

Gran's Van Association Inc

Donor Recognition Policy

Introduction

Donors are vital to the sustainability of Gran's Van. Donor recognition strengthens donor engagement and increases the likelihood of repeat donations. A one-time donor is more likely to become a regular supporter if they feel appreciated and see the difference they are making.

Purpose

This policy aims to establish guidelines for the acknowledgment of our donors and to foster relationships through consistent and meaningful recognition.

This policy applies to all charitable contributions made to the Association, including monetary and in-kind donations.

Policy

- The Treasurer, or their delegate, will recognise donors based on the following:

One-time Donors: Personalised thank you email or card

Recurring Donors: Receive an annual acknowledgement (this may include social media if they agree)

Major Donors: Personalised email with an offer to discuss how they would prefer their donation be acknowledged.

- All gifts will be acknowledged within 1 calendar month
- Gran's Van respects preferences regarding anonymity and donors may opt out of public recognition at any time.