

STATEMENT of POLICY and PROCEDURE			
Manual:	O'Keefe Ranch and Interior Heritage Society	OKR No.	6.03
Section:	Marketing	Approved	June 14, 2018
Subject:	Donor Relations and Fund Development	Amended:	
Issue to:	All Manual Holders	Page:	1 of 6
		Replaces:	
Issued by:		Dated:	

1 POLICY

- 1.01 O'Keefe Ranch and Interior Heritage Society will develop plans and budgets for both donor relations and fund development that incorporate revenue estimates and expense estimates as well as any campaigns planned for the coming year.
- 1.02 Donor relations and fund development plans and budgets must be approved by the Finance Director and incorporated into the business plan approved by the Board of Directors.
- 1.03 Any capital campaign undertaken by the organization will be approved by the Board of Directors only after the Finance Director has demonstrated the complete long-term plan for the campaign and that adequate record-keeping and accounting mechanisms are in place to track all donors throughout the life of the campaign.
- 1.04 Any capital campaign undertaken by the organization will not be taken public until a minimum of **[50%]** of required funds have been secured through private pledges.
- 1.05 Any donation that cannot be used for the purpose explicitly intended by the donor will either be renegotiated with the donor or returned to the donor.
- 1.06 Donations in kind will be evaluated as to fair market value for receipting purposes. Gifts expected to be worth more than \$1,000 will be evaluated by a qualified third-party.
- 1.07 O'Keefe Ranch and Interior Heritage Society reserves the right to refuse a donation if the donor or the donation is inconsistent with our mission and values.
- 1.08 O'Keefe Ranch and Interior Heritage Society does not provide charitable receipts for donated services.

2 PURPOSE

- 2.01 The purpose of this Statement of Policy and Procedure is to ensure that the collection and use of donations and donors' personal information is performed

STATEMENT of POLICY and PROCEDURE			
Manual:	O'Keefe Ranch and Interior Heritage Society	OKR No.	6.03
Section:	Marketing	Approved	June 14, 2018
Subject:	Donor Relations and Fund Development	Approved	
Issue to:	All Manual Holders	Page:	2 of 6
		Replaces:	
Issued by:		Dated:	

ethically and effectively.

3 SCOPE

3.01 This policy applies to all staff, volunteers and the board of directors.

4 RESPONSIBILITY

4.01 Finance Director is responsible for:

- Reviewing and approving donor relations and fund development plans and budgets
- Incorporating donor relations and fund development plans and budgets into the overall business plans and budgets for approval of the board of directors
- Ensuring that capital campaigns are adequately planned and provisioned for before they are submitted for the approval of the board of directors
- Appointing a privacy officer

4.02 Finance Director is responsible for:

- Developing a revenue budget for the organization
- Tracking donations against budget and against campaign objectives, flagging concerns to the Finance Director as appropriate
- Ensuring that specified intentions associated with individual donations are respected and executed

5 DEFINITIONS

5.01 **“Capital Campaign”** means the planning, organizing and execution of a fundraising campaign directed at the acquisition of a major asset, usually a building or endowment fund.

5.02 **“Donor Relations”** means the relationship management practices of the organization applied to existing donors.

5.03 **“Fund Development”** means the function of obtaining new donations or new donors.

STATEMENT of POLICY and PROCEDURE			
Manual:	O'Keefe Ranch and Interior Heritage Society	OKR No.	6.03
Section:	Marketing	Approved	June 14, 2018
Subject:	Donor Relations and Fund Development	Amended:	
Issue to:	All Manual Holders	Page:	3 of 6
		Replaces:	
Issued by:		Dated:	

- 5.04 **“Opt in”** means explicitly choose the option indicated, normally by checking a box on a form or clicking a box on a web page.
- 5.05 **“Tiered Donor Levels”** means the classification of donors into different tiers of service based on the size of their donations.
- 5.06 **“Third Party Donations”** are donations received from individuals or organizations that run an event or campaign for donations to the organization, but are independent of the organization.
- 5.07 **“Third Party Fundraisers”** are organizations that raise funds on behalf of a non-profit or charity in exchange for a fee.

6 REFERENCES and RELATED STATEMENTS of POLICY and PROCEDURE

Bylaws

O'Keefe Ranch and Interior Heritage Society's Code of Conduct for Members

- OKR 1.05 – Legal and Regulatory
- OKR 1.06 – Taxes and Charitable Returns
- OKR 1.08 – Confidentiality and Privacy
- OKR 2.01 – Board of Directors
- OKR 2.06 – Strategic and Business Planning
- OKR 4.02 – Revenues
- OKR 5.04 – Volunteer Management
- OKR 6.04 – Membership
- OKR 6.05 – Marketing Compliance
- OKR 6.06 – Websites and Social Media
- OKR 6.07 – Customer Relationship Management

7 PROCEDURES

7.01 Donor Relations and Fund Development Budget

- (a) The Donor Relations budget and the Fund Development budget will be developed separately and in advance of the budgets of the rest of the organization.

STATEMENT of POLICY and PROCEDURE			
Manual:	O'Keefe Ranch and Interior Heritage Society	OKR No.	6.03
Section:	Marketing	Approved	June 14, 2018
Subject:	Donor Relations and Fund Development	Approved	
Issue to:	All Manual Holders	Page:	4 of 6
		Replaces:	
Issued by:		Dated:	

- (b) The Donor Relations budget will identify the donations expected from the existing donor base in the coming year including any campaigns directed at the existing donor base. It will also contain the expected expenses of the Donor Relations department based on the business plan.
- (c) The Fund Development budget will identify the number of new donors and donations expected from these sources including,
 - (i) All expected grants and contributions
 - (ii) All planned campaigns
 - (iii) All planned events
 - (iv) Website donations
 - (v) Third party donations
 - (vi) Other sources.
 It will also contain the expected expenses of the Fund Development department based on the business plan.
- (d) The fund development plans and budget shall be reviewed and approved by the Finance Director.
- (e) The organization's budget will then be developed in the context of the business plan and expected revenues for the coming year. Where the revenues will be insufficient to the purpose, the Finance Director will revisit both revenue budgets and expense budgets with the appropriate department heads until the revenues and expenses of the organization can be aligned.

7.02 **Capital Campaigns**

- (a) The need underlying a proposed capital campaign must be recommended by the Finance Director and approved by the board of directors.
- (b) Plans for capital campaigns must be also be approved by the board of directors. Plans will include:
 - (i) Purpose of the campaign and reference to prior board approval
 - (ii) Planned approach for the campaign
 - (iii) Five-to-seven year plan for the evolution and execution of the campaign including research, qualification, distribution channels, communications, targets and timing
 - (iv) Express expectations for board members', Finance Director's and staff roles in the campaign
 - (v) Requirements for third-party assistance during the campaign

STATEMENT of POLICY and PROCEDURE			
Manual:	O'Keefe Ranch and Interior Heritage Society	OKR No.	6.03
Section:	Marketing	Approved	June 14, 2018
Subject:	Donor Relations and Fund Development	Amended:	
Issue to:	All Manual Holders	Page:	5 of 6
		Replaces:	
Issued by:		Dated:	

- (vi) Provisions for tracking pledges and major donor uptake
- (vii) Schedule and control checkpoints for the campaign, including a go/no-go decision point before the campaign goes public.
- (c) The campaign manager will report back through the department head and the Finance Director to the board of directors quarterly throughout the campaign on progress, pitfalls and achievements relative to the campaign plan.

7.03 Protection of Donor Information

- (a) All collections of donor information shall be accompanied by our Statement of Donor Privacy and accompanying Consent Statement. This includes, but is not limited to:
 - (i) Direct mail materials
 - (ii) Direct email content
 - (iii) Website content
 - (iv) Door-to-door materials
 - (v) Planned giving materials
 - (vi) Brochures
 - (vii) Newsletters

The consent statement will require donors to opt in for specific uses of their personal information.
- (b) Both the Statement of Donor Privacy and the Consent Statement shall be reviewed by the Privacy Officer to ensure that all laws and principles applicable to the organization have been adhered to.

STATEMENT of POLICY and PROCEDURE			
Manual:	O'Keefe Ranch and Interior Heritage Society	OKR No.	6.03
Section:	Marketing	Approved	June 14, 2018
Subject:	Donor Relations and Fund Development	Approved	
Issue to:	All Manual Holders	Page:	6 of 6
		Replaces:	
Issued by:		Dated:	

- (c) Donor Relations will keep master records of donor information and will ensure that it is securely maintained. Records will be kept of those who have opted out of specific uses and controls established to ensure these options are respected.
- (d) All enquiries by donors related to their personal information will be directed to the Privacy Officer who will validate the request and be responsible for responding.
- (e) The Privacy Officer will ensure that enquiries are responded to in writing within 10 days of receipt of the enquiry.
- (f) The Privacy Officer has the authority to view, vary or erase the personal information of a donor except that information maintained to track the execution of that donor's express request related to a donation.
- (g) All enquiries from and responses to donors related to personal information will be logged and kept on file in a secure location for seven years.