

## 4 Safeguards Policies and Procedures Provide

Organizations have policies and procedures, but have you considered why they need them? Here are four reasons your organization needs effective policies and procedures for your development program.

### 1. It safeguards your volunteer leadership.

When a volunteer solicits a major gift, he/she needs to know what the parameters are for accepting such a gift. Policies outline this. It saves the volunteer from inappropriate negotiations or representations. It may also save them some embarrassing moments.

### 2. It safeguards your staff.

If a staff person is asked to bend the rules, policies and procedures are a reliable wall to block that. They provide clear direction for how and when gifts can be solicited and received.

### 3. It safeguards your donors.

A naming policy, for instance, protects the agreement with donors for naming opportunities. The policy is clearly explained, avoiding miscommunication, misunderstandings, and hurt feelings. It also makes recognition more fair across the marketplace.

### 4. It safeguards your overall effectiveness.

A policy on the level of gift annuities your organization can agree to can help staff avoid gifts that are not very beneficial. Recognition policies can make clear the particular wording of a building named for a donor, or the way the donor's name might be used in a brochure.

Instead of coming up with an arbitrary standard that may change from conversation to conversation, policies and procedures provide well-thought out, reliable guidance for the development program.

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