

## **Developing a Donation Policy**

The County Board of Directors is elected to oversee the business and affairs of the County Farm Bureau, which includes the finances of the organization. One part of this fiduciary responsibility is overseeing monetary donations and donations of other items of value. Having a donation policy in place can help the County Farm Bureau manage the amount that is spent, the process by which requests are handled, as well as what is accomplished and supported through donations. Every County Farm Bureau is different, with varying finances and varying donation requests to review. The purpose of this document is to provide a guide for discussion to assist County Farm Bureaus in the creation of a donation policy. After considering and discussing the topics below, a County Farm Bureau should be prepared to create their own donation policy.

### **Purpose of Donations**

- **Why do we donate?**  
Do members expect this from us? To fulfill the mission statement? For the image of the organization? To establish ourselves as a valued member of the community and county?
- **How much do we want to spend?**  
What does our operating budget look like? Do we want to set an annual cap on donations? If so, should it be a dollar amount or a % of income? Will this be done during the budget process?
- **What do we want to support?**  
Agriculture? Education? Community? Does the donation need to fit within the goal of the mission statement?
- **What do we want to accomplish?**  
Help other agriculture organizations succeed? Collaboration within local agriculture groups? Touch as many people as possible? Help communities thrive?

### **Establish a process for receiving and reviewing requests**

- **To whom should requests be submitted to?**  
Office assistant? County President?
- **In what form should requests be submitted? When should they be received?**  
Should only written requests be considered? Are there times when a request should be presented in person? How far in advance of the meeting does the request need to be received?
- **Will all requests be brought to the full board for review? Should a committee be formed?**  
If all are brought to the full board, what is the reason for doing so? If a committee will be formed, how will they function? Will the committee have the authority to fund requests or will the committee act as a filter and decide what is brought to the board for consideration? If committee will make decisions on funding, will they have a dollar limit at which requests need to be discussed by the whole board? If a board member or committee member has a conflict of interest should he/she abstain from the vote? Should the President have authority to approve minimal donation requests at his/her discretion?

## **Tell Your Story**

If a cause is worth giving to, it's likely worth talking about. If you don't want to promote the donation, should you move forward with it? Both members and non-members should know about the support you are providing and how the County Farm Bureau is a valuable member of the community. Present donations in person, when possible, for a photo opportunity. Consider a promotion process to accompany donations. Promotion can include the following: Spokesman articles and photos, social media, photo/press release to the local media and requesting the recipient to submit a thank you letter to local media.

## **Memorials**

Does the county want to establish a process to follow in the event of a death of staff, directors or their immediate family members? If so, what is the dollar amount to be spent on flowers or a memorial? Determine who is considered staff and directors. Determine who is considered immediate family. Should discretion be given to the County President and/or Regional Manager to provide a memorial to others not included who have a past relationship with the county Farm Bureau?

## **Periodic Review**

A policy should be reviewed periodically to make sure it is still serving its purpose. Consider reviewing your donation process annually to see if you are accomplishing what the organization set out to do.