



## AUTHORIZATION TO PUBLICIZE A GIFT

### Gift Publicity Guidelines

Out of respect for donor privacy, the West Virginia University Foundation and West Virginia University will not publicize any gift without authorization as required in these guidelines.

The WVU Foundation requires the donor or in the event the donor is unavailable, the donor's representative, grant specific permission to the WVU Foundation and West Virginia University, including the various divisions of WVU, to publicize a gift including its purposes in appropriate Foundation and University publications and media markets.

Furthermore, the donor or donor's representative reserves the right to personally review the information that may be used in publicizing a gift prior to it being released by the WVU Foundation or West Virginia University.

In order to protect the privacy of the donor, the name of an endowment or individual being honored by an anonymous gift will not be revealed unless prior approval is provided by the donor.

These guidelines apply to all gifts, regardless of size.

**Fund Name:** \_\_\_\_\_

(please print)

**Donor/Donor's Representative:** \_\_\_\_\_

(please print)

**Development Representative:** \_\_\_\_\_

(please print)

As the donor or donor's representative, I am requesting my preferences be followed concerning the West Virginia University Foundation and/or West Virginia University publicizing this gift in appropriate publications and media markets. I understand most media outlets will not publicize a gift that does not reveal the actual gift amount.

**Permit publicity**

\_\_\_ **yes**     \_\_\_ **no**

**Reveal gift amount**

\_\_\_ **yes**     \_\_\_ **no**

**Use name(s)**

\_\_\_ **yes**     \_\_\_ **no**

**Publicize as an anonymous gift**

\_\_\_ **yes**     \_\_\_ **no**

**Review press release**

\_\_\_ **yes**     \_\_\_ **no**

Additional instructions: \_\_\_\_\_

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\_\_\_\_\_  
Signature of Donor(s) or Representative

\_\_\_\_\_  
Date

For Foundation Office Use Only:

Fund #: \_\_\_\_\_ Fund Name: \_\_\_\_\_