

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

- I. **POLICY STATEMENT:** Donor recognition is an essential element of any fundraising campaign because of the guidance it provides to those engaged in the campaign, the acknowledgement it provides to existing donors and the enticement it delivers to prospective donors. The PMI Educational Foundation’s Capital Campaign is guided by the PMIEF *Donor Recognition Policy*. The current donor recognition policy document is embedded herein as the Supporting Documentation for this Level 1 Policy.
  
- II. **PURPOSE:** This policy is intended to provide guidance and counsel for the donor recognition element of the PMIEF Capital Campaign. Also, the policy is intended to ensure that all donors are treated in a prescribed and consistent manner in regard to their level of donation.
  
- III. **DESIRED RESULTS/OBJECTIVES:** The desired outcome of this policy is to ensure that there is a consistent set of guidelines pertaining to the recognition 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:** The titling of each donor level and the description of recognition for each level are presented in the embedded document in the section titled Supporting Documentation.
  
- V. **POLICY DISSEMINATION:**

**Internal:** PMIEF Board, PMIEF COO, and PMIE staff.

**External:** Utilized by PMIEF Board Directors, PMIEF COO, and PMIEF staff as needed in dealing with prospective donors.
  
- IV. **SUPPORTING DOCUMENTATION:** The following donor recognition policy:

**Donor Gift Levels and Donor Society**  
**Applicable to Any Type of Donor**  
**Corporate – PMI Component - Individual**

<b>Donor Gift Level</b>	<b>Donor Society</b>
\$1,000,000 or More	Visionary
\$500,000 to \$999,999	Innovator
\$250,000 to \$499,999	Benefactor
\$100,000 to \$249,000	Patron
\$50,000 to \$99,999	Ambassador
\$25,000 to \$49,999	Partner
\$10,000 to \$24,999	Advocate
\$5,000 to \$9,999	Steward
\$1,000 to \$4,999	Associate
\$500 to \$999	Supporter
\$100 to \$499	Contributor
\$1 to \$99	Friend

**PMI Educational Foundation**  
***Building Better Futures Campaign***  
**Corporate Donor Recognition**

<b>Gift Level</b>	<b>\$1,000,000+</b>	<b>\$500,000+</b>	<b>\$250,000+</b>	<b>\$100,000+</b>
<b>Donor Society</b>	<b>Visionary</b>	<b>Innovator</b>	<b>Benefactor</b>	<b>Patron</b>
On-Stage Recognition and Visibility at North American Global Congress	X			
Invitation to Serve in a Campaign Leadership Position	X	X		
One Appearance and Presentation by Senior PMI or PMIEF Leadership at a Donor Event	X	X		
One Feature Article on Donor in a PMI Member Communication Vehicle	X	X		
Co-Branding Opportunity with PMIEF Logo in Marketing and Communications Outreach	X	X		
Recognition in Donor Lists in Congress Publication(s) Appropriate with Gift Level	Priority	Priority	X	X
Recognition on Signs at PMIEF Congress Booth	Priority	Priority	X	X
Public and Print Recognition at Leadership Institute Meetings Appropriate with Gift Level	X	X	X	X
Invitation(s) to PMIEF Donor Receptions and Events	10 w/ Guests	8 w/ Guests	6 w/ Guests	4 w/ Guests
Recognition in Campaign Newsletter	Priority	Priority	X	X
Recognition in Donor Lists in PMI Publications	Priority	Priority	X	X
Scholarship Endowment Naming Opportunity	X	X	X	X
Joint Press Release	X	X	X	X
Corporate Donor Visibility at All PMIEF Campaign Gatherings	X	X	X	X
Opportunity to Place PMIEF Logo on Corporate Website	X	X	X	X
Recognition with Donor Logo and Link on PMIEF Website (with permission of donor)	X	X	X	X

**PMI Educational Foundation**  
***Building Better Futures Campaign***  
**Component Donor Recognition**

<b>Gift Level</b>	<b>\$100,000+</b>	<b>\$50,000+</b>	<b>\$25,000+</b>	<b>&lt;\$25,000</b>
<b>Donor Society</b>	<b>Patron</b>	<b>Ambassador</b>	<b>Partner</b>	<b>(Society List)</b>
One Appearance and Presentation by Senior PMI or PMIEF Leadership at a Component Event	X			
Prominent Recognition Once at Each of the Four PMI Global Congresses	X			
Prominent Recognition at Global Congress in the Appropriate Region		X		
Verbal Recognition at Global Congress in Appropriate Region			X	
Scholarship Endowment Naming Opportunity	X	X		
Opportunity to Place PMIEF Logo on Component Website	X	X	X	X <sup>1</sup>
Recognition with Donor Logo and Link on PMIEF Website (with permission of donor)	X	X	X	
Component Donor Visibility at All PMIEF Campaign Gatherings	X	X	X	
Recognition in Campaign Newsletter Appropriate with Gift Level	w/ logo	w/ logo	X	X
Public and Print Recognition at Leadership Institute Meetings Appropriate with Gift Level	w/ logo	w/ logo	X	X <sup>1</sup>
Recognition on Signs at PMIEF Congress Booth	w/ logo	w/ logo	X	
Recognition in Donor Lists in PMI Publications	w/ logo	w/ logo	X	X
Announcement of Gift to PMI Members through PMI Communication Vehicles	X	X	X	X

Notes:

1. Limited to first occurrence after commitment (see page 5)
2. Limited to three years (see page 5)

**PMI Educational Foundation**  
*Building Better Futures Campaign*  
**Individual Donor Recognition**

<b>Donor Gift Level</b>	<b>Donor Society</b>	<b>Benefits</b>
\$1,000,000 or More	Visionary	Special Recognition*
\$500,000 to \$999,999	Innovator	Special Recognition*
\$250,000 to \$499,999	Benefactor	Special Recognition*
\$100,000 to \$249,000	Patron	Special Acknowledgement*
\$50,000 to \$99,999	Ambassador	Special Acknowledgement*
\$25,000 to \$49,999	Partner	Special Acknowledgement*
\$10,000 to \$24,999	Advocate	Special Acknowledgement*
\$5,000 to \$9,999	Steward	Tiered Listing in PMIEF Publications
\$1,000 to \$4,999	Associate	Tiered Listing in PMIEF Publications
\$500 to \$999	Supporter	Tiered Listing in PMIEF Publications
\$100 to \$499	Contributor	Tiered Listing in PMIEF Publications
\$1 to \$99	Friend	Tiered Listing in PMIEF Publications

\* Contact PMIEF Leadership