

## GBGS Donor Recognition Policy

*Adopted 12/3/17*

*Revised 11/30/17*

The Georgeson Botanical Garden Society (GBGS) strives to recognize all of its donors, without whom the organization would not be able to operate. In order to ensure that GBGS consistently recognizes gifts and that potential donors understand how they will be thanked, this policy has been adopted to standardize recognition processes.

**I. Gifts to be recognized.** All gifts made to the GBGS will be recognized in some way, including both asset gifts and in-kind gifts. Pursuant to the below guidelines, differing levels of donations will be recognized in different ways. While GBGS will always encourage donors to accept public recognition, the organization understands that some donors prefer to be anonymous. If a donor requests anonymity, GBGS will respect that wish to the extent legally allowable, and will intend to only share the name and nature of the gift among authorized agents of GBGS or the UAF Botanical Garden. GBGS will not recognize those who purchase admission, event tickets, or physical items.

GBGS will not discriminate between undesignated donors, who give to the general funds of GBGS, and designated donors, who request their assets to be utilized in a specific manner. However, GBGS may mention the designated funds favored by designated donors.

**II. Levels of recognition.** Because donors give in amounts that vary widely, GBGS has seen fit to designate all donors of cash or other assets in the following scheme:

<b>Donor level</b>	<b>Minimum value of donation</b>
Daisy	\$50
Iris	\$100
Dahlia	\$250
Rose	\$500
Delphinium	\$1,000
Peony	\$2,500

Donors who give under \$50 will not receive a designation under GBGS' donor levels system. Generally speaking, higher levels of donation will result in greater recognition. Importantly, volunteers are not included in the donor levels system, but will receive recognition in accordance with the relevant policies.

**III. Methods of recognition.** GBGS will utilize the following methods to recognize donors:

- *Thank you cards.* All donors will receive a handwritten thank you card, to be written by a GBGS Director whenever possible.
- *Website.* All donors will be listed on the GBGS website as supporters.
- *Annual meeting.* All donors will be recognized at the GBGS Annual Meeting.
- *Tax advantage letter.* All donors who give \$250 or more (“Dahlia” level and above) will be sent a tax information letter as required by the IRS.
- *Newsletters.* All donors who give \$500 or more (“Rose” level and above) will be thanked in a minimum of 1 GBGS newsletter per year.
- *Posters.* All donors who give \$1,000 or more (“Delphinium” level and above) will receive a signed GBGS poster.
- *Letters of appreciation.* Donors who give more than \$10,000 will be thanked publicly via a letter of appreciation or purchased advertisement in the Fairbanks Daily News-Miner.
- *Dedications.* Donors may request their gifts be used to “purchase” dedications from a list approved jointly by the UAF Garden Manager and the GBGS Board of Directors. However, the terms of such dedications should be resolved by the UAF Garden Manager. The current list of dedications is below:

<b>Minimum Donation Level</b>	<b>Dedication</b>
\$250	A commemorative sign will be placed in the Garden and maintained for five (5) years.
\$500	A brick will be engraved and placed in the Garden to be maintained for at least five (5) years.
\$1,000	An existing tree or shrub will be dedicated for ten (10) years. Donors will be able to choose from the non-dedicated plants in the Garden.
\$2,500	A new tree or shrub will be planted and dedicated for ten (10) years. The Garden Manager will present the donor with several species options to choose from.
\$5,000	A flower bed will be dedicated for at least five (5) years.
\$10,000	A statue of the donor’s selection or a commemorative bench will be installed in the Garden, to be maintained for at least ten (10) years. Installation is subject to approval by the

	Projects Committee.
\$25,000 or more, depending on selected project.	A structure such as a small pavilion or specialty garden will be chosen from the Priorities Plan by the donor and Projects Committee, built, and dedicated.

**IV. Responsibility of recognition.** Primary responsibility of recognition will lie with the Treasurer, who may request assistance from the Finance & Fundraising Committee. The Treasurer will ensure that donors are adequately tracked and categorized, their wishes are known, and proper recognition is pursued. The Treasurer may delegate his or her duties to any other authorized agent of GBGS, with proper notification to be sent to the GBGS Board of Directors.

**V. Inclusion in decision-making processes.** In order to recognize exceptional donors, GBGS shall invite particularly involved, high-level, or consistent donors to participate in events impacting the future of the Garden (e.g., revision of the Garden Master Plan, dedication of a Garden feature, or planning of a future construction project). Specific donors to be included will be selected and invited by the President on an as-needed basis. Lack of inclusion of a donor should not in any way be interpreted as GBGS failing to appreciate his or her contributions.