



COLLEGE OF THE NORTH ATLANTIC

OPERATIONAL PROCEDURE

TOPIC: STEWARDSHIP

Procedure No.	DA-703-PR	Division	Development/College Advancement
Related Policy	DA-703	Board Policy Ref.	n/a
Other Related Policies	DA-601 & DA-602	Effective Date:	March 22, 2010 (R1)

PROCEDURE

1.0 Gift Acknowledgement

All gifts to College of the North Atlantic will receive a tax receipt, along with a customized acknowledgement letter. The Manager of Alumni and Advancement will sign letters for gifts of less than \$1,000. Letters for gifts from \$1,000 to less than \$50,000 will be signed by the VP of Development/College Advancement and/or other key internal stakeholders.

All acknowledgement letters for gifts of \$50,000 or more are signed by the President and/or Chairman of the Board of Governors where deemed appropriate; the President may add personalization to these letters as needed. For designated gifts, a copy of the acknowledgement letter is sent to the appropriate Campus Administrator(s) or Chair/Dean(s) who are encouraged to include a thank you letter.

2.0 Donor Recognition

College of the North Atlantic donor recognition may take many forms such as special events, naming opportunities, magazine/newspaper article(s) as well as small gifts of appreciation where appropriate.

2.1 General Giving/Pledges (less than \$1000)

- Acknowledgement letter, including tax receipt (if applicable) shall be sent from the Manager of Alumni and Advancement.

- Online annual stewardship report of gifts will be published on College website (unless donor requests not to be published).
- Individual donors may receive a token gift.
- Invitation to scholarship reception or graduation (for scholarship donors), where appropriate.

2.2 Vice President's Circle (\$1,000 to less than \$50,000)

- Acknowledgement letter from VP, Development/College Advancement. Thank you letter from appropriate student, Campus Administrator or Dean/Chair and/or internal stakeholder (if gift is for a special purpose).
- Online annual stewardship report of gifts published on College website (unless donor requests not to be published).
- Individual donors may receive a token gift.
- Annual holiday card from VP, Development/College Advancement.
- Invitation to scholarship reception or graduation for scholarship donors.
- Invitation to annual event by VP, Development/College Advancement. (e.g. Partner's Reception)

2.3 President's Circle (\$50,000 to less than \$100,000)

- Acknowledgement letter from the President.
- Thank you letter from appropriate student, Campus Administrator or Dean/Chair if gift is for a special purpose.
- Online annual stewardship report of gifts published on College website (unless donor requests not to be published).
- Individual donors may receive a token gift.
- Annual holiday card from VP, Development/College Advancement.

- Invitation to scholarship reception or graduation for scholarship donors.

2.4 Board of Governors Circle (\$100,000 plus)

- Acknowledgement thank you letter with receipt from President and Board Chair.
- Thank you letter from appropriate student, Campus Administrator, Dean/Chair if gift is for a special purpose.
- Copy of President's Annual Report.
- Individual donors may receive a token gift.
- Donor recognition events where appropriate.
- Annual holiday card from the President and VP, Development/College Advancement.
- News release, photo opportunities where appropriate and other promotion as required.
- Invitation to scholarship reception or graduation for scholarship donors.

2.5 Planned Gift Category

In future, it is hoped that donors will include College of the North Atlantic in their wills, name the College as owner and beneficiary of a whole life insurance policy or establish a charitable gift annuity or charitable remainder trust for the eventual benefit of the College. (This program does not currently exist but will in the future). Recognition for these individuals shall include:

- Thank you from President and VP, Development/College Advancement and a token gift.
- Anniversary thank you cards sent out on date the gift was made.
- Annual holiday card from the President.
- A copy of the President's Annual Report.
- Annual visit with donor to reconfirm the gift and to update them on the College.

- Donor recognition events as appropriate.
- News release, photo opportunities where appropriate.

2.6 Scholarship/Fellowship Annual Awards and Endowments

- All scholarship donors are recognized as listed above depending on values of scholarship.
- In addition, student recipients will be encouraged to send a thank you card to their award donor.

Approval History	
Approved by President	January 24, 2008
Revision 1	March 22, 2010
Next Review	March 2013