Stewardship Procedure and Process

Policy Statement

The policies and procedures set forth in this document are intended to assist and guide the activities of University personnel who are involved in the planning, promotion, solicitation, application, receipt, acceptance, and disposition of gifts to Adelphi University.

Reason for Policy

The Office of the Vice President of University Advancement ensures a comprehensive and quality stewardship program, which cultivates, engages and recognizes all donors and prospective donors on a university-wide basis to further the efforts of private financial support. The mission of the Office is to sustain and nurture the University's lifelong relationship with its donors while providing accurate and timely information pertaining to the investment, use and impact of their gifts.

Who is Governed by this Policy

Staff

Policy

A. Procedure on Receipts:

The donors of all gifts to the University will receive a formal printed receipt for their contribution, even if the gift is less than the $250 minimum required by the Internal Revenue Service. The gift processor, in the process of recording pledges and payments, will automatically generate a printed receipt.
Receipts will normally reflect the dollar value of the gift. They will also indicate the name of the fund to which the gift was applied. With gifts of securities, the name of the company, number of shares, and valuation date will be added. Receipts will also be issued for in-kind gifts, but in accordance with IRS rules, it will not contain any valuation; a description of the item will be provided instead.

Receipts are to be generated the same day the gift transaction is recorded. The receipts will then be verified for accuracy and any special handling, with the final receipts sent by first class mail generally within the next two business days. These receipts are signed by the Vice President of University Advancement.

B. Other Acknowledgments

The Office of the Vice President of University Advancement shall develop a standard protocol for determining how Thank You letters shall be sent by (or on behalf of) individuals other than the Vice President of University Advancement, including the President.

Donor-focused stewardship is accomplished by developing ongoing relationships and partnerships with our donors through timely and appropriate gift acknowledgement, fund reporting, donor recognition, donor appreciation activities and events, and stewardship activities. Through meaningful and consistent contacts with donors and prospective constituencies, advancement efforts are enhanced in building lifelong relationships with donors and instills in them the trust that their gifts and investments are supporting the success of the University.

C. Gift Acknowledgement

All gifts received by the University are acknowledged with the University's official gift receipt, designed and delivered by the Office of the Vice President of University Advancement. This standard response is supplemented in many instances by additional forms of acknowledgement, including letters generated from schools, colleges and units across campus.

1. Specifically, gifts are acknowledged in the following ways:
   a. Official gift receipt
   b. Letter from the Vice President of University Advancement
   c. Letter or phone call from the President if gift is $10,000>, made by a Trustee, employee or other identified special entity.
   d. Letter from dean of schools, colleges, athletics if the gift is targeted
   e. Phone call from gift officer if prospect is assigned

2. For first-time donors:
   a. All of the above plus a phone call from an annual giving officer
b. The Vice President of University Advancement’s thank you letter will note a first time gift as well as gift from an employee, student, Trustee or leadership or major gift.

3. Multi-Year Pledge Administration

Office of the Vice President of University Advancement stewardship personnel work closely with the gift processing personnel and collaborate with the Office of the Executive Vice President of Finance to monitor pledge payment status of multi-year pledge commitments. The two offices work together to oversee the distribution of yearly pledge payment reports, the issuing of pledge write-offs, and the modification of existing pledge payment schedules as required/requested. The scheduled issuing of donor statements (pledge reminders) is the responsibility of the Office of the Vice President of University Advancement.

4. Presidential Gift Acknowledgement

The Development Writer is responsible for generating letters from the President to let donors know that their financial support is gratefully received, vital to the University, and being used according to their stated wishes and expectations. The Development Writer produces the following:

a. Gifts of $10,000 and above are acknowledged quickly, accurately and appropriately by a letter signed by the President. The President is also provided the phone number and background of the donor and gift so the President can personally call to thank.

b. All newly established pledges of $25,000 and above receive a letter from the President. Pledges are acknowledged again when they are fulfilled. Special circumstances (as indicated by the President's Office) are acknowledged as well.

c. All employees, including those that contribute through payroll deduction receive a letter from the President.

d. The Development Writer generates Presidential letters for all trustees, President’s advisory group members, and alumni council members when they make a gift.

e. New members of the Ruth S. Harley Planned Giving Society receive a letter from the President.

f. Any gift that a gift officer feels deserves presidential acknowledgement that does not meet the above criteria should be brought the attention of the Vice President of University Advancement for review.

5. Memorial and Honorary Gift Acknowledgement

All memorial and honorary gifts receive special acknowledgement by the Office of the Vice President of University Advancement. Special
cards are generated for donors who make memorial or honorary gifts. Normally, the names of donors who contribute to memorial or honorary funds are shared with the family members and friends associated with these accounts so that they may offer additional gift acknowledgements.

6. Honor Roll of Donors

Every Adelphi donor is an important part of our collective success. Donors of any level will be listed on the Advancement website, unless anonymity is requested. When a printed donor roll is produced, donors making a gift of $100 or greater will be listed, unless anonymity is requested. Donors are also recognized in other publications across campus (including but not limited to specialized campaign or development newsletters, e-news and magazines, alumni-centered periodicals and departmental honor rolls).

D. Giving Societies

Adelphi University recognizes donors with the following gift societies:

1. Annual Giving Societies

Adelphi values the support from all its benefactors. The University has a variety of giving societies that recognize the contributions and loyalty of its donors. Giving programs are established to feature levels of support. The Office of the Vice President of University Advancement actively solicits gifts tiered for the giving societies and oversees the majority of the actual recognition and stewardship activities associated with these special gift opportunities as follows.

a. Honor Roll Scholars

This entry level society acknowledges donors supporting the University above the average annual giving amount each fiscal year showing they believe in the mission of the University of providing personalized, academic excellence to the very student. Donors join the following giving distinctions:

i. Friend Scholar $100 to 249.99
ii. Supporter Scholar $250 to 499.99
iii. Partner Scholars $500 to 999.99

Friend and Supporter Scholar Benefits:
1. Welcome call from student and gift (branded pin, other)
2. Recognition in the Honor Roll of Donors

Partner Scholar Benefits:
1. All Friend and Supporter Scholar benefits
2. All event attendees will receive a personalized name tag including membership type

a. **Charles Levermore Society**

Named to honor Adelphi’s Founding president, the Charles H. Levermore Society recognizes those donors from across the University give a total of $1,000 or more each fiscal year (September 1-August 31) and is annually renewable. These donors build resources that sustain innovative ideas and support new opportunities for faculty and/or student work. Giving levels are:

- Fellow $1000 to 2,499.99
- Constituent $2,500 to 4,999.99
- Patron $5,000 to 9,999.99
- Philanthropist $10,000 to 49,999.99
- Steward $50,000 to 99,999.99
- Benefactor $100,000 or more

Fellow, Constituent and Founders Benefits:

a. Welcome call from the Executive Director of Advancement for Fellow and Constituent
b. Welcome call from the Vice President of University Advancement for Founder
c. Recognition in the Donor Honor Roll
d. All event attendees will receive a personalized name tag including membership type
e. Invitation to the annual President’s Gala
f. Monthly VIP newsletter email from the President’s Office

Patron and Philanthropist Benefits:

a. All Fellow, Constituent and Founder Benefits
b. Welcome call from the Vice President of University Advancement for Patron
c. Welcome call from the President for Philanthropist
d. Invitations to choice campus events

Steward and Benefactor Benefits:

a. All Fellow, Constituent, Founder, Patron and Philanthropist Benefits
b. Welcome call from the President
c. Personalized “Be a student for a day” experience
d. Invitations to exclusive behind the scenes tours and select events that showcase the University including the opportunity to meet guest speakers or presenters
e. Exclusive opportunities to spend time with University leadership
2. **Recent Alumni League**

Alumni who graduated within the last nine years can take advantage of special giving rates to join the League, gaining access to a powerful network of Adelphi supporters. Giving tiers are:

- a. Graduates from 0-1 year - $120/annually ($10/month)
- b. Graduates from 2-4 years - $240/annually ($20/month)
- c. Graduates from 5-7 years - $540/annually ($45/month)
- d. Graduate from 8-9 years - $780/annually ($65/month)

Benefits:

- a. All League members are entitled to Levermore Fellow member benefits, including:
  - a. Welcome call from Executive Director of Advancement
  - b. Recognition in the Donor Honor Roll
  - c. All event attendees will receive a personalized name tag including membership type
  - d. Invitation to the annual President’s Gala
  - e. Monthly VIP newsletter email from the President’s Office
- b. Welcome gift
- c. VIP check-in and mini-reception with president’s appearance before key events such as Reunions
- d. League exclusive event(s) such as networking and Recent Alumni Reunions

- a. Monthly VIP newsletter email from the president’s office
- b. Personal access to Advancement staff/assigned solicitor

3. **The Brown and Gold Society**

The Brown and Gold Society acknowledges donors who consistently support the University with an annual gift for five or more consecutive year. Participation in this loyalty society signifies a special community of donors dedicated to making a difference at the University and celebrate giving regardless of the donation level. After donors are inducted into the society with their fifth sustained annual gift, they will need to make a gift every year, without interruption, to continue their membership.

Benefits:

- a. Welcome call from the Director of Participation
- b. Introductory gift that will mark first year of membership and allow for continued recognition upon annual renewal
- c. Recognition in the Honor Roll of Donors
4. The Women’s Giving Circle

The Adelphi University Women’s Giving Circle ("WGC") recognizes an exclusive group of women who are shaping the present - and the future- of Adelphi University through their volunteer efforts and philanthropic support. Through its collective financial giving, the Circle is committed to impacting and enhancing the Adelphi community, forging new relationships, and uniting a diverse group of effective women philanthropists. There are tiered membership levels as follows:

- **Friendship $100 to 249.99**
- **Supporter $250 to 499.99**
- **Partner $500 to 999.99**
- **Fellow $1,000+**
- **Last 10 year graduates = $65 X # of years since graduation**

Benefits:

- a. Full voting member of the Women’s Giving Circle Council, if so desired
- b. Approximately 5 to 7 monthly meetings during the academic year with the WGC
- c. Invitation to an annual luncheon hosted by the WGC at which an Adelphi Administrator will report on the “State of the University” followed by an informal question and answer period
- d. Invitation to the Students’ Recognition Dinner sponsored by the WGC
- e. Listed on the WGC webpage and all advertisements where names are listed, if so desired
- f. Full participation in the WGC Annual Reception
- g. Opportunity to interact with students and parents on behalf of the WGC at Accepted Students Days and Matriculation
- h. All event attendees will receive a personalized name tag including membership type

5. The Parents and Family Council

The Parents and Family Giving Council recognizes family members of students currently attending the University. Annual membership is based on the University’s fiscal year (September 1- August 31) and is renewable annually. Council members provide critical support and are vital partners in sustaining and enriching the world-class educational opportunities that the University provides.

**Friend 25 to 249.99**
Supporter $250 to 499.99
Partner $500 to 999.99
Fellow $1,000+

Friend, Supporter, and Partner Benefits:

a. Welcome call from the Director of Participation
b. Introductory gift
c. All event attendees will receive a personalized name tag including membership type
d. Exclusive events for parent and family members

Fellow Benefits:

a. All Friend, Supporter and Partner Benefits
b. Invitation to annual President’s Gala
c. Recognition in the Donor Honor Roll

6. The Panther Club

The Panther Club is the University's organization for providing direct support to all men's and women's athletic programs. The Club recognizes leadership members who provide financial support of $100 or more annually that is needed by our teams to be regionally and nationally competitive while enhancing the image and spirit of the University's athletic programs.

Panther $100 to 249.99
Captain $250 to 499.99
Coach $500 to 999.99
Director $1,000 to 2,499.99
Constituent 2,500 to 4,999.99
Founder $5,000 to 9,999.99
Patron $10,000 to 24,999.99
Philanthropist $25,000 to 49,999.99
Steward $50,000 to 99,999.99
Champion $100,000 or more

Panther Benefits:
a. A logoed magnet
b. Athletic gear
c. Receive updates and communication from Athletics including the Annual Report

Captain and Coach Benefits:
a. All Panther benefits
b. Welcome call from a student-athlete
c. Discounted rate to use the facilities in the Center for Sport and Recreation

Director, Constituent, and Founder Benefits:
a. All above benefits
b. Welcome call from the Director of Athletics
c. Complimentary invitations to exclusive athletic events
d. Opportunity to meet and interact with coaches and team members

Patron and Philanthropist Benefits:
a. All above benefits
b. Welcome call from the Vice President of University Advancement in addition to a welcome call from the Director of Athletics

Steward and Champion Benefits:
a. All above benefits
b. Welcome call from the President in addition to a welcome call from the Director of Athletics

Benefits:

- Invitations to exclusive athletic events throughout the year, including the Panther Club Annual Reception, Homecoming, the Hall of Fame Dinner and the Janet L. Ficke Gold Classic
- A discounted rate to utilize the facilities in the Center of Sports and Recreation
- Receive updates and communication from the Adelphi Athletic Department
- Opportunity to meet and interact with coaches and team members

7. Senior Legacy

Introduces graduating students to follow the tradition of past alumni to support their alma mater with a gift of any amount and add philanthropy to their Adelphi connection. It is a year-long campaign via events, direct mail, email, and phone solicitations. The office of the Vice President of University Advancement will continue to cultivate these seniors as they become recent graduates so they graduate to elevated societies throughout their lives.

Benefits:

- Invitation to campaign launch Fall event including refreshments
- Invitation to Spring congratulatory event also including refreshments
- Graduation gift and refreshments
- Recognition in Donor Honor Roll for Class
e. Inclusion in the framed Senior Class Donors Recognition Certificate that is presented to the President at commencement

8. Ruth S. Harley Society

The Ruth S. Harley Society recognizes and honors alumni and friends who have arranged for a bequest or planned gift(s) to benefit the University. anyone who informs the University that the University is named as the beneficiary of a gift through his or her estate, or through a planned gift during his or her lifetime is automatically enrolled as a member of the Ruth S. Harley Society.

Benefits:
- Recognition on the Ruth S. Harley member recognition wall in the University Center
- Welcome gift of the Adelphi University History Book
- Acknowledged in society newsletter mailed to all members
- Invitations to choice University events, including the President’s Gala
- All event attendees will receive a personalized name tag with membership type

9. Lifetime Giving Societies

Celebrating donors giving a total of $100,000 or more in their lifetime to the University helping the University transforms lives now and well into the future. Lifetime giving levels are:

**Leadership Round Table**
- Cornerstone Benefactor $100,000 to 249,999.99
- Gold Benefactor $250,000 to 499,999.99
- Presidential Benefactor $500,000 to 999,999.99

**Million Dollar Round Table**
- Cornerstone Laureate $1,000,000 to 4,999,999.99
- Gold Laureate $5,000,000 to 9,999,999.99
- Presidential Laureate $10,000,000+

Benefits for Leadership and Million Dollar Round Tables:
- Welcome call from the Vice President of University Advancement for Benefactors
- Welcome call from the President for Laureates
- Recognition in the Lifetime Giving Societies area of the Adelphi Performing Arts Center
- Annual society reception that honors all levels according to lifetime giving, annual donors of $500+ will be invited to attend so as to plate the seed of their potential to join
- Complimentary guest of the President at the Performing Arts Center performance of their choice
f. Recognition in the Donor Honor Roll

g. All event attendees will receive a personalized name tag including membership type

E. Report to Donors

1. Scholarship Stewardship

Stewarding gifts made to scholarship funds reinforces Adelphi’s efforts to assure a donor that his or her investment is meaningful, appreciated, and being used as promised. The Office of the Vice President of University Advancement fulfills this important stewardship obligation by providing scholarship donors with recipient information and financial updates. One manner in which scholarship stewardship is accomplished is:

a. Annual Endowment Report

The Office of the Vice President of University Advancement sends endowment reports that include the names of scholarship recipients. This is done for all endowed scholarships (for which there are living donor representatives). The recipient names reflect the past year, and compliment the financial information contained on the corresponding endowment reports. These are individual reports going to individual donors about each scholarship that includes thank you notes from the recipient as well as full impact reports.

2. Other Stewardship Efforts

The Office of the Vice President of University Advancement continues to look for new and exciting ways to engage the University’s donors. A donor newsletter, Donor Spotlight, will be created in 2017 and will be sent out twice a year, following each donor event. Featured in each newsletter will be stories about our most recent donor event, Partners news, and a thank you message from a recent scholarship recipient.

In the summer of 2017, the Donor Stewardship website will be unveiled. The website includes information for donors regarding Giving Societies, Donor Events, Scholarship Recipient and Student Stories, in-depth information regarding the Adelphi Acknowledgement and Reporting process, Donor Honor Roll, Picture Galleries and other features that will help donors learn more about their investments and the impact they have on the University.

3. Scholarship Match Program Policy/Guidelines
In June 2016, the Adelphi University Board of Trustees approved a $5 million scholarship match program. The guidelines for this match program are listed below.

a. Adelphi University would match; using the commensurate payout from its quasi-endowment funds, new outright gifts and pledges (to be paid within five years or less) of $25,000 or more for new or existing endowed scholarship funds.
b. The matching program would have an initial upper limit of $5 million. Proposals to increase this amount would be brought to the Advancement Committee for consideration, and to the Finance & Investment Committee and full Board of Trustees for its consideration.
c. The primary focus of this match would be to encourage gifts to endowed scholarship funds for undergraduate, need-based scholarships. However, the match would apply to all endowed scholarships for undergraduate, graduate, and transfer students.
d. Matching gifts would be made upon receipt of cash (or cash equivalents such as stock) to the University. For example, if a donor made an outright gift of $50,000 to an endowed scholarship, the University would immediately provide a matching gift of $50,000.
e. In the case of pledges, matching gifts would be made upon receipt of each pledge payment. For example, if a donor were to sign a pledge agreement for $100,000, payable in installments of $20,000 a year for each of five years, Adelphi would match each $20,000 pledge payment at the time it was received by the University.
f. Corporate matching gifts (made possible by a donor’s original gift) would be matched at the time those gifts are received by the University.
g. In order to maximize the impact of the program, planned/deferred gifts would not be eligible to be matched.
h. The matching program would run until the upper limit of $5 million is reached.
i. As it relates to Trustees, best practice for board giving suggests that an institution’s Trustees might be expected to give 25 – 33% of funds raised in an institution’s fiscal year, during a campaign, or during a special initiative. Therefore, and in an effort to encourage Advancement to seek new donors for the University, there is a cap of 29% (the midpoint of 25 – 33%) of $5 million ($1,450,000) for the percentage of funds to be matched for scholarship contributions made by members of the Adelphi University Board of Trustees.
j. Pooled gifts/pledges are eligible for the match. For example, if five (5) donors each pledged $1,000 a year for each of five (5) years, resulting in $25,000 for an endowed scholarship, would the University provide a match of that $25,000? The University will match this type of contribution only after the entire pledge has been paid in full. In this way, the match would be open to
leadership level ($1,000+) donors, and, should help to build a pipeline for future major ($25,000) donors.

Definitions

Receipts vs. Acknowledgements: For the purposes of this policy, the term “receipt” will refer to the formal document issued by Adelphi University that (1) confirms the gift has been received by the University and (2) contains the necessary information to serve as documentation for the donor’s claim of a charitable deduction from their income tax. The term “acknowledgement” has a broader connotation than “receipt,” for acknowledgements may include a wide variety of means for expressing gratitude and appreciation to a donor. A receipt is considered to be an acknowledgement, but all acknowledgments do not necessarily qualify as receipts.

Forms

This policy does not have forms associated with it at this time. Upon periodic policy review this area will be evaluated to determine if additional information is needed to supplement the policy.

Related Information

This policy does not have related information at this time. Upon periodic policy review this area will be evaluated to determine if additional information is needed to supplement the policy.

Policy Owner

Name: Brady Crook

Phone Number:  516-877-3258

Secondary Contacts

<table>
<thead>
<tr>
<th>Contact</th>
<th>Telephone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sarah Carbone</td>
<td>516.877.3762</td>
<td><a href="mailto:scarbone@adelphi.edu">scarbone@adelphi.edu</a></td>
</tr>
</tbody>
</table>