

ATTACHMENT TWO

Ad-hoc Committee's Recommendations and Suggestions

I. Guideline Recommendations: Recognition During City Council Meetings

Formal recognition during council meetings:

- Wait till the end of a campaign
- Up to four times/year contingent upon need; tiers of recognition based on size of donation:
 - ✓ \$250-\$500 group photo, name read
 - ✓ \$501-\$999 individual photo, name read
 - ✓ \$1,000-\$2,499 individual photo, opportunity to address the council
 - ✓ \$2,500 or more ⁽¹⁾ framed certificate, opportunity to address the council, optional ceremonial check

⁽¹⁾ Donors of \$2,500 or more will be asked if they want any form of public recognition. If so, they will be given the option of either receiving recognition as stipulated above as soon as possible during a city council meeting or waiting for such recognition during a regularly scheduled quarterly recognition presentation during a city council meeting.

- Group by the need addressed (e.g. Paws and Claws)

Donors funding 100% of a need will receive recognition outside of a City Council meeting. Such recognition could include (but is not limited to):

- Staff attendance at a meeting of the organization
- A mention during a subsequent council meeting (e.g. city manager's report)
- Departmental presentations during a city council meeting
- Photo opportunity at city hall with donor (e.g. parks and recreation department)

Note: If the donation falls within the financial categories listed above, the donor will receive that recognition also during a regularly schedule donor recognition presentation during a city council meeting.

II. Other Suggestions to Consider

- ✚ Have more Daimont style thank you events for donors.
- ✚ When the donor is an organization, a staff member should attend a meeting of that organization to thank for the donation. EG Parks and Recreation going to a meeting of the LD Marathon
- ✚ Sponsor an open house/reception for all donors:
 - Sponsored event—do not use donations to support the event;
 - Water, light refreshments;
 - Benefits based presentation—what difference did your donation make; and
 - Recognition of the donor by the need that the donor helped to address.
- ✚ Publish an annual summary of donations by need addressed.
- ✚ Have a personal thank you included in the annual report.
- ✚ Publish annual summary of departments' programmatic needs. Needs must be in priority order and be justifiable and reasonable.
- ✚ Involve the city's public information officer in the public recognition of donors.
- ✚ Important themes to include in recognition of donors:
 - The benefit of the donation (i.e. What difference did it make in our community?);
 - A community need was addressed with private dollars—no tax dollars were spent; and
 - Apache Junction/Gold Canyon are generous communities.