

Thomas Crane Public Library

Donor Recognition Policy

Policy Statement

The Thomas Crane Public Library provides appropriate, equitable and consistent ways to publicly recognize and acknowledge donors for their gifts and contributions in support of the Library, in keeping with the Library's mission and reputation as a public entity.

Definitions

Materials are items for the Library's circulating, reference or local history collections, including books, documents, photographs, media, and other information materials.

Furnishings and Equipment includes furniture, computers, microfilm readers, and similar articles that are not a fixed part of a building and have a short life span.

Objects include interior and exterior decorative objects and signage, such as paintings, sculptures and signage.

Programs are one-time or recurring public programs such as events or classes, and distinct service initiatives, such as 1000 Books Before Kindergarten.

Endowments are permanently secured funds, in which the principal remains intact, to which an annualized portion may be distributed for Library programs, services, or collections.

Buildings are permanent, free-standing structures serving as a venue for Library services.

Sections are defined areas of a building, such as wings, floors and enclosed rooms.

Special Use Areas are any unenclosed areas that have a distinct and identifiable purpose, such as the Teen Zone.

Outdoor Features include gardens, courtyards, ornamental structures, monuments, fountains, walkways, or landscaped areas.

Regulations

General Recognition Guidelines

1. The Library will provide a timely, written acknowledgement of all gifts to the donor. In the case of a memorial gift, an acknowledgement will also be sent to the honoree or the family of a memorialized person, if applicable.
2. The Library will maintain donor confidentiality when requested by the donor, subject to disclosure upon request for consent of the donor or pursuant to subpoena, court order, or where otherwise required by law.
3. Recognition may not interfere with the safety or convenience of Library staff or patrons, nor interfere with normal Library operations.
4. Recognition will be in proportion to the value of the contribution, whether a gift is unrestricted or designated for a particular program.
5. Recognition procedures apply to gifts or pledges received or committed from individuals, corporations, foundations and/or selected government entities recognized as a single donor.

Gifts from a group of family members, or a corporation or agency composed of many individuals, may be recognized for the combined total of gifts from the individual members.

6. Individuals will be recognized for gifts received from corporations to match their personal contribution.
7. The Thomas Crane Public Library Foundation and the Friends of the Thomas Crane Public Library may contribute multiple financial contributions that merit recognition. In such cases, naming opportunities will be in recognition of the original donor or for the individual/corporation designated by the Foundation or Friends board.
8. Deferred revocable gifts from which funds will be received at a future date will be permanently commemorated, subject to the donor's specific request and intent, only when the funds are irrevocably committed to the Library or when the gift matures.
9. Gifts received in full will be recognized for the amount received. Gifts pledged over a period of five years or less will be recognized at the full commitment amount upon receipt of appropriate gift documentation.
10. Gifts in kind will be recognized separately from monetary gifts, except in instances where the fair market value of the in-kind gift is clearly established by a receipt or appraisal, in which case the gifts will be recognized at fair market value.
11. At the discretion of the Board of Trustees, the levels of financial contributions quoted below will be adjusted to reflect changes in economic conditions.

Materials & Collections Recognition

12. The Library will recognize contributions for books or other library materials by the placement of a bookplate in individual physical items, or by the creation of a virtual bookplate in the Library's online catalogs.
13. Special collections of materials will be named according to accepted cataloging standards, and donors will be recognized by the placement of bookplates and/or by the creation of virtual bookplates in online collections.
14. Recognition will be for the useful life of the purchased items, or as long as a collection is relevant to current Library services.

Furnishings & Equipment Recognition

15. The Library will recognize a major financial contribution for the purchase of furnishings or equipment by placing the name of the donor in an appropriate location within the relevant building. The minimum financial contribution will be \$5,000 for an individual and \$10,000 for a corporation.
16. Gift recognition plates will be affixed to furnishings and equipment only as a result of a gift of \$300 or more, and only when the gift is received as part of an official Library, Friends or Foundation capital campaign.
17. Recognition will be for the useful life of the purchased items.

Program Recognition

18. Public program, event, or initiative sponsorships will be recognized based on the sponsorship amount less the cost of sponsor benefits and will be determined on a case-by-case basis.
19. The Library will recognize program sponsors in all print and online publicity, including posters, flyers, press releases, newsletters and social media.
20. Recognition will be for the duration of the program.

Endowment Recognition

21. Financial contributions will be placed in the Board of Trustees' unrestricted gift account and donors will be recognized at the level appropriate with their gift.

Physical Space Recognition

22. The library system as a whole is known as the Thomas Crane Public Library; the original 1882 main library building and its 1908 ell are known as the Crane Memorial Library; the 1939 main library addition is named the Albert Crane Memorial Wing. Branch libraries are named in accordance with their geographic locations.
23. Except for the Crane sections of the main library, building sections and special use areas will be named in accordance with current functions (for example Teen Zone, Children's Room), not for individuals or corporations in recognition of exceptional service or significant financial support.
24. The Library will consider special site-specific recognition plaques for sections, special use areas or outdoor features when an individual or corporation has contributed a significant proportion of the total cost for development or renovation of that area or feature. The proportion will be determined by the Board of Trustees at the time of the project.
25. When a new building or significant building renovation is planned, recognition opportunities may be outlined and donation amounts assigned for each opportunity, subject to approval by the Board of Trustees.
26. The recognition period for a major donation will be negotiated at the time a gift is made. This period may be for a designated number of years, the life of the renovation, or the lifetime of the donor(s).
27. Recognition of support for a section, special use area or outdoor feature will be finalized only after the financial commitment by the donor has been honored in full and not on the basis of a pledge for future funds.
28. Requirements for physical recognition of gifts will be approved by the Board of Trustees, based on factors including, but not limited to, the prominence, size and location of spaces and facilities, and on gift size and pledge payment period. Requirements may be revised to reflect institutional priorities and to promote philanthropic support for the Library.
29. All agreements for special recognition of donations for physical spaces will be documented in a Memorandum of Agreement (MOA) between the donor and the Board of Trustees. The MOA will detail the terms of the agreement in accordance with this Policy and any conditions mutually agreed upon by the donor and the Board.

Forms of Recognition

30. All individual and collective donor recognition plaques and signage will be developed by the Director of Libraries in accordance with guidelines established by the Board of Trustees and subject to final approval by the Board.
31. Donor recognition boards, banners or other recognition vehicles may be created for specific fundraising campaigns, and will be placed in a centralized location to maximize impact and visibility. Donors will be recognized according to the level of their respective support.

32. The Library may publish additional donor lists or virtual donor recognition walls as deemed appropriate. Other publications, such as newsletters and brochures, may provide additional opportunities for donor recognition.
33. For gifts of particular significance, media recognition may be sought on behalf of the Library and the donor, with permission of the donor. Press releases will be approved by both the Library and the donor.
34. The Library may organize and conduct recognition events to honor donors whose support of the Library is deemed extraordinary by the Board of Trustees.
35. Commemorative objects of minimum value may be distributed to donors and volunteers to reflect appreciation of their support.

Duration of Physical Space Recognition

36. At the discretion of the Board of Trustees, recognition for funding a physical space will end under the following circumstances:
 - a. A building, section, special use area or outdoor feature is to be demolished.
 - b. A building, section, special use area or outdoor feature changes function to the extent that the purpose for the name recognition is no longer relevant.
 - c. If the individual or corporate donor is engaged in activities that are in conflict with the Library's mission, or is involved in disreputable or criminal activities that would bring dishonor and embarrassment to the Library.
37. In the absence of a written agreement to the contrary, the Library reserves the right to expire names and/or recognition plaques after twenty-five (25) years or upon closure or redesign of a physical space.

Adopted by Vote of the Library Board of Trustees, December 11, 2017

Related Policies

Gifts and Donations Policy