

<b>Gateway Homes, Inc Policy and Procedures</b>	
<b>Category:</b> Public Relations And Fundraising	<b>Reference:</b> Code of Ethical Conduct; GW 02 Gift Acceptance
<b>Title:</b> Donor Relations	<b>Number:</b> 01
<b>Issued:</b> September 2009	<b>Pages:</b> 1
<b>Revised:</b> June 2011; December 2013; March 2017; April 2018; November 2019	<b>Attachments:</b>

**I. Purpose:** The purpose of this policy is to establish procedures for maintaining relationships with Gateway’s donors.

**II. Policy:** Gateway Homes will use truthful and relevant material when soliciting funds, respect the privacy concerns of donors, and expend the funds consistent with donor intent.

### **III. General Guidance And Procedures**

- a. **Solicitation:** When soliciting funds and support, Gateway staff will encourage the donor to ask questions, provide relevant and truthful information, including such things as Gateway’s mission, the intended use of resources, and Gateway’s capacity to use the donation for its intended purposes.
- b. **Donor Intent:** Donors’ wishes will be considered to the extent possible, as long as their intended use of funds is in keeping with the mission of Gateway and its priorities. Gateway will not accept a gift when it is incapable of honoring donor intent.
- c. **Acknowledgment And Recognition:**
  - i. Written Substantiation of Gift: The Development Team will acknowledge all gifts in writing, regardless of value, form, or stipulations.
  - ii. Informal Acknowledgement: When appropriate, the Development Team will convey Gateway’s appreciation informally through a thank-you note, telephone call, email, or etc.
  - iii. Public Recognition: Gateway will seek out and create opportunities to acknowledge donor’s contributions in public forums and other media.
- d. **Public Notice:** Gateway will respect a donor’s wish to remain anonymous.
  - i. Gateway will publish on their website the following decree regarding donor privacy: We will not sell, share or trade our donor’s names or personal information with any other entity, nor send mailings to our donors on behalf of other organizations. This policy applies to all information received by Gateway Homes, both online and offline and includes the Gateway Homes website, as well as any electronic, written, or oral communications. To the extent any donations that are processed through Blackbaud Merchant Services, a third-party service provider, our donors’ information will only be used for purposes necessary to process the donation. Gateway Homes adheres to the Donor’s Bill of Rights.

- e. **Confidentiality:** The Development Team will maintain confidentiality concerning all correspondence regarding contributions, gift records, prospect cards, and other data on donors, and will ensure that this donor information is used on a need-to-know-basis only for the support of Gateway's fund development.