

KOSU's Donation Acceptance Policy

Purpose: To provide guidance to prospective funders when making gifts to KOSU.

Responsibility for the Policy: KOSU Executive Director, along with Development staff.

Background: KOSU created a policy of best practices in fundraising to define how we accept and recognize donations and how we conduct ourselves with funders.

Protecting the Editorial Direction: Any funding sought and accepted by KOSU is driven by editorial priorities determined through a strategic planning process. Funders do not drive editorial decision making. KOSU does not take assignments or commissions from any funder.

KOSU's Policy on Accepting Donations: KOSU's approach to funding relationships are cautious, and great steps are taken with each relationship to ensure that funders are aware of KOSU's editorial independence. We seek to maintain a firewall between editorial staff and funders while providing good stewardship of the gift.

- Communication between KOSU and a funder is managed by the Development Department and/or Executive Director. Funder representatives should not contact reporters or editors directly. Reporters and editors should take reasonable measures to include promptly the development staff in any contact with funders.
- When there are meetings or phone calls with funders to discuss the use of their contribution, the Development Director and/or Executive Director will be present, unless otherwise directed by the Development Director.
- The KOSU Development Director or his/her designate is responsible for any discussions between KOSU and the funder about publicity and press releases related to agreements.

Funding Accepted by KOSU: KOSU takes contributions from individuals, foundations, Oklahoma State University, the Corporation for Public Broadcasting, and businesses related to underwriting. In some instances, such as employee designations, matching gift programs, special event sponsorships, KOSU accepts contributions from corporations. These contributions will be fully disclosed.

Listing our donors: Just as we expect transparency from others, we will be transparent in disclosing our funding sources. As befits KOSU's adherence to professional fundraising standards, we also will strive to treat funders with the utmost integrity. In balancing these interests, we adhere to the following standards:

- We disclose the funding relationship when a funder is mentioned in a story.
- We disclose ALL underwriting gifts on the air as per the agreement with each organization.
- We list all Business Circle Members on our website.
- We list all individual donors of \$5000 and higher on our website.

- KOSU occasionally receives cash gifts from anonymous donors, typically from events and/or people dropping off gifts in-person at the office. These gifts are listed as Miscellaneous Cash in our CRM database, and do not exceed \$100.00.
- If a donor at any level requests not to be listed on our website, we follow the guidelines given for handling exceptional situations (see below).

Exceptional Situations: From time to time, KOSU's Development Director and/or Executive Director may enlist the Oklahoma State University Foundation to consult, as it deems appropriate, the acceptance and/or solicitation of particular gifts under unique circumstances. In evaluating these and other unsolicited gifts, KOSU will respect the aims and honor the guidelines expressed in this policy. Each year KOSU will disclose the number of gifts it has accepted through this process, including those that should remain anonymous.