

UC Davis Policy and Procedure Manual

Chapter 260, Gifts and Endowments

Section 35, Donor Recognition

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Responsible Department: University Relations

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I. Purpose

This section describes the procedures for recognizing individuals, groups, foundations, corporations, and others who have given private support to UC Davis.

II. Policy

- A. Following acknowledgement and acceptance of private support as described in Sections 260-15 and 260-25, donors may be recognized for their support through one or more recognition program.
- B. Donor recognition shall be coordinated with University Development, Donor Relations prior to announcement or implementation.
- C. Advancement Services shall maintain official records of donor names for appropriate dissemination.

III. Procedures

- A. Donor Anonymity
 - 1. Requests from donors to remain anonymous shall be honored to the extent allowed by law.
 - 2. Public information requests may require the University to provide donor names, including those who requested anonymity.
- B. Recognition programs
 - 1. Donor Rosters

UCD Support Groups, special fund-raising programs, and departments or administrative units may publish rosters of the donors supporting their programs or activities consistent with official records maintained by Advancement Services.
 - 2. Media Announcements
 - a. A gift may be recognized by means of announcements in appropriate campus publications or news media in accordance with Section 310-40.
 - b. The college, school, or unit and University Development shall approve all media announcements recognizing support of \$100,000 or more prior to distribution.
 - 3. Individual Recognition

Special recognition may be accorded to donors who have contributed to approved campus programs or special projects at exemplary levels. The Development Office shall review such recognition prior to announcement and implementation.

IV. Further Information

For further information contact University Development.

V. References and Related Policies

UCD Policy and Procedure Manual (<http://manuals.ucdavis.edu/PPM/about.htm>):

1. Section 260-15, Solicitation and Acceptance of Gifts.
2. Section 260-25, Gift Reporting Procedures.
3. Section 310-40, University Communications: Publications, Graphic Standards, and Media Relations.