

## **Junior League of Phoenix Donor Policies**

### **A. Purpose**

1. JLP encourages the solicitation and acceptance of gifts for purposes that further and fulfill its mission.
2. This policy governs JLP's acceptance of gifts and provides guidance to prospective donors and their advisors when making gifts.
3. The provisions of this policy shall apply to all gifts received for any of JLP's programs or services.

### **B. Donor Relations**

Junior League of Phoenix is committed to respecting the privacy and needs of our donors. Within our Donor Relations arena, we will operate according to the following policies that underscore privacy, data security, other donor needs and proactively showing gratitude for community support. Included near the bottom of this section is a newly created Thanking Policy that will help guide our actions and perspective as we interact with donors throughout the year. This text is provided with the understanding that Junior League of Phoenix is not rendering legal, accounting, or other professional advice or service. Professional advice on specific issues should be sought from an accountant, lawyer, or other professional.

**Awareness.** Junior League of Phoenix provides this Donor Privacy Policy to make the donor aware of our privacy policy, and to inform the donor of the way the donor information is used. We also provide the donor with the opportunity to remove the donor name from our mailing list if the donor desire to do so.

**Information Collected.** Here are the types of donor information that we maintain and at times, will collect:

- contact information: name, organization, complete address, phone number, email address
- payment information: credit card number and expiration date, and billing information
- shipping information: name, organization, complete address
- information concerning how the donor heard about Junior League of Phoenix
- information the donor wishes to share--questions, comments, suggestions
- the donor request to receive periodic updates, e.g., to individuals who request it, we will send periodic mailings related to relevant community developments, fundraising appeals, and organizational events and activities.

**How Information is Used.** Junior League of Phoenix uses the donor information to understand the donor needs and provide the donor with better service. Specifically, we use the donor information to help the donor complete a transaction, communicate back to the donor, and update the donor on organizational activities. Credit card numbers are used only for donation or payment processing and are not retained for other purposes. We use the comments the donor offers to provide the donor with information requested, and we take seriously each recommendation as to how we might improve communication.

Unless otherwise requested by the donor, the names of all individual donors may be listed in the JLP's annual report and/or in other appropriate vehicles. The JLP will not publish the amount of

any donor's gift without the permission of the donor. Donors making gifts to the JLP by bequest or other testamentary device are deemed to have granted such permission unless the terms of the gift instrument state otherwise.

The names of donors of memorial or tribute gifts may be released to the honoree, next of kin, or appropriate member of the immediate family, unless otherwise specified by the donor. Gift amounts are not to be released without the express consent of the donor.

The President is authorized to accept anonymous gifts to the JLP and to handle them appropriately. The name of the donor and/or size of the gift may be withheld from the Board at the President's discretion, if so, requested by the donor. Board members, Management Team members, and Headquarters staff will respect the anonymity of any such gift.

Following the guidelines of The Donor Bill of Rights created by AFP (Association of Fundraising Professionals) and other standards-setting organizations in the nonprofit sector, JLP recognizes that donors and potential donors have the right:

- a. To be informed of the JLP's mission, the way solicited funds will be used, and the JLP's capacity to use donations effectively for their intended purposes.
- b. To be informed of the identity of those serving on the Board and to expect the Board to exercise prudent judgment in its stewardship responsibilities.
- c. To have access to the JLP's most recent published financial statements.
- d. To be assured that their gifts will be used for the purposes for which they were given.
- e. To receive appropriate acknowledgement and recognition that complies with the substantiation requirements for tax-deductible contributions.
- f. To be assured that information about their donations is handled with respect and confidentiality.
- g. To expect that all interaction with the individuals representing the JLP will be professional in nature.
- h. To be informed whether those soliciting donations are volunteers, employees, or hired fundraisers.
- i. To have the opportunity to have their names deleted from mailing lists that the JLP may intend to share; and
- j. To feel free to ask questions when donating and to receive prompt, truthful, and forthright answers.

**No Sharing of Personal Information.** Junior League of Phoenix will not sell, rent, or lease the donor personal information to other organizations. We assure the donor that the identity of all our donors will be kept confidential. Use of donor information will be limited to the internal purposes of Junior League of Phoenix and only to further the mission and work of Junior League of Phoenix.

**Our Commitment to Data Security.** To prevent unauthorized access, maintain data accuracy, and ensure the correct use of information, we have put in place appropriate physical, electronic, and managerial procedures to safeguard and secure the information we collect online.

**How The donor Can Access or Correct The donor Information.** The donor can access all the donor personally identifiable information that we collect online and maintain by contacting us: 602.234.3388. We use this procedure to better safeguard the donor information. The donor can correct factual errors in the donor personally identifiable information by sending us a request that credibly shows error. To protect the donor privacy and security, we will also take reasonable steps to verify the donor identity before granting access or making corrections.

**Removing The donor Name from Our Mailing List.** It is our desire to not send unwanted mail to our donors. Please contact us if the donor wishes to be removed from our mailing list.

**Contacting Us.** If the donor has comments or questions about our donor privacy policy, please send us an email at [jlp.admin@jlp.org](mailto:jlp.admin@jlp.org) or call us at 602.234.3388

*Junior League of Phoenix has also adopted a formal Thanking Policy to reflect not only how we show gratitude to donors, members, volunteers and community partners, but how we acknowledge that the success our mission creates is best achieved through all of our combined efforts. Making communities stronger is why we exist, but how this happens, is in part, because we strive to continually express gratitude and thankfulness to all individuals and organizations that work alongside us.*

**Thank You are the two magic words headlining our expression of genuine appreciation.** In addition to League leaders and fundraising-oriented volunteers, all volunteers, members and administration will prioritize a culture of gratitude.

**Thanking Communication will always be personal and customized.** We pledge to never write or utter the words, *Dear Friend, thanks for...* We will utilize the best-read part of any written document: the P.S. message for a personal, genuine expression of gratitude.

**Thanking messages will have two primary purposes: showing gratitude and sharing positive impact.** Both of these elements are what makes our volunteers, donors and community partners truly value our organization's work and want to continue their association with us.

**Creative Thanking will always be our goal.** This may take the form of how we thank, the tool we use to do so, the type of content, and who we choose to be the primary thanker. We might also use group thank you's and messages done by people directly helped in the community as opposed to JLP members only.

**Our mantra...We cannot say Thank You too often.** We would like to show our gratitude in many different ways—from formal written correspondence to hand-written notes, the e-newsletter/Digital Cheetah, TY phone calls, advertisements, in person and thru social media platforms. We will strive to thank people at least 2-3 times for the precious time, expertise, and dollars they share.