

Georgia State University Library  
Donor Appreciation and Recognition Policy

**Through the Donor Appreciation and Recognition Policy, the University Library hopes to:**

- Cultivate relationships with existing donors, retaining them as annual donors and encouraging them to reach higher levels of giving.
- Attract new donors.
- Ensure that, in fairness to donors to the organization, one stated policy of recognition is applied at all times.

**Purpose:**

This policy is designed to ensure that:

1. All donors to the University Library are appropriately recognized for their contribution to the mission, growth, and strategic intentions of the Library.
2. All donors are swiftly and equally acknowledged through a uniform recognition structure.
3. A positive on-going relationship is developed with donors through individualized recognition plans that will stimulate their subsequent and/or increased giving and inspire non-donors to support the Library.
4. All visitors, students, staff, and faculty are reminded, through public recognition, that the generous financial support of our donors has helped develop the Library into the great resource it is, and community support is vital to its future growth.

**Policy:**

The Georgia State University Library will appreciate and recognize donors according to the following guidelines:

**Donor Appreciation**

1. Gift Acknowledgment

- a. All donors will receive a thank you letter from the Library regardless of the size of the gift.
  - i. All donors to Special Collections will receive a note/form of acknowledgment from the archivist responsible for that fund. Donations to Special Collections of \$1,000 or more will also receive an acknowledgment from the Dean of Libraries.
  - ii. All other donors will receive:
    1. Online gifts will be acknowledged through email by a staff member if donor email is available. Gifts of \$1,000 or more will also receive an acknowledgment from the Dean of Libraries.
    2. All other donors will receive a note from the Dean of Libraries.
- b. The Georgia State University Foundation will follow current IRS gift substantiation guidelines when issuing receipts for tax purposes.

- c. Acknowledgment letters from the Library will be mailed within five business days of receipt of the contribution.

## 2. Accountability of the use of gifts

- a. All donors will receive, from the Library, some follow-up communication six months after their original gift is received containing features that inform the donors of the accomplishments their donations have made possible.
- b. All donors will receive, from the Library, another follow-up communication 11 months after their original gift with more information on the success of the library and a request that they consider another donation and an ask to increase their gift size.
- c. Donors of endowed funds and/or scholarship funds shall receive an annual stewardship report, prepared by Central Programs. This report will include value of endowment and uses of the fund.
- d. Once the gift is realized, the families of planned gift donors will be provided a report on the use of the funds, if appropriate.

## 3. The Expression of Appreciation for Gifts

- a. All donors will be thanked according to the provision of the acknowledgment section (section 1) of this policy.
- b. All donors giving \$1,000 or more, regardless of the fund in the library to which they give, will receive a hand-written note or phone call from the Dean thanking them.
  - i. This note or call includes all donors who will have received a note from the Archivist, if applicable.
- c. All donors giving \$1,000 or more, regardless of the fund in the library to which they give, will be invited to campus to meet with the Dean and, if applicable, the archivist of the fund to which they gave. ***This meeting is at the Dean's discretion if another form of acknowledgment and engagement is required or planned.***
- d. Scholarship and endowment donors will receive a thank you letter from recipients of the award, or if more appropriate, someone that has benefitted from their donation.
- e. An individualized stewardship plan will be created for each major gift donor (\$25,000 or more) as determined by the Director of Development and the Dean. This plan may include thank you calls; letters from other library staff, faculty, or students; special thank you/recognition events; etc.
- f. Donors making a gift to the Reimagine project (Library Future Library Fund, renovation project) may also be shown appreciation as part of an overall recognition plan explicitly created for contributions to the project.
- g. All donors will receive formal recognition according to the Library's Donor Recognition program as addressed later in this policy.

## Donor Recognition

### 1. General

#### a. Permission

To the best of its ability, the library will try to consult donors and obtain permission before any public listing. Any desire for anonymity will be respected.

#### b. Accuracy

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

#### c. Pledges

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

#### d. 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. ***\*A donor can claim an in-kind contribution to be worth up to \$4,999 without an appraisal, but if appraised, the donor will pay for the appraisal themselves\****

#### e. Timeliness of Recognition

Temporary and/or permanent recognition for gifts will be completed as soon as is feasibly possible. The Library will work with the donors to determine an appropriate timeline for completion.

#### f. Uniqueness

It is understood that there will be unique instances which may necessitate recognition outside of the established criteria. Recognition for gifts in this category will be on an individual basis up to the discretion of the Dean and Director of Development.

#### g. Costs

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

#### h. Budget

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

### 2. Recognition Categories and Methods

#### a. Annual Giving

##### i. All donors

1. An acknowledgment from Library Staff.
2. Invitations to relevant special events
3. Electronic delivery of the library's annual report and/or newsletters.

#### b. Major Gifts

##### i. Donors, business, and foundations that make a gift of \$25,000 or more in any given year will be recognized for each gift on a case by case basis.

1. Appropriate recognition will be determined by the Dean and Director of Development. This may include opportunities to sponsor special

collections, academic programs, professional development programs, etc.

c. Endowed Funds

- i. Those who pledge or make a gift of \$25,000 or more will have the opportunity for recognition by naming the endowment in their name or the name of someone they wish to honor or memorialize.
  1. In addition, endowment donors will receive recognition within any Library publication, printed or online, that promotes the use and purpose of the named endowment.
  2. Recognition may also occur at Library or university events, in the press, etc., as appropriate and based on the desires of the donors and the Library.

d. Planned Gifts

- i. Donors of bequests, life-income agreements, regular gifts of life insurance, gifts or retirement assets, and other special planned gifts made to the Library will be recognized through membership in the Charles Jones Society.
  1. Membership in the Jones Society will begin as follows:
    - a. When GSU is notified by the donors (or their advisors) that GSU Library is included in their will;
    - b. When the University Library has been named beneficiary of an insurance policy or IRA and is duly notified;
    - c. When a life-income agreement or other deferred gift agreement is finalized between the university and donor.
  2. An individual's membership in the Jones Society will be terminated if a donor removes the university as a beneficiary of a revocable planned or testamentary gift.
  3. 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 the Library is notified of the gift/pledge.
  4. If an unexpected testamentary gift is received after a donors' death, the donors will be recognized as major donors as outlined earlier in this policy.
  5. A special "Jones Society" plaque located in the Library will be used to provide public recognition for these donors.
  6. Current Jones Society members will also be recognized as appropriate.

**Authority for Administration of Donor Appreciation and Recognition Policy:**

1. The final authority for resolution of issues relative to these donor recognition policies rests with the Dean of Libraries after consultation with the Director of Development.
2. The Director of Development will administer these policies.
3. The Dean has final authority to approve or reject any changes to these policies.