

CENTER FOR NATURAL LANDS MANAGEMENT

Donor Privacy Policy

The Center for Natural Lands Management (CNLM) maintains the highest level of respect for the privacy of our donors. In furtherance of our commitment to honor donor's rights, we have developed this Donor Privacy Policy to guide our staff on how they may and may not use donor personal information. This policy may be updated from time to time.

What information we collect

CNLM collects and uses personal information from donors which includes: amount donated, name, address, telephone number, donor comments (including restrictions on uses of the gift) and e-mail address. Tax laws in the United States require CNLM to keep contact information and contribution amounts on file.

How we use that information

CNLM will not publish, sell, trade, rent or share names (unless released for publication by the donor), e-mail or mail addresses, or telephone numbers of our donors. CNLM will use contact information (e-mail, telephone number and address) of donors for these purposes only:

- Distribute donation receipts
- Thank donors for their contributions
- Inform donors about upcoming fundraising and other activities of CNLM
- Internal analysis and record keeping
- Reporting to relevant U.S. and State agencies
- Contact donors about changes to this policy

Anonymous and aggregated donor information may be used for promotional and fundraising activities. CNLM staff and volunteers will assume all personal information associated with donations is not to be publicly released unless the donor explicitly indicates otherwise or unless specifically required by law or regulation. We will allow donors the option to have their name publicly associated with their donation if they ask for or agree to such release in advance.

Financial information

All access to donor financial information is strictly limited to professional staff within the organization needing to process such data.

Donor Bill of Rights

CNLM subscribes to the Donor Bill of Rights created by the Association of Fundraising Professionals (AFP), the Association for Healthcare Philanthropy (AHP), the Council for Advancement and Support of Education (CASE), and the Giving Institute: Leading Consultants to Non-Profits.

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 assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organizations and causes they are asked to support, we declare that all donors have these rights:

- 1. 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.*
- 2. 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.*
- 3. To have access to the organization's most recent financial statements.*
- 4. To be assured their gifts will be used for the purposes for which they were given.*
- 5. To receive appropriate acknowledgment and recognition.*
- 6. To be assured that information about their donations is handled with respect and with confidentiality to the extent provided by law.*
- 7. To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.*
- 8. To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.*
- 9. To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.*
- 10. To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.*