



COLLEGE OF THE NORTH ATLANTIC

OPERATIONAL POLICY

TOPIC: STEWARDSHIP

Policy No.	DA-703	Division	Development/College Advancement
Related Procedure	DA-703-PR	Board Policy Ref.	n/a
Related Policy	DA-701 & DA-702	Effective Date:	January 24, 2008

1. PURPOSE AND SCOPE

Stewardship is the art of conveying the ongoing impact of a donor's gift to the College and the College's appreciation for said gift. It's about building and strengthening a relationship based on trust.

Stewardship is an integral component of the donor cultivation cycle: identification, cultivation, solicitation, recognition and follow-up. It is the first and last step in maintaining a strong relationship with donors.

The goal of donor recognition and stewardship is to ensure meaningful and competent gift fulfillment as well as recognize donors and provide them with opportunities for continued involvement with the College. This policy will apply to the entire College community.

2. POLICY

It is the policy of the College that all College donors, individual and organizational, be recognized and acknowledged for their support of the College.

3. PROCEDURE

The Vice-President of Development/College Advancement shall ensure that procedures are developed and implemented in accordance with this policy.

Approval History	
Approved by President	January 24, 2008
Next Review	January 2012