

	LEVEL 1 FOUNDATION POLICY: PMIEF Board authors, approves and monitors	No.:
		Date Approved:
POLICY TITLE:	PMIEF Campaign Gifts Policy	Rev No.: 1
		Rev Date: 30July 08 Page: 1 of 1
RESPONSIBILITY OF:	PMIEF Board of Directors	
PREPARED BY: PMIEF Board; PMIEF Staff		APPROVED BY: PMIEF Board of Directors

- I. **POLICY STATEMENT:** The PMI Educational Foundation's Capital Campaign is guided by the PMIEF *Campaign Gift Policies and Guidelines* developed in December 2006 and utilized since then subject to recent edits made in July 2008. The current document is embedded herein as the Supporting Documentation for this Level 1 Policy.

- II. **PURPOSE:** The purpose of this policy is to provide guidance and counsel for the solicitation, receipt, acceptance, application, and disposition of philanthropic gifts made to the Project Management Institute Educational Foundation (PMIEF) during its Capital Campaign. This policy is intended to ensure that the acceptance and valuation of gifts is consistent with the mission of the PMIEF and is in compliance with applicable laws and recognized professional standards.

- III. **DESIRED RESULTS/OBJECTIVES:** The purpose of this policy is to ensure that there is a policy and guidelines pertaining to the solicitation, receipt, acceptance, application, and disposition of philanthropic gifts made to the Project Management Institute Educational Foundation (PMIEF) during its Capital Campaign. This policy:
 - a. Provides clear direction from the PMIEF Board of Directors.
 - b. Defines clearly the responsibilities of the PMIEF Board, the PMIEF COO, and staff.
 - c. Provide an adequate basis for evaluating compliance with the policy.

- IV. **DEFINITIONS:** Relevant definitions are provided in Appendix A in the embedded document below in Section IV - Supporting Documentation.

- V. **POLICY DISSEMINATION:**

Internal: PMIEF Board, PMIEF COO, PMIEF and PMI Executive Staff as needed, PMIEF and PMI finance and accounting staff as needed.

External: Utilized by PMIEF Board Directors, PMIEF COO, and PMIEF staff as needed in dealing with prospective donors.

- IV. **SUPPORTING DOCUMENTATION:** The following campaign gift policies and guidelines:

CAMPAIGN GIFT POLICIES AND GUIDELINES
PMI EDUCATIONAL FOUNDATION
DECEMBER 2006; REVISED JULY 2008,

I. INTRODUCTION

These *Capital Campaign Gift Policies and Guidelines* are presented to provide guidance and counsel for the solicitation, receipt, acceptance, application, and disposition of philanthropic gifts made to the Project Management Institute Educational Foundation (PMIEF) during its Capital Campaign. These guidelines have been adopted to ensure that the acceptance and valuation of gifts is consistent with the mission of the PMIEF and is in compliance with applicable federal and state laws and recognized professional standards.

For reference, the Campaign is defined as specific targeted activities intended to raise funds for programmatic and operational objectives of the PMEF. The Campaign began in June 2006 and is anticipated to last approximately 18-24 months. As currently designed, the funds will support the creation of scholarship endowments, Life Skills educational initiatives, and humanitarian-focused project management programs.

The PMIEF Board of Directors is responsible for approving the gift policies. The PMIEF, in conjunction with Campaign Counsel, are responsible for implementing these policies, including the solicitation and/ or approving the solicitation of all gifts.

In presenting these guidelines, it is important that they are viewed as flexible and realistic in order to accommodate unpredictable situations as well as donor expectations, as long as those situations and expectations are consistent with the mission and policies of the PMIEF. Therefore these policies and guidelines require that the appropriate PMIEF leaders consider the merits of a particular gift along with involved members of the PMI community, including legal counsel and PMIEF Directors, if necessary. In other words, the PMIEF reserves the right to refuse any gift that does not satisfy the requirements set forth in these policies.

II. GENERAL GIVING POLICIES AND GUIDELINES

- The Campaign Office, on behalf of the PMIEF Board of Directors and the Campaign Cabinet, shall receive all philanthropic gifts to the PMIEF and its Campaign.
- The Campaign Office shall determine that gifts and grants to the PMIEF are evidence of philanthropic intent and that the donor's philanthropy is in accord with the stated mission and goals of the PMIEF and the Campaign.
- The PMIEF Board of Directors and the Campaign Cabinet shall assure itself that all philanthropic promotions and solicitation are ethical in accordance with the Code of Ethical Principles and Standards established by the Association of Fundraising Professionals (AFP).

- Gifts and pledged commitments are encouraged for use wherever the need is greatest within the campaign. Commitments may also be designated for one or more of the campaign's funding priorities in accordance with the guidelines of Section V.
- All gifts accepted by the PMIEF for the Campaign will utilize charitable gift making methods that conform to federal and state tax regulations.
- The PMIEF will pay no fees to any person in consideration of directing a gift or completing a gift instrument to the PMIEF and its Campaign.
- Gifts and pledge payments will be acknowledged within a reasonable time frame, generally within five business days of receipt.
- If a donor becomes delinquent in fulfilling a pledge, the PMIEF will work with the donor in revising the pledge payment schedule to help the donor fulfill their original commitment. The PMIEF will write-off the pledge if the donor and PMIEF agree the pledge cannot or should not be fulfilled, or if the donor does not respond to a reasonable number of attempted contacts by the PMIEF.
- PMIEF Board of Directors shall review these gift policies and guidelines on a regular basis or as circumstances warrant.

III. GIFT CREDITING

- Campaign commitments will be sought in areas identified in the campaign's case for support.
- Campaign pledges made during the planning and solicitation period of the campaign and during the five-year pledge redemption period shall be counted toward the campaign goal. This recognizes that pledges may come in after the intense solicitation period has ended. With the approval of the PMIEF Chair and PMIEF COO, a seven-year pledge redemption period may be allowed and counted toward the campaign goal.
- Unrestricted and restricted gifts made to annual fundraising efforts during the active campaign period will be credited toward the Campaign.
- All commitments to be credited must be confirmed either through a gift itself, letter of intent, written agreement, memorandum of understanding, trust document, planned gift instrument, or other legal notification. All multiyear pledges will be documented using a formal gift agreement signed by the donor and a PMIEF representative.
- Campaign pledges may be paid on a schedule established by the donor, preferably over a three- to five-year period in accordance with the guidelines established in Section IV. Exceptions may be made with the approval of the PMIEF Board of Directors.
- Pledge payment schedules will be indicated in signed letters of intent with pledge reminders processed accordingly.
- All gifts credited to the Campaign will be recorded according to relevant national standards recommended by the Council for the Advancement and Support of Education (CASE) and the National Committee on Planned Giving.

IV. METHODS OF GIVING TO THE CAMPAIGN

There are many ways donors can make meaningful commitments to the campaign. Gifts of cash or marketable securities are the preferred methods of giving to the Campaign. Other forms of giving, such as planned gifts and appropriate gifts-in-kind, are acceptable and may offer qualified donors an attractive alternative, enabling them to significantly increase the level of their gifts, while taking advantage of some meaningful commemorative or named gift opportunities. Donors should consult their tax advisors concerning the treatment of these specialized gift techniques in their individual circumstances.

- The campaign will seek pledged commitments to be paid over a three- to five-year period. On a select case-by-case basis, the pledge period may be extended for a period of up to seven years with approval by the PMIEF Chair and PMIEF COO.
- Donors making gifts and pledges of \$25,000 or more would be offered a five-year fulfillment period. In general, other pledges would be payable over a three-year fulfillment period unless other terms are specifically requested by the donor and approved by the PMIEF Chair and PMIEF COO.
- Multi-year pledges can be paid on a schedule either quarterly, semi-annually, or annually as established by the donor. On a select case-by-case basis, these payment schedules can be revised with approval by the PMIEF Chair And PMIEF COO.
- Gifts of cash or liquid securities are the preferred methods of giving to the campaign as they have the most immediate impact on the campaign case components.
- Gifts shall be valued on the date the donor(s) relinquishes control of the assets in favor of the PMIEF.
- Gifts of stock will be receipted at the average of the high and low market value on the date the donor relinquishes control of the assets in favor of the PMIEF.
- Bequest intentions established by individuals 75 years of age or older that provide the PMIEF with written confirmation of bequest provisions and valuations will be counted toward the campaign goal.
- Other bequests realized by the PMIEF during the campaign planning, solicitation and pledge redemption periods may, at the discretion of the PMIEF Board of Directors, be counted toward the campaign goal.
- Gifts of real estate and personal property will be credited at the appraised value at the time of the gift. Donors should obtain an independent qualified appraisal within two months of property deed transfer at no cost to the PMIEF. Personal property valued at \$5,000 or more also should receive a qualified appraisal within two months of transfer. Appraisals shall be made by independent professionals with the appropriate training to assess the value of a particular gift.
- All gifts of securities, real estate, or personal property shall be converted to cash as close to their date of valuation or appraisal as reasonably possible or financially viable. The

PMIEF reserves the right to repurchase similar or identical assets in accordance with the PMIEF Investment Policy.

- Gifts-in-kind of technology, equipment, professional services, etc. toward specific Campaign programs (e.g. – computers for schools, training materials, instructor time, etc.) will be credited to the Campaign at their fair market value.
- Gifts made in currencies other than US dollars will be receipted at the actual value of the contribution at the time of currency conversion to US dollars less any fees incurred in processing the transaction (if applicable) through PMIEF's financial institution.
- Gifts of paid-up life insurance will be counted toward the campaign goal at the cash surrender value of the policy.
- Life-income gifts (unitrusts, annuity trusts, and gift annuities) will be calculated according to actuarial tables and counted toward the campaign goal at the charitable remainder value allowable to the donor as a deduction by the Internal Revenue Code.
- Matching gifts will be credited in accordance with the PMIEF Matching Gift Policy. Donors should supply the necessary forms to the PMIEF along with their commitment or pledge forms and contributions in each given year.

V. DONOR RECOGNITION

Donor recognition can have an important role in the fundraising campaign, and recognition opportunities should be available for major donors as appropriate. By providing gift and recognition opportunities, the PMIEF can express appreciation to donors for their generosity.

- Gifts that memorialize or honor deceased or living individuals will be welcomed.
- Donors have the right to restrict their gifts to a specific program within the Campaign. However, the Campaign will seek to encourage gifts of less than \$25,000 to be considered as unrestricted. Unrestricted funds are important because:
 - They provide the PMIEF with the flexibility to apply resources where they will have the greatest impact;
 - They provide a source of operating funds for the PMIEF; and
 - Restricted gifts require a higher level of administration and consume more resources resulting in diminishing effectiveness of the contribution.
- Gifts of \$50,000 or more shall be eligible for a commemorative naming opportunity.
- Donors who make commitments of \$50,000 or more will be offered and recognition in accordance with the corresponding Recognition Plan.
- Donor recognition will be done in accordance with the PMIEF Donor Recognition Policy for which the PMIEF Board of Directors make potential additional or alternative recognition opportunities that may be attractive to donors.

APPENDIX A DEFINITIONS

Campaign – The name for the specific targeted activities intended to raise funds for programmatic and operational objectives of the PMIEF. The Campaign began in June 2006 and is anticipated to cover approximately 18-24 months that could vary as necessary based on campaign success. The campaign will proceed sequentially focusing on major gifts first then followed by systematic outreach to successively larger PMI audiences. As currently designed, the funds will support the creation of scholarship endowments, Life Skills educational initiatives, and humanitarian-focused project management programs.

Campaign Counsel – CCS, specifically Todd West, Dennick Skeels, and Bill Hanrahan.

Campaign Office – In some regards, a virtual place that serves as the source of all information pertaining to and encompassing all activities related to the Campaign. It is a temporary entity with the sole purpose of advancing the Campaign and will be disbanded at the end of the Campaign. The Campaign Office consists of the PMIEF Officers, Directors, and staff and is supported by Campaign Counsel. With respect to gift acceptance, this role is to be performed solely by PMIEF Officers, Directors or staff and not by Campaign Counsel.

Campaign Cabinet – A group of volunteer leaders, PMIEF Board Members, and others who could help raise funds for the campaign. Volunteer leaders and other participants outside of the PMIEF Board members could include leadership donors and prospects as well as individuals who could help reach out to others in order to affect additional gifts.

Program Advisory Council – A proposed committee that would provide strategic advice on which programs may be considered for support through the Campaign Initiatives. The members would consist of subject matter experts, select representatives from program partners (universities, NGOs, foundations, etc.), and industry partners. The Program Advisory Council would serve in a non-binding capacity.

In the event these entities are not created, end operations, or cease to exist, the PMIEF Board of Directors will assume all roles and responsibilities as described.