

Draft Policy on Allocation of Major Gift Revenue

1. All gifts and fulfilled pledges of \$1,000 or more will be credited to the the program that produced it. Responsibility for stewarding and renewing gifts of \$1,000 and more will fall to the major gift department. Thus, if the donor subsequently renews at a level of \$1,000 or above, revenue will shift to the major giving department for as long as the donor remains in that program. (Example: a direct mail package brings a gift of \$1,000. The revenue will be credited to that campaign within the membership department. Major giving will steward the gift, and if it is renewed at that level or above, it will be counted as major giving income.)
2. The major giving officer will return major donors who have not renewed after six months to the membership program and membership will try to renew them as members. Any revenue so obtained is credited to the membership department.