

## POLICY REGARDING SHARING OF MAILING LISTS

**Issue:** We are often asked to share our mailing list with other organizations, many of which also serve women and girls. Sometimes this request is made in connection with an event in which the Foundation is a partner or sponsor and sometimes it is an event to which we have no connection other than our interest in women and girls. On occasion, the request for our mailing list is proposed as a “trade” where the requesting organization agrees to give the Foundation a copy of its mailing list in exchange for the Foundation’s.

Because the Foundation’s list of donors and supporters is one of its most valuable assets and because many of our donors and supporters value their privacy and do not want to be placed on other organization’s mailing list, no matter how honorable the organization’s mission, the Foundation needs a policy that respects this privacy interest.

**Recommendation:** That The Women's Foundation of Colorado adopts the following policy regarding mailing lists:

- 1) Names of donors, volunteers and other supporters of the Foundation may be listed in the Foundation’s annual report and other promotional or education materials, but such listings will not include addresses or other contact information.
- 2) When the Foundation is a sponsor, co-host, or otherwise actively involved in an event with another organization, the Foundation may make mailing labels available, either by mailing the materials itself, sending its labels or electronic list to a mailing house, or delivering its labels to the other organization (to avoid duplicate mailings). The Foundation will not deliver an electronic copy of its mailing list to another organization unless the organization agrees in writing to keep the list confidential, use the list only for the agreed purpose, and delete the list as soon as possible after its agreed use.
- 3) Except as outlined above, the Foundation will not sell, trade or otherwise make its list available to others for any purpose.
- 4) The Foundation will honor the request of donors who wish to remain anonymous.
- 5) This policy is not intended to prevent the Foundation from preparing group rosters for use by the members of that group, such as the Honorary Trustees, committees, advisory groups, etc., so long as such group agrees to comply with the Foundation’s policies for sharing of mailing lists.