Example Guidelines for Your Campaign

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These campaign guidelines cover board giving and donor confidentiality. Use the two examples to discuss how your team will set expectations and protect donor information.

Start Here

Read both examples with your campaign team. Agree on responsibilities and document the guidelines your organization will use.

Board Giving Guidelines

JET = Justice, Equity, and Transparency

Board giving expectations should be:

• **Equitable, not equal.** Different minimums for different life stages and capacities. A retired executive has a different minimum than a young community volunteer. Both are 100% participants. Both matter.

• **Transparent.** Everyone knows the tiers. No hidden rules.

• **Focused on participation.** 100% board giving is the goal. A $1 gift from someone who cannot give more is a gift. Count it. Get the participation rate to 100% before public launch - funders look at this.

Donor Confidentiality Guidelines

• **Donor capacity estimates and prospect ratings:** Counsel internal only. Use initials in shared docs. Full names in internal counsel notes only.

• **Individual donor names paired with gift amounts:** Counsel + ED + campaign chair only. Never in board meeting minutes, never in shared databases without access controls.

• **Feasibility interview content:** Redact personal details before any summary is shared. Themes yes. Attributable quotes with permission only.

Common Questions

What does JET mean in board giving?

JET means Justice, Equity, and Transparency. Board giving expectations should be equitable, transparent, and focused on participation.

What donor information needs restricted access?

Donor capacity estimates, prospect ratings, and individual donor names paired with gift amounts need restricted access. Redact personal details from feasibility summaries and use attributable quotes only with permission.

Read online: empoweredfundraiser.com/campaign-guidelines