



ETSU President's Circle	
Responsible Official: Vice President for University Advancement	Responsible Office: University Advancement

Policy Purpose

This policy provides direction regarding how ETSU Advancement will work with private donors to recognize their efforts to support ETSU and our students.

The purpose of the ETSU President's Circle is to recognize donors of \$500 or more in a given year and to help encourage these donors to increase giving to the university.

Policy Statement

University Advancement will ensure donors understand the ways in which they are recognized for supporting ETSU and we will work to ensure consistency across campus.

Definitions

N/A

History

Effective Date: 6/20/2018

Revision Date: N/A

Revision Notes: N/A

Procedure (s)

Attachments:

I. Responsibilities:

- a. The Vice President for Advancement is responsible for this program and for planning and conducting events designed to enhance relationships between donors and the university.
- b. The Office Manager will serve as the primary point of contact for President's Circle.
- c. Advancement Services will provide data and analysis, to include mail lists.
- d. Annual Giving will send out reminders to members, as described below.

- II. **President’s Circle Members.** Historically, this group has been known as members and/or directors of the ETSU Foundation. This changed with the 2016 revision to the Foundation bylaws. Advancement Services will use giving records in Banner to develop a list of all donors (using combined household giving) who have given \$500 or more in the last 18-month period. We publicize (and encourage) \$500 gifts during a fiscal year, but use a rolling 18-month period to be more, rather than less, inclusive.

- III. **Events.** These activities are considered to be stewardship, however, we will ask attendees to pay a nominal cost for attendance. These are examples and can change from time-to-time:
 - a. Annual Luncheon, typically held in the spring.
 - b. President’s Circle Tailgates, held before each home football game.
 - c. President’s Circle Academy, held in the fall and offering the opportunity for supporters and friends to experience what it’s like to be a student again.

- IV. **Reminders.** Annual Giving will provide payment reminders to all President’s Circle members according to the following schedule:
 - a. Late-July (include a reminder of the commitment, a reply card, and an envelope).
 - b. Late-January (include a reminder of the commitment, a reply card, and an envelope).
 - c. E-mails in June (include a link to online giving).
 - d. Foundation Quarterly Report (September, December, March, and June)

Related Form(s)

N/A

Scope and Applicability

	Governance	
	Academic	
	Students	
	Employment	
	Information Technology	
	Health and Safety	
	Business and Finance	
	Operations and Facilities	
	Communications & Marketing	
X	Advancement	