

YACHATS DONOR RECOGNITION POLICY

Introduction

The City of Yachats values the widespread public support of individuals, foundations, corporations, non-profit organizations, service clubs, and other entities and seeks to provide appropriate recognition of this support.

Contributions may be made for a variety of purposes - to honor individuals or groups, as memorials or for altruistic purposes to further the aims of the City's Parks, Commons, Library and Museum programs. It shall be the City's policy to take into account the resources, function, and the experience for which various facilities are maintained when considering the appropriateness of the method of donor recognition.

Guiding Principles

The following basic principles form the basis for the Recognition Guidelines:

- The City of Yachats and staff appreciate gifts and memorials for the City's Parks, Commons, Library and Museum and the contribution those gifts make in furthering the purpose for which these facilities have been established.
- In all forms of recognition, the donor's wishes for anonymity shall be respected.
- It is generally preferable to express appreciation for contributions directly to the donors or sponsors rather than by forms of recognition to be displayed on City buildings or in parks.
- Recognition of corporate donations or sponsorships must not in any way suggest the endorsement of the City of Yachats, nor give the impression of advertising, commercialization or solicitation, or of a proprietary interest in the facility.
- Recognition shall not interfere with routine City operations or use.
- The City of Yachats is responsible for maintenance and repairs of facilities, and must consider replacement costs for plaques and other forms of acknowledgement subject to damage when developing on-site recognition.

Forms of Recognition

Off-Site Recognition

Thank You Letters—Every donor shall receive a letter of appreciation from the Chairperson of the appropriate Commission. Depending on the nature and significance of the gift, it might be appropriate to have a thank you letter also sent to the donor from the City Council and Mayor. In many cases, this might be all that is required. It should acknowledge the gift, the donor, date of acceptance and, for a monetary donation, the dollar amount. The thank you letter shall also serve as evidence of the gift for the donor's tax records. As such, it should completely describe the gift. It should not, however, attempt to value the gift.

On-Site Recognition

Temporary Signs—Temporary signs (such as those used to acknowledge donors during construction activities or restoration of a structure or site, or to recognize a sponsor's financial support for a contract period) should be informational, of appropriate design and scale, and make clear that the City of Yachats is recognizing the donation. They should inform readers and might contain a brief message about the nature of the project and the support provided by the donor. The signs should be sturdy, constructed of high quality materials, consistent with the design of other city signs, professionally done and in keeping with appropriate design standards. Signs shall comply with Municipal Code Standards and shall not exceed four (4) square feet. The donor's name and corporate logo (if any) may be used if they are subordinate to the sign's message.

Temporary recognition signs may be left in place only for the contract period, or in the case of "construction" signs, for no more than six months beyond completion of the actual work on the project.

Recognition Boards/Walls

The appropriate Commission or City Council may approve the placement of donor boards or donor walls within City buildings, provided the boards or walls are not the first thing a visitor observes when entering the building, are subordinate to the primary function of the facility, and are consistent with professional design standards. Approval by the Commission or City Council will include setting the time for display of recognition. For example, temporary displays, such as "goal thermometers," might be appropriate for the life of a specific capital campaign while longer-term boards and walls might be appropriate for significant gifts.

Permanent Plaques

With the exception of preexisting donor programs, permanent plaques are to be considered carefully and should only be used to recognize significant monetary or public service contributions to the City of Yachats.

Endowments

Perhaps the surest way for a donor or sponsor to achieve long-term recognition is through an endowment. Endowments can be established to provide a permanent source of annual funding to support a variety of park and programmatic needs. The establishment of an endowment should be considered for inclusion in any major fundraising campaign to provide for future operations, maintenance and repair costs, especially those associated with major capital improvements.

Entities wishing to endow should be encouraged to enter into discussions with the appropriate Commission or City Council to determine the provisions and limitations of the endowment.