

Monash University Policy

Policy Title	Potential Donor Management Policy
Date Effective	16-May-2011
Review Date	16-May-2014
Policy Owner	Director, Development - External Relations, Development and Alumni Division
Category	Operational
Version Number	1.1
Content Enquiries	donorservices@monash.edu
Scope	All campuses All faculties and divisions All gifts
Purpose	The potential donor management policy will create an organised approach to fundraising that recognises donor interests while securing the overall priority interests of the University.
POLICY STATEMENT	

In Australia Monash University is endorsed by the Australian Tax Office (ATO) as a Deductible Gift Recipient (DGR), and as such gifts of \$2.00 AUD or more by Australian taxpayers are generally tax deductible. Monash University can receive philanthropic gifts as cash, property, shares, goods in kind and bequests.

To realise the full potential of a fundraising campaign for the University, a shared approach to the management of potential donors is necessary to attract the highest-level gifts for the most urgent priorities, potential donor identification, cultivation, qualification, enlistment, solicitation and stewardship activities must be well planned and coordinated. This will serve the interests of both donors and the University.

Careful management of potential donors increases the potential of monitoring donor interests in the most appropriate manner. The objectives to be achieved through implementation of the policy are to build lasting relationships with potential donors, to encourage repeat donations, to ensure that potential donors receive well-planned solicitations which maximise their gifts and to maintain a collaborative, informed, professional fundraising process.

University fundraising staff will follow standard practices for engagement with potential donors. Donor interactions will be recorded in the University's official fundraising database.

Supporting Procedures	Potential Donor Management Procedures	
Responsibility for implementation	Director, Development - External Relations, Development and Alumni Division	
Status	New	
Approval Body	Academic Quality and Standards policies Name: Meeting:	Operational policies Name: Vice-President (Advancement) Date: 26-May-2011

	Date: Agenda item:	
Endorsement Body	Academic Quality and Standards policies Name: Meeting: Date: Agenda item:	Operational policies Name: Director, Advancement Services Date: 26-May-2011
Definitions	<p>Philanthropic Gift: any transfer of money or property to the University made voluntarily by way of benefaction where no material benefit is received by the donor. The money or property must be owned in full by the University once received. Grants received by the University may be considered gifts if they comply with this definition. Because Monash University is an endorsed Deductible Gift Recipient in Australia, most gifts made to the University of \$2 or more are allowable deductions for income tax payers in Australia. Reference should be made to the Australian Taxation Office for further details. Gift or donation' means a gift or donation made to the University, not gifts offered to individual Monash University staff.</p> <p>Potential donor: a potential donor who would be able to make a significant gift to the University, usually of greater than AUD\$10,000 or AUD\$2,000 per year over five years.</p> <p>Major gift potential donor management: the process of assigning major gift potential donors to appropriate philanthropic relationship management staff.</p>	
Legislation Mandating Compliance	<p>Monash University Statute Monash University (Council) Regulations Part 12</p> <p>Australian Legislation Fundraising Act (Vic) 1998 Fundraising Regulations 2009 (VIC) Income Tax Assessment Act 1997 Australia (Sub-divisions 30-A, 30-BA and 30-CA, Sub-divisions 50-A and 50-B) Privacy and Data Protection Act 2014 No.60 (VIC) Tobacco Act 1987 No 81 (VIC) Section 9 (1) & (2)</p> <p>Malaysian Legislation Income Tax Act 1967</p> <p>South African Legislation Income Tax Act 58 of 1962 Section 18A National Heritage Resources Act (No. 25 of 1999) Non-Profit Organisations Act 71 of 1997</p>	
Related Policies	<p>University Privacy Policy University Ethics Statement Fundraising Policy</p>	

	Gift Acceptance Policy Physical Entity Naming Policy
Related Documents	<u>ERDA Website</u> <u>Australian Taxation Office Goods and Services Tax Ruling GSTR 2000/11 (Sections 57 - 61)</u> <u>Universities Australia Code of Practice for Australian University Philanthropy</u>