



## **DONOR PRIVACY POLICY**

Madison Children's Museum (MCM) respects the privacy of its donors and has put in place a Donor Privacy Policy to honor these rights.

## **DONOR INFORMATION**

MCM collects and maintains the following types of donor information when it is voluntarily provided to us:

- Contact information such as name, address, telephone number and e-mail address
- Giving information
- Special requests for program information
- Information provided by the donor in the form of comments and suggestions

This confidential information is also used to analyze overall giving patterns in order to make more accurate budget projections, as well as to understand donors' interests in our mission and to update them on the organization's plans and activities. This information is shared with staff, board members, volunteers and consultants only on a confidential and need-to-know basis.

## **LIST SHARING**

MCM does not sell, rent, trade or share its active donor list with any other organization.

## **DISCONTINUING CONTACT UPON REQUEST**

It is the policy of Madison Children's Museum to communicate with donors according to their expressed preferences whenever possible. MCM will discontinue or change the method used to contact any person upon that person's oral or written request.

Upon a person's request that MCM discontinue further contacts, the person's name and address will be promptly modified in the MCM donor database to ensure that no further contact is made with the person. MCM will also take steps to ensure that no further contact is made with the individual and that the person's name is removed from any external databases or records under the Madison Children's Museum's control.

## **DONOR BILL OF RIGHTS**

Madison Children's Museum subscribes to the Donor Bill of Rights, which was created by the Association of Fundraising Professionals (AFP), the Council for Advancement and Support of Education (CASE), and the Giving Institute: Leading Consultants to Non-Profits.

## **The Donor Bill of Rights**

Philanthropy is based on voluntary action for the common good. It is a tradition of giving and

sharing that is primary to the quality of life. To ensure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the nonprofit organizations and causes they are asked to support, 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 their 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 financial statements.

IV. To be assured their 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 provided by law.

VII. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.

VIII. To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.

IX. To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.

X. To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.