



Donor Recognition Policy Draft 04072024

Background and Objectives

The Riverwalk Bicentennial Fund (also to be referred to as “RWBF”, “Riverwalk 2031 Fund”, or “RW2031 Fund”) is a 501(c)(3) charitable entity organized to solicit, accept, hold, administer, and disburse funds for projects, promotions, maintenance, enhancements, and capital improvements as detailed in the Naperville Riverwalk 2031 Master Plan (“Master Plan”). The objectives of this document, the Riverwalk 2031 Fund Donor Recognition Policy, are to respectfully express gratitude, affirm value, build trust, generate public momentum, appropriately honor Riverwalk 2031 Fund donors, and attract additional donors and contributions. It should be noted that the Riverwalk 2031 Fund is independent of the Naperville Riverwalk Foundation.

Basic Tenets

At the direction of the Riverwalk Commission, and closely correlated with RW2031 Fund fundraising plans, the Board of Directors of the Riverwalk 2031 Fund will endeavor to:

- Clearly communicate this policy with city officials, the Fund’s Council of Advisors, Fund consultants and the Naperville Riverwalk Foundation to thoughtfully manage expectations and minimize potential misrepresentations.
- Consistently apply, and when appropriate, update this policy.
- Maintain thorough donor and contribution records (contact information, dates, commitments, payments, and when appropriate plaque information) consistent with Documentation and Retention Policies, and compliant with applicable laws and reporting regulations. Throughout and at the conclusion of the campaign, provide donor records to the Riverwalk Administrator (or the City’s Riverwalk representative).
- Express timely gratitude and foster long-term engagement by:
 - Sending a thank-you note within 30 days of receipt of commitment (and cash when they are not coincidental).
 - Keeping donors informed by regularly communicating RW2031Fund initiatives, achievements, contributions, and events.
- Consistent with the Fund’s Donor Recognition Guidelines, clearly disclose to potential donors that based on the size of the gift (Gift Level), donations will be categorized as either “unrestricted” or “restricted,” and utilized by the Fund accordingly.

| Gift Level | Gift Range | Donor Communications | | | Asset Recognition, Naming, and Construction | | | |
|------------|-----------------------|-----------------------|-----------------|---------------------------------|--|--------------|-------------------------|-----------------------|
| | | General Email Updates | Project Updates | Customized Walking Tour Updates | Asset Recognition Examples | Asset Naming | Input on Asset Location | Input on Asset Design |
| Friend | \$0 - \$249 | X | | | None | | | |
| | \$250 - \$999 | X | | | None | | | |
| Patron | \$1,000 - \$4,999 | X | | | Tree | X | | |
| | \$5,000 - \$9,999 | X | | | Bench or Drinking Fountain | X | | |
| Major | \$10,000 - \$25,000 | X | | | Shepherd's Crook, Directory, Kiosk | X | | |
| | \$25,000 - \$50,000 | X | | Optional | Staircase | X | | |
| | \$50,000 - \$99,999 | X | X | Optional | Distinctive Feature (e.g. Grand Pavilion podium) | X | | |
| Leadership | \$100,000 - \$249,999 | X | X | X | Wall, Overlook | X | X | |
| | \$250,000 - \$499,999 | X | X | X | Bridge | X | X | |
| Legacy | \$500,000 - \$999,999 | X | X | X | Segment or Large Plaza | X | X | X |
| | \$1,000,000 + | X | X | X | Variable | X | X | X |

Review

The Board shall review the contents of, and compliance with, this guideline at its Annual Meeting.