

STEWARDSHIP

Table of Contents

I. PURPOSE

To outline the procedures and responsibilities for stewardship of the university's donors.

II. POLICY

Donors to the University of Utah should receive appropriate stewardship for their generosity. Stewardship of the university's donors can be handled in a variety of ways:

Acknowledgments

Thank you card (for gifts less than \$2,000)

President's letter (for gifts \$2,000 or more)

Club Membership and Benefits

President's Club benefits for gifts of \$2,000 or more annually

Recognition

Name of donors who contribute \$2,000 or more annually and those who have contributed \$25,000 or more cumulatively are listed in IMPACT, the annual donor report; in some instances, donor walls listing donors may be appropriate in facilities throughout the campus

Events

Events at the president's home or at other venues to celebrate a major gift to the university

Cards/Gifts/Flowers

Flowers sent in behalf of the president on the event of a milestone birthday or anniversary or in appreciation for a major contribution

Block U: The floral Block U is ordinarily sent to the funerals of the university's benefactors and to other donors of substantial amounts from the university president. If the president chooses not to send a Block U, another entity may do so with the approval of the central development office, which has been designated to handle floral presentations, including the Block U, for the president's office.

Stewardship Reports

Written reports regarding the status of funded projects are sent to donors according to the schedule they request. Major donors should receive written reports annually, normally at approximately the anniversary date of their contributions or at the close of the fiscal year. The originating agency or principal investigator of the project should draft the report in conjunction with the development office.

Site Visits

As donors deem advisable, they may make site visits in lieu of or as a supplement to written reports.

Stewardship programs should be conducted by the individual colleges, departments, or agencies that are the beneficiaries of major contributions. Coordination and/or collaboration with the central development office are recommended to prevent duplication or overlap.