

American Numismatic Association
Fundraising Policies and Procedures

Adopted by ANA Board of Governors in August 2016.

Policies

Cash (cash and currency)

In the event that cash is received in an amount greater than \$10,000 an IRS Form 8300 will be followed and maintained with a copy provided to the donor.

Real Property

All gifts of real estate shall be subject to the review of the Development Committee as outlined below.

In order for any gift of real estate to be consider, a real estate broker will be hired to conduct a visual review of the property. Real estate must be inspected by a licensed inspector. Any expenses associated with the broker and inspection may be borne by the donor.

No gift of real estate shall be accepted without first being appraised by a party chosen by the Executive Director that shall have no business or other relationship to the donor. Any expenses associated with the appraisal may be borne by the donor.

The donor may be asked to provide any or all of the following items to the ANA: a property deed, a property tax bill, a property title report, a property ALTA survey, site plans or development surveys relating to the property, a plot plan, any existing leases or agreements encumbering the property, substantiation of zoning status and verification of title insurance.

The Development Committee will consider the following factors as part of its review of the gift: fair market value of the property, the projected financial benefit to the ANA, any carrying costs, administrative costs, and/or professional expenses associated with acquiring and selling or maintaining the property.

Gifts of Life Insurance

The ANA encourages gifts of paid up life insurance policies. Should a gifted life insurance policy not be paid up, the ANA shall request that the donor contribute all future premium payments to the ANA. If the donor does not elect to make future premium payments on the life insurance policy the ANA may; 1) continue to pay the premium; 2) convert the policy to paid up insurance; and/or 3) surrender the policy for its current cash value.

No insurance products may be endorsed for the use in funding gifts to the ANA without the BOG approval.

In no event shall lists of the ANA donors be furnished to anyone for the purpose of marketing life insurance for the benefit of donors and/or the ANA. This policy is based on the fact that this practice

represents a potential conflict of interest, may cause donor relation problems, and may subject the ANA to state insurance regulations should the activity be construed as involvement in the marketing of life insurance.

Procedures

Fundraising Projects

All fundraising projects or solicitations must be approved by the Executive Director, to include all fundraising and printed material. The Executive Director has the discretion to select ANA employees, Board of Governors, or member volunteers for fundraising projects.

Gift Acknowledgment

Cash gifts of \$25 or more will be acknowledged within five business days using appropriate thank you letters that feature the required IRS verbiage and are signed by the Executive Director.

Gifts of objects more will be acknowledged within five business days using appropriate thank you letters that feature the required IRS verbiage and are signed by the Executive Director.

At the donor's request, any gift can be published as "Anonymous."

Cash gifts of \$25 or more and gifts of objects shall be recognized by publication of the donor's name in *The Numismatist*.

Cash gifts of \$25 or more and gifts of objects shall also be recognized in an annual publication in *The Numismatist*.

Recognition may occur in other publications or formats: convention program, convention entrance panel, pop-up banner, advertising or website, etc.

The Executive Director will call donors of \$1,000 or more to thank them personally.

The President will call donors of \$10,000 or more to thank them personally.

Gifts between \$25,000 and \$100,000 will be profiled in *The Numismatist*.

Gifts of \$100,000 or more will be announced in a press release unless the donor requests anonymity.

Accountability

Donors shall receive:

- Access to the ANA's yearly audited financial statement.
- Access to the yearly IRS 990 Report.
- Assurance that gifts are used for their intended purposes.
- Appropriate acknowledgement and recognition.
- A copy of the ANA Annual Report (for donors of more than \$1000) [Board note: to be implemented upon hire of Development Director.]

Summer Seminar scholarships recipients will write thank you notes to be forwarded to the donor.

Lifetime Donor Recognition

Platinum (\$500,000 plus)

Recognition at annual donor reception, profile in annual publication, prominent display at top tier on virtual donor recognition wall, invitations to private presidential receptions, recognition at annual convention banquet and two complimentary banquet tickets

Palladium (\$250,000 – \$499,999)

Recognition at annual donor reception, profile in annual publication, prominent display at second tier on virtual donor recognition wall, invitations to private presidential receptions, recognition at annual convention banquet and two complimentary banquet tickets.

Gold (\$25,000 – \$249,999)

Recognition at annual donor reception, listing in annual publication, prominent display at third tier on virtual donor recognition wall, invitations to private presidential receptions, recognition at annual convention banquet.

Silver (\$5,000 – \$24,999)

Recognition at annual donor reception, listing in annual publication, prominent display at fourth tier on virtual donor recognition wall, invitations to private presidential receptions.

Bronze (\$2,500 – \$4,999)

Recognition at annual donor reception, listing in annual publication, prominent display at fifth tier on virtual donor recognition wall.

Copper (\$1,000 – \$2,499)

Recognition at annual donor reception, listing in annual publication, prominent display at sixth tier on virtual donor recognition wall.

Endowed Funds

All proposed endowment pledges or gifts will be considered on a case by case basis as outlined in the Gift Acceptance Policy.

Capital Campaigns/Gifts

All gifts made in support of a capital campaign or specific ANA project shall be considered and reviewed by the Executive Director, Development Committee and referred to the Board of Governors [BOG] for final approval or rejection.

Donor Naming Rights

That naming rights of the Association's awards, physical spaces, events or activities be considered on a case-by-case- basis, and require review and approval by the Board of Governors.

Deferred gifts may include bequests, charitable remainder trusts, life insurance, retirement plans, retained life estates and pledges.

Authority for Administration of Donor Recognition Policies

The final authority for resolution of issues relative to these donor recognition policies rest with the ANA BOG after consultation with the ANA Development Committee

The Executive Director or Development Director will administer these policies.

The ANA BOG may amend or modify these polices as appropriate.

Revisions and Review of this Document

Revisions to this policy document may be made at any time by the recommendation of the Executive Director, Development Committee and the approval of the BOG.