Anonymous Gifts Policy

This policy dictates how we will record and report anonymous gifts. This policy differentiates between the need to maintain the public and institutional anonymity of our donors:

To retain public anonymity, no donor report intended for publication will contain the name of a donor who made their gift(s) anonymously. These gifts will still be recorded on the donor's Constituent record, not in a separate “Anonymous Constituent” record. These anonymous gifts will be visible to those users who have the appropriate permissions to view the Gift tab of a Constituent record.

Users who have permissions to view the Gift Tab of a Constituent record are those in positions which require them to be accountable for the accurate recording and stewarding of gifts or for the cultivation and development of the prospect/donor. These users are all bound by confidentiality policies which require them to respect our constituents’ right to privacy and to avoid disseminating confidential information to anyone outside of the CU Development Enterprise and CU Foundation.

To retain institutional anonymity, no donor report will contain the name of a donor who made their gift(s) anonymously and these gifts will not be listed on the donor’s Constituent record. Instead, these gifts will be added to an “Anonymous Constituent” record that a select few staff members can trace back to the original donor. This ensures that only a very limited number of staff will be able to connect the original donor to his/her anonymous gift. We will only employ institutional anonymity if a donor is adamant about making sure only those who need to know will have knowledge of his/her gift(s).

The need for public vs. institutional anonymity will be determined at the request of the donor. We will rely on the anonymous gift flags in Raiser’s Edge for those requiring public anonymity and continue to use “Anonymous Constituent” records for those donors who require both public and institutional anonymity.

Approved by Leadership Team 8/25/14