THE UNIVERSITY OF MICHIGAN

STANDARD PRACTICE GUIDE

SECTION:	Development	**Number:**	602.11
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SUBJECT:	Donor Relations	**Date Issued:**	7/15/91
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APPLIES TO:			
ISSUED BY:	Office of the Vice President for Development		

I. Purpose

The Office of Donor Relations is responsible for planning and managing comprehensive, continuing personal recognition programs for the University's major donors and volunteers, and for overseeing the composition and/or publication of the Vice President's key written and verbal communication pieces supporting the University's fundraising goals and objectives.

II. Policy

The Office of Donor Relations monitors University-wide standards, policies, and procedures to maintain the quality and effectiveness of donor relations programs. To that end, it works closely with campus development staff, the President, Executive Officers, and the Office of University Events in all aspects of recognition of donors and volunteers.

III. Services and Activities

A. Donor Recognition Program

1. Acknowledgment of gifts and pledges for the University's Administration.

2. Classification of donors and correlating honor rolls for the established, University-wide recognition program:

   a) The Presidential Societies recognizes donors whose cumulative lifetime giving totals $15,000 or more. It comprises five levels, named for University presidents: Presidents Club, Henry P. Tappan Society, Harry B. Hutchins Society, Alexander G. Ruthven Society, James B. Angell Society.

   b) The Partners in Leadership program recognizes individuals who have contributed $1,000 or more during the previous fiscal year.

3. Personalized stewardship and cultivation activities.

4. Major donor events such as the President's Weekends, University seminars, groundbreaking and dedication ceremonies, site visits, and related activities.

5. Assistance and/or consultation to University units in planning and executing activities related to recognition, stewardship, and events.

6. Facilitate interaction between the University and its alumni/donors relative to questions, requests, concerns.

B. Communication Program

1. Acknowledgment and recognition letters

2. Speeches

3. Campaign literature

4. Newsletters

5. Booklets which provide information for and about the fund-raising program and support the recognition and cultivation activities.

6. Assistance and/or consultation to University units in planning and producing fund-raising statements, proposals and publications.