



Jefferson Symphony Association Donor Guidelines

Donor Bill of Rights

The Jefferson Symphony Association's (JSA) mission is to enrich the greater Jefferson County community through quality musical experiences and educational programs. As a charitable organization under 501(c)(3) status from the IRS, the JSA, the governing organization of the Jefferson Symphony Orchestra (JSO), merits the respect and trust of the general public. Donors, sponsors, and prospective donors can have full confidence in the JSA because we declare that all donors have these rights:

- I. To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for the intended purposes.
- II. To be informed of the identity of those serving on the organization's governing board and to expect the board to exercise prudent judgment in its stewardship responsibilities.
- III. To have access to the organization's most recent IRS Form 990EZ, as posted on its website: www.jeffsymphony.org.
- IV. To be assured that gifts will be used for the purposes for which they were given.
- V. To receive appropriate acknowledgement and recognition.
- VI. To be assured that information about their donation is handled with respect and with confidentiality to the extent as provided by law.
- VII. To have the opportunity for their names to be deleted from mailing or emailing lists.
- VIII. To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

Donor Gift Acknowledgement Guidelines:

Donors enable JSA to deliver programs that advance our mission. To demonstrate our sincere appreciation to donors whose contributions represent a commitment to our mission, JSA's guidelines call for prompt, personal, and consistent acknowledgement of each gift received.

- **All Gifts** – Each and every gift will be consistently and appropriately acknowledged within 14 business days of gift receipt.
- **Gifts of US\$500 or greater** – The JSA Chair of the Board and/or his/her board member designee shall send a personal letter or email acknowledging the gift(s).
- **Matching Gift** acknowledgements will be sent to any corporation matching a donor's gift, and provided the company provides specific donor information, the donor will also receive a gift acknowledgement.
- **Donations of Gifts-in-Kind** shall be acknowledged in a manner similar to all gifts with the exception that, in accordance with U.S. Internal Revenue Service regulations, the acknowledgment will indicate the type and description of the gift, without a monetary value. The donor is responsible for determining the in-kind gift's monetary value for their tax purposes. Special rules apply to the JSA's valuation of in-kind donations when reporting them to the state for Enterprise Zone Credit, per Colorado State law.
- **Donations potentially eligible for Enterprise Zone tax credits** shall be acknowledged via a form to the donor and a report to the Colorado Department of Revenue, as required by the Enterprise Zone program.

Donor Gift Recognition Guidelines:

Donor recognition is an essential element of any organization. JSA's donor recognition guidelines ensure that all donors are treated in a prescribed and consistent manner in regard to their level of donation.

Recognition programs are effective when they are flexible, meaningful and multi-tiered. Recognition levels exist in order to promote increased giving and to encourage others to contribute.

Annual donors may be recognized, by gift level in concert programs, other publications, or on the JSO website. A donor may choose to remain anonymous. Donor recognition levels are:

Philanthropist	\$20,000+	Associate	\$500-\$999
Benefactor	\$10,000-\$24,999	Colleague	\$250-\$499
Patron	\$5,000-\$9,999	Advocate	\$100-\$249
Conductor	\$1,000-\$2,499	Friend	\$25-\$99

Donors are recognized in the concert programs for 18 months after the donation date.

Donors may specify donations as "In Memory of...", as "In the Name of....", or "In support of the Principal (Instrumentalist)....."

Special Recognition/Sponsor Opportunities:

The sponsorship of a program or concert reflects the importance of the donor to the realization of JSA's mission and provides prestige for a committed donor.

While JSA maintains absolute discretion in regard to recognition thresholds and special recognition, the following guidelines apply:

- **Concerts, Programs, or Special Events** – The recognition threshold regarding the sponsorship of a special event or award(s) program is \$1000. Sponsors may be recognized in event programs or other printed materials, websites, or social media sites as long as recognition does not create the appearance of endorsing a specific product or viewpoint of the donor. Sponsors, like donors, may also request to be anonymous.
- **Grant Applications** – Donors may be mentioned in JSA grant applications, provided mention of donors does not give the appearance in any way of influencing a grant award/program or initiative outcomes.
- **Named Project or Initiative** – The *giving threshold* for the naming of a specific concert or project is determined by the scope/scale of the project/initiative and the donation amount relative to the concert budget. Naming may be shared with other sponsors when multiple sponsors support a single event.
- **Program Ads** – Businesses may purchase Ads in concert season programs, but these Ads are not tax-deductible donations. For information on Program Ads, contact the JSO office at 303-278-4237.

Customized Recognition Plans for Major Donors/Sponsors (\$2500+) :

Major donors or sponsors may receive the following enhanced communications:

- Recognition by the Board Chair in the opening remarks of the concert
- Press release/publication story
- Structured media events/photo opportunities
- Donor profile featured in: JSA Website, social media posts, or program materials OR
- Program Ad in concert program, size determined by the scope/scale of the concert or project and the donation amount relative to the concert budget.
- Corporate name and logo on all advertising and promotion related to the sponsored event
- Display of company-provided signage in the concert hall lobby before, during, and after the sponsored concert

If requested, major sponsors may receive complimentary tickets for the concert, based on the sponsorship amount. Sponsor ticket organizations or recipients are responsible for following Federal and State tax rules regarding these tickets.