

University of Florida Foundation, Inc.
Donor Recognition and Stewardship

Policy #: 2.17
Effective Date: September 8, 2007
Responsible Department: Administration

1. **PURPOSE**

To ensure that donors are recognized as appropriate and that contact is maintained.

2. **APPLICABILITY**

Donors of all gifts for the benefit of the University.

3. **POLICY**

UF wishes to recognize the generosity and commitment of any donor that supports the mission of UF with a gift. In addition to appropriate letters and gift acknowledgements, there are three broad levels of donor recognition: the President's Council, the Bequest Society, and the Florida Fund. Unless donors request anonymity, they will automatically be recognized at the appropriate level in one of these groups.

Stewardship is the link between the institution and donors in building trust, credibility, and gratitude through acknowledgement, recognition, and accountability. UF is committed to an active program of stewardship coordinated by the Director of Stewardship and Donor Relations.

The Stewardship and Donor Relations Department is responsible for ensuring that stewardship efforts continue for donors after they make significant gifts, identifying these donors, and implementing plans on how they will be connected to the institution through events, President's Council recognition, and the annual Honor Roll of Donors. An active stewardship program is the responsibility of all colleges and units of the university. UFF will have systems in place to standardize the acknowledgment and reporting processes in an effort to achieve baseline stewardship for all donors.

4. **CLARIFICATION**

Requests for clarification of this policy should be sent to the Director of Stewardship and Donor Relations (cbelknap@uff.ufl.edu).

Certified as approved by the Executive Committee of the UFF Board of Directors on:
September 8, 2007

A handwritten signature in black ink, appearing to read "Susan G. Goffman". The signature is written in a cursive style with a large, looping initial "S".

Susan G. Goffman, Secretary

Revision history: Original version