

Our Commitment to Our Donors

The Columbus College of Art and Design seeks to maintain lifelong relationships with our donors, meaningfully engaging them in CCAD's mission: fostering a community that educates diverse students so they can unleash their creative power to shape culture and commerce.

Development Office staff as well as college leadership, staff, faculty, and volunteers involved in development activities on behalf of CCAD are expected to know and observe this commitment.

PRINCIPLES

Our work is grounded in the core values of inspiration, positivity, respect, and accountability. The following principles guide donor relations at CCAD:

- Effective donor relations is a college-wide activity coordinated by the Development Office in collaboration with leadership, staff, faculty, and volunteers. CCAD operates with respect and transparency regarding the coordinated and collaborative management of donor relationships.
- The highest aim of donor relations is maintaining lifelong relationships with donors. CCAD assumes positive intent within a supportive environment so these thriving relationships remain the focus of our work.
- Donors connect in highly personal, often inspiring, and sometimes surprising ways. CCAD approaches donors with curiosity and creativity to better understand their interests and encourage their engagement.
- Effective donor relations relies upon the Development Office's oversight of and accountability for donor policies, procedures, and activities. The Development Office manages and documents donor relationships to maintain a complete and clear record for CCAD.

POLICIES

CCAD's [Gift Acceptance Policy](#) governs all gifts. Additionally:

- Gifts to establish endowment funds are subject to CCAD's [Endowment Policy](#).
- Gifts to name institutional entities and physical spaces are subject to CCAD's [Naming Guidelines](#).
- Gifts of art are subject to CCAD's [Art Acceptance Guidelines](#).

All gifts will be reported and credited according to the [Council for Advancement Support of Education \(CASE\) Reporting Standards and Management Guidelines](#), and all stewardship activity will be documented according to Development Office procedures.

CCAD abides by the [Donor Bill of Rights](#) as developed by the American Association of Fund-Raising Counsel (AAFRC), Association for Healthcare Philanthropy (AHP), Council for Advancement and Support of Education (CASE), and the Association of Fundraising Professionals (AFP).

All donor relationships will be conducted according to the [Association of Fundraising Professionals \(AFP\) Code of Ethical Principles](#) and the [Association of Donor Relations Professionals \(ADRP\) Ethics Statement](#).

CONFIDENTIALITY

All donor information created by, or on behalf of, CCAD is the property of CCAD. Such information shall be handled with respect and held in confidence.

CCAD will not disclose privileged or confidential donor information to unauthorized parties. Such information will be used only for CCAD's internal purposes and will be secured as appropriate for the information's delivery and/or storage, be it electronic, written, or verbal.

CCAD will honor all donor requests for anonymity, preferences regarding recognition, and rights to confidentiality. Donors to CCAD may indicate in writing how and where their name may be used in association with a gift or gifts, and will be consulted prior to any public release of information beyond this written agreement.