



ST. JOSEPH'S FOUNDATION  
OF THUNDER BAY

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63 CARRIE STREET, THUNDER BAY, ON P7A 4J2

## POLICY/PROCEDURE

#9

### DONOR RECOGNITION and STEWARDSHIP PROGRAM

DATE APPROVED: March 2021

NEXT REVIEW DATE: March 2023

APPROVAL: 

#### PURPOSE

A Donor Recognition and Stewardship program ensures that all donors to St. Joseph's Foundation of Thunder Bay (SJFTB) are appropriately thanked, celebrated, and stewarded following consistent guidelines.

Fundraising includes programs and processes designed to acquire a first gift from a donor and ask for subsequent gifts. Stewardship includes a sophisticated and varied number of activities designed to make the donor WANT to keep giving. Since additional and/or larger gifts are directly tied to donor longevity (i.e. loyalty), stewardship is, by definition, a critical determining factor of fundraising success. In an age of intense competition for philanthropic dollars, excellent stewardship is the customer loyalty advantage of the fundraising industry.

The goal of the program is to ensure that donors are incorporated into a lifelong pattern of giving with appropriate attention and recognition (stewardship and cultivation) which will enable SJFTB to mark a path for our donors and to inspire increased gifts, cultivate donors and prospects to consider giving to institutional priorities, and set the course toward ultimate gifts. The program, in conjunction with appropriate development strategies, supports cultivation, recognition and stewardship through events, publications, special projects etc.

These guidelines are based on the principle that all gifts are important; that the nurturing of each donor is critical to the continuance of the business of the Foundation; and that a monetary gift is never more important than individual relationships.

#### **Objective**

**The Stewardship Program will support four key strategic areas:**

**1. Acquisition – *Secure the Gift***

Tools – Strategic cultivation, special events management, pledge forms

2. **Acknowledgement** – *Prompt and Effective*

Tools – Timely and appropriate thank you in accordance with the recognition chart

3. **Appreciation** – *Regular and Sincere*

Tools – Special events for donors, naming opportunities, media coverage where appropriate, Northern Passages magazine articles, website profiles

4. **Affinity** – *Informed and Engaged*

**The Donor Recognition Program will support the following key strategic areas;**

1. **To publicly thank and honour donors.** We receive generous support from many groups, foundations, businesses and individuals. We wish to let them know how much their support is appreciated.

2. **To encourage and excite others to donate.** Through public recognition of gifts, others will realize the level of support the Foundation receives. They may be encouraged to join in the giving. Often public recognition serves to raise the individual's awareness of giving and raises their own standards.

3. **To create a community spirit.** As a donor wall fills up, it becomes a source of pride for all and an indication of the community's willingness to support the Foundation.

**DONOR RECOGNITION METHOD**

**Possible Items which may invite support and encourage retention:**

- Tours of one of St. Joseph's Care Group Sites
- Special events that draw first-time attendees – golf tournaments, galas, etc.
- Newly established memorial funds
- Naming opportunities
- Anniversary notices of large gifts reminding the donor of the significant impact that gift made to the foundation
- Donor testimonials in newsletters and promotional material
- Use photos of donors wisely and strategically (i.e. send copies to the donors, establish a photo display of major donors in appropriate locations throughout our sites etc.)

All donations over \$25.00 are acknowledged with a thank you card/letter and a charitable donation receipt.

Donors who meet established criteria may be recognized on one of St. Joseph's Foundation's Donor Recognition Walls:

1. In Memoriam Virtual Donor Walls
2. Annual Donor Wall
3. Campaign for St. Joseph's Hospital Donor Wall
4. Campaign for Hogarth Riverview Manor Donor Wall

## 5. Campaign for Hospice Palliative Care

### **RECOGNITION GUIDELINES**

#### **1. *In Memoriam Donor Walls (excluding Campaign donations)***

##### **Donor Recognition Method:**

- In Memoriam Virtual Donor Walls are located in public areas at St. Joseph's Hospital, St. Joseph's Heritage and Hogarth Riverview Manor
- An acknowledgement will be added to the "In Memoriam Virtual Donor Wall" for cumulative donations of \$250 or more, given in memory of individuals who have died
- Acknowledgement will be permanently installed on the Donor Wall in the order that donations are received
- Contact person will provide a signed consent form verifying wording for the acknowledgement on the Donor Wall.

#### **2. *Campaign Donor Walls***

*Donor walls for previous campaigns are located at locations within the designated site of the Campaign. .*

***Campaign Donor walls recognizing contributions and Capital Campaigns are currently located at:***

- *'Campaign for St. Joseph's Hospital' Donor Wall is located at St. Joseph's Hospital.*
- *'Campaign for Hogarth Riverview Manor' Donor Wall is located at Hogarth Riverview Manor.*
- **'Campaign for Hospice Palliative Care' Donor Wall is located at St. Joseph's Hospital (Hospice Palliative Care Unit).**

**The future development of Donor Recognition walls will be specific to the campaign and be determined by the Campaign Cabinets prior to the launch of the initiative. The recognition walls may include a variety of mediums in appreciation of a donors support.**

### **SPECIAL DONOR RECOGNITION GUIDELINES**

In special and unique circumstances, it may be appropriate to recognize an individual donor, or donors in a collective manner, to demonstrate appreciation for their significant and ongoing support. A mutually agreed upon strategy will be negotiated between the Donor and the Foundation to acknowledge and appreciate the gift.

### **WITHDRAWAL OF RECOGNITION**

The Board of Directors reserves the right to withdraw recognition and naming agreement at any time should such withdrawal be deemed in the best interests of St. Joseph's Foundation of Thunder Bay.

