally Binding
- Pledge Agreement
 - Documents a multi-year pledge of less than \$100,000. Does not require Stewardship review

Important Terms: Documentation (cont'd)

- Other Terms
 - Memorandum of Understanding
 - Memorandum of Agreement
 - Deed of Gift
 - Amendment

Important Terms: Fund Types

- Endowed Fund
 - Fund established by donor to support a priority at the University in perpetuity.
 - Endowment payments buy 'units' in the endowment. Funds are co-mingled.
 - Principal: The base of the endowment, or total gift to the endowment
 - Market Value: The value of the donor's fund within the larger University endowment
 - Budget: The annual spending available, calculated based on the 12 quarter rolling average market value of the endowment, calculated as of December 31 annually
 - Endowment Funds are activated the fiscal year following final payment
 - Budgets must be spent within the fiscal year, or they roll back into the University endowment
 - We cannot hold funds over for spending in a future year
 - We do not reinvest in the principal

Important Terms: Fund Types

- Restricted Fund
 - Non-endowed fund
 - Funds are expendable immediately upon receipt with the exception of scholarships
 - Restricted Scholarship funds must be received before October 31 for distribution in the AY with limited exceptions
- \$100,000 minimum total contribution required to a specific area to establish a named restricted fund
 - Donor may commit as follows
 - \$100,000 for a fully restricted fund
 - \$100,000 for endowment plus \$5,000 annually for restricted
 - I.e. Create a named, endowed scholarship with pledge payments over 5 years; can create a named, restricted scholarship to see immediate benefit
 - \$100,000 to establish a fund through a planned gift plus \$5,000 annually for restricted

Important Terms: Fund Types

- Programmatic Funds
 - Endowed funds supporting a non-scholarship area of the University
- Scholarship Funds
 - Endowed funds supporting a scholarship that is awarded by the office of financial assistance
- Capital Project Funds
 - Non-endowed funds in support of facilities
 - Most Capital Project Funds are merged funds

Need for Gift Agreement

A good gift agreement states...

- Donor intent
- Accounting/pledge payment
- Protects the institution by establishing realistic and reasonable guidelines
- Provides assurances to donor as to the care and keeping of funds
- Enables booking of the gift clearly and without question
- Donor Recognition
- Provides clarity and transparency
- Ensures appropriate compliance and protection in audience

Keep in mind!

Documentation ensures that the institution has the information necessary to properly process, acknowledge and spend gifts

(AASP-ADRP Donor Relations Best Practices in Gift Acceptance)

Essentials of an Agreement

- Who
- What
- When
- How

....WHY!?!....

Essentials of an Agreement

- Donor Name, class year
- Gift vehicle and timing
- Purpose
- Administration
 - Benefitting Department
 - State the responsible budget manager
- Necessary criteria
- Changed conditions/planning for the future
- Recognition and reporting expectations
- Signatures (Donor(s) and SVP/President)

Templates

Salesforce→Documents→Gift Agreements

- Endowment
 - DAF version includes Gift Recommendation and Guidelines
- Endowment plus restricted (programmatic)
 - DAF version includes Gift Recommendation and Guidelines
- Scholarship (Endowment Only and Restricted Only)
 - DAF version includes Gift Recommendation and Guidelines
- Gift to Benefit
 - For use with \$100K+ gifts to an existing fund
- Capital Project

Gift Agreement Process

- MGO completes template
- Sends to giftagreements@villanova.edu
- Review within 3 business days
- Send any changes (with markup) to MGO, with explanation where necessary
- Agreement distributed to donor
- Back and forth over particulars
- If major changes, final review by Stewardship
- Gift agreement signed by donor, booked
- Gift agreement distribution process kicks off

Gift Agreement Process...continued

- \$100,000+ gift agreements reviewed by Assistant Director of Stewardship and Endowment services
- \$1 million+ agreements to be sent with mark up to Executive Director
- \$10 million+ agreements must also be sent to AVP and/or General Counsel
- Planned Gifts must also be reviewed and approved by the Executive Director of Planned giving

Gift Agreement Checklist

Cover Page

- Name of Fund
 - Check for consistency throughout document
- Donor name(s)—spelling and affiliation/class year
 - Check for consistency throughout document
- Date

Document

- Donor Name/Class Year, Accurate in SF
 - Check for flipped apostrophes (throughout document)
- Ensure all math is accurate (add up totals)
- Scholarships: Check for Legality
 - No mention of protected class (race, religion, sexual orientation etc.)
 - No mention of donor selection
 - Minimal criteria for awarding
- Make Sure Budget Owner is clearly defined
- Make sure Recognition Name aligns with Standards
 - Ie. First Name, Last Name Class Year

Next Steps

- Donor Advised Funds: What are they and how are they documented
- Scholarship Restrictions and Complexities
 - NACUA and TITLE IX
 - The “Middle Need” student
- Tough Conversations: Donor Restrictions and Preferences
 - Just because another university has done it, doesn't mean our university can do it