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## **Mount Horeb Public Library Donor Recognition Policy**

Through proper recognition, the Mount Horeb Public Library can acknowledge financial support in a consistent and meaningful way, nurture existing donors, and cultivate new relationships. Visible and tangible recognition for gifts allows the Mount Horeb Public Library to recognize its most generous donors and provides examples of generosity to others. The library will, however, respect and abide by a donor's wish to remain anonymous.

The donor recognition policy is intended to:

- Provide appropriate, timely and donor-centered recognition of all charitable donations.
- Cultivate future support among the current donor base.
- Stimulate interest and support among potential donors.
- Ensure that donors are treated with fairness and consistency.

### **I. General Recognition Practices**

- Donors receive prompt acknowledgement of their gifts.
- The Friends of the Library is recognized in the same way as other groups.
- Gifts from a family or group of individuals are recognized as a group and for the combined total of the gift.
- Only gifts accepted in accordance with Mount Horeb Public Library's gift acceptance policy qualify for recognition.

### **II. Types of Recognition**

#### **A. Physical Space Recognition**

- The library board does not grant physical space recognition within the library proper. Donor recognition will be confined to the lobby and the donor recognition wall.
- The library will accept funding without stipulation for building enhancements, but cannot accept actual items (i.e. furniture, tables, etc.)

#### **B. Program Recognition**

- Program or Event Sponsorships will be recognized via marketing for the event and during the event.

#### **C. Donor Recognition**

- The library will not hang plaques or other forms of recognition in the library proper. Recognition for contributions may be displayed in the library foyer if the donation falls within one of the following categories/levels:

- \$2500 - \$4999
- \$5000 - above
- \* These designations may change.
- Dollar amounts and dates will not appear on the recognition.
- The name/text format will be consistent in wording length, font style and size. Recognition may include the name of the donor or memorialize/honor an individual, individuals or an entity, as desired by a donor and approved by the director.
- Gift plates to recognize honorary or memorial gifts are placed in or on the items donated and added to the collection or in items purchased by the library with monetary donations at the request of the donor.
- The library retains the prerogative to determine when the use of a gift/book plate for recognition is feasible and appropriate.
- The donor wall will be updated once a year.

#### **D. Endowment Recognition**

- Gifts to the endowment will be placed in the endowment account. Donors will be recognized at the level appropriate with their gift.

#### **III. Annual Giving**

- Gifts in kind (with the exception of book donations) 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 those instances, the gift will be recognized at its fair market value.

#### **IV. Awards and Gifts**

- Commemorative objects of minimum value may be distributed to donors and volunteers to reflect appreciation for their support.

#### **Disclaimers**

- Due to the unique nature of donor relationships, exceptions to the stated recognition policy may be appropriate and may be approved by the Library Board.
- The Library Donor Recognition Policy is reviewed and amended on a regular basis in response to changing circumstances. Any exceptions or donations of a type not listed in this policy are considered by the director or Library Board on a case-by-case basis.
- Recognition policies apply to gifts or pledges received or committed from individuals, groups, businesses, service clubs, and organizations.
- The library reserves the right to maintain, replace, relocate, or remove any donor recognition plaque, book plate or other form of donor recognition at its discretion.

**Approved by the Library Board: 6.24.21**