

# Policy

## Gift Recognition Policy

**Approved by Board of Trustees:** November 17, 2009

**Last Updated:** August 16, 2016

**Last Review:** June 2, 2016

### Introduction

Appropriate donor recognition is a crucial part of Dauphin County Library System (The Library) fundraising. Through proper recognition, The Library can acknowledge financial support in a consistent and meaningful way, steward existing donors and cultivate new donor relationships.

The Library Community Relations Director and Department are responsible for all donor recognition and for the consistent implementation of this policy. The Library Administration and Board will use the donor recognition procedures to guide recognition discussions with prospective donors.

### General Recognition Practices

Donors to The Library will be offered the opportunity to name physical spaces, objects, programs and endowment funds. The level of the gift required will be determined by Board of Trustees and specified on a menu of giving opportunities. During specific campaigns the campaign steering committee may recommend a list of naming opportunities to the Board for its consideration and approval.

The period of time a donor's name will be attached to a specific space or program will be negotiated at the time the gift is made. This period may be in perpetuity, a designated number of years or the lifetime of the donor(s).

Recognition policies 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 may be recognized for the combined total of gifts from the individual family members. Individuals will be recognized for gifts received from corporations to match their personal contribution, but the matching gift will be acknowledged to the corporation for tax purposes. This may include a gift from a privately held company owned by the individual or a family foundation.

In cases where support is received from a corporation or government agency composed of numerous individuals, recognition will be given to the corporation or government agency rather than the numerous individuals in the organization, unless otherwise agreed upon as part of the gift agreement.

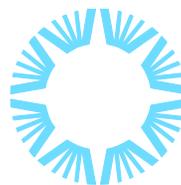
Gifts received in full will be recognized for the amount received. Gifts pledged over time will be recognized at the full commitment amount upon receipt of appropriate gift documentation.

Only gifts accepted in accordance with The Library's Gift Acceptance Policy qualify for acknowledgement and recognition.

Because of the unique and dynamic nature of donor relationships, exceptions to the stated recognition procedures may be appropriate and may be approved by the Board of Trustees. Considerations will include the programmatic and aesthetic standards of The Library, needs of the library system's users and other constituencies, the financial viability of The Library and the contribution and intention of donors, past and present.

### Written Acknowledgement

The Library will provide written acknowledgement within five business days of receipt of the gift for all gifts processed through The Library Administrative Offices. All letters of acknowledgement will include the amount of the gift or indicate the in-kind service or product donated. Gifts made directly to The Library libraries will be



deposited in accordance with The Library's Cash Receipts policy and appropriate backup documentation (copy of check and any accompanying correspondence or forms) of the gift will accompany all deposit records. Acknowledgement letters from The Library will occur within five business days of notification of deposit. All gifts of \$100 or more will also be acknowledged by a personal letter signed by the President of the Board of Trustees.

## Publication of Donor Names

Each year, The Library will produce a list of annual donors and sponsors in specific categories (annual fund, book drive, sponsors, gift book, campaign donors). This list will be published The Library website.

Honor book donors will receive one personalized bookplate as part of their gift. Annual fund/book drive and honor book donors who make a gift at a level of \$250 to \$499 will be given the opportunity to have two personalized bookplates placed in books from a category of their choosing Annual fund/book drive donors and gift book donors who commit \$500 or more will be given the opportunity to have four personalized bookplates placed in books from a category of their choosing  
The Library may publish additional donor lists or rosters as deemed appropriate.

Other publications, such as newsletters, brochures and the The Library website may provide additional opportunities for donor recognition. When appropriate, donors may be recognized in such publications as part of articles featuring projects they have supported.

## Program Recognition

Donors whose gifts support a specific program in accordance with the The Library gift acceptance policy will receive recognition on promotional items associated with that program at the level appropriate for their gift.

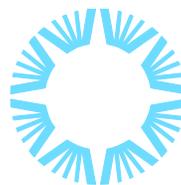
Program or Event Sponsors will be recognized based on the sponsorship amount less the cost of sponsor benefits and will be determined on a case-by-case basis.

## Physical Space Recognition

Requirements for physical recognition of gifts to The Library 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, gift size and pledge payment period and donor interests. Requirements may be revised as appropriate to reflect institutional priorities and to promote support for The Library's fundraising programs. Exceptions will be considered on a case-by-case basis by the Community Engagement Committee of the Board, which will make appropriate recommendations to the Board of Trustees.

The wording on physical recognition plaques will be developed collaboratively by the The Library staff and each respective benefactor to ensure consistency and appropriateness. The Library encourages consistency in plaque wording length and plaque size. Physical recognition may memorialize or honor an individual or individuals, or other entity, as desired by a donor and approved by The Library.

The Library will provide physical donor recognition for contributions upon receipt of a gift or appropriate gift documentation. Gifts of the level required to name spaces (a minimum of \$10,000) will be recognized (including date of gift) in appropriate site-specific locations in addition to a centralized benefactor recognition display. In addition, these gifts may be recognized on The Library directional signage as appropriate. Recognition on signage may not apply if the naming detracts from the stated purpose of the facility.



# Policy

## Renaming Procedures

When it is necessary for The Library to renovate, enhance or relocate a space or program that has previously been named, The Library will give the donors(s):

- The right of first refusal to make an additional gift to The Library to name the new space or program (the amount requested being the naming price for the new project less the value of the original gift); OR
- The opportunity to name another space at The Library comparably priced at the value of the original gift; OR
- The opportunity to have the original gift recognized on a plaque within or near the location of their original named space.

If The Library is unable to contact the donors or their heirs after reasonable attempts, the Board of Trustees or its duly designated committee and the Community Relations Director of The Library will determine the most appropriate means of recognizing the original gift. The Library retains the right to seek additional donors in cases where further support from the original donor(s) is not possible, and associate the name(s) of the new donor(s) to the renovated facility along with the name(s) of the original donor(s).

## Donor Recognition Boards

Donor recognition boards or other recognition vehicles will be created for planned giving and campaign giving and will be placed in a centralized location in each library as appropriate. Individual, corporate, foundation, government and other donors will be recognized on donor recognition boards according to the level of their respective support. In addition, a virtual wall of giving that recognizes past donors of named spaces and equipment of \$2,500 or more will be placed on The Library website and updated annually.

## Other Types of Recognition:

Gift recognition plates affixed to furnishings and equipment will be placed only as a result of a gift of \$2,500 or more in one of the following instances:

- A gift from the Friends of the Library.
- A gift as part of an official The Library capital campaign.

The Library may organize and conduct recognition events to honor donors whose support of The Library is deemed exemplary by the Board of Trustees.