



Donor Recognition Policy

Objectives

The objectives of the Riverwalk 2031 Fund Donor Recognition Policy are to respectfully express gratitude, affirm value, build trust, generate public momentum, appropriately honor Riverwalk 2031 (RW2031) Fund donors, and attract additional donors and contributions.

Basic Tenets

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

- Clearly communicate this policy with city officials, the Fund's Council of Advisors, Fund consultants and the 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 RW2031 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.
- Consistently apply the following Donor Recognition Guidelines:

Riverwalk 2031 Fund Donor Recognition Guidelines

Closely correlated with the Fund's fundraising strategy, the RW2031 Fund will express gratitude and reinforce supporters' commitment through an ongoing program of donor appreciation, donor communications, and asset recognition, naming, and construction.

- The types of appreciation, communications, and asset naming and donor involvement will vary depending on the amount of the gift.
- The Riverwalk Commission will determine the final design and location of named assets and recognition markers (plaques, signs, monuments, etc.), and whenever possible, the cost of the naming device will be included in the project budget.
- The size of the recognition markers will be in proportion to the gift amount.
- There will be five levels of gifts and each level will have multiple gift/appreciation ranges.

Gift Level	Gift Range	Donor Appreciation							
		RWBF Thank You Note	Website Recognition	Social Media Recognition	City Official Appreciation Note	Groundbreaking & Dedication Invitation	Press Release	Groundbreaking & Dedication Dais Participation	Media Event
Friend	\$0 - \$249	X							
	\$250 - \$999	X	X						
Patron	\$1,000 - \$4,999	X	X	X					
	\$5,000 - \$9,999	X	X	X					
Major	\$10,000 - \$25,000	X	X	X	X	X			
	\$25,000 - \$50,000	X	X	X	X	X			
	\$50,000 - \$99,999	X	X	X	X	X			
Leadership	\$100,000 - \$249,999	X	X	X	X	X	X		
	\$250,000 - \$499,999	X	X	X	X	X	X	X	
Legacy	\$500,000 - \$999,999	X	X	X	X	X	X	X	X
	\$1,000,000 +	X	X	X	X	X	X	X	X

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 Pavillion 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.