

Alpena County George N. Fletcher Public Library Gift Recognition Policy

The Alpena County George N. Fletcher Public Library will make accurate and timely acknowledgment to all its donors. The Library will also honor any requests for donor anonymity.

A written Gift Agreement is required for all restricted gifts or gifts that include naming opportunities.

When appropriate, the Library may further choose to recognize its donors in the following ways:

1) Gift Acceptance Committee

The Library Director, Development Coordinator, and two appointed members of the Board of Trustees functioning as a “Gift Acceptance Committee” (“GAC”), in consultation with the Board of Trustees, will review gifts as provided in this Gift Recognition Policy and has authority to make exceptions to these Gift Acceptance Policies as special situations may warrant.

2) Naming Opportunities

The Library offers a variety of options to have a space or program named in honor of a person or organization. In general, naming opportunities will be reserved for recognizing significant donations and set at various minimum donation levels according to use, size, location, visibility, etc. An inventory of these opportunities will be maintained and updated by the Library Development team.

Gift Agreements for naming opportunities will outline the scope of the gift and must specify the duration of the naming period in years. If for some reason a gift is not fulfilled in full as set out in the Gift Agreement, the Library may choose to remove the donor’s name from the space or program in question and/or offer an alternative recognition opportunity commensurate with the level of giving. A copy of this policy will be provided to donors in addition to a signed copy of the Gift Agreement.

Each type of naming will have its own approval process, which will vary according to the magnitude of the gift.

Notwithstanding any other provision of this policy, no naming will be approved or existing naming continued that will call into serious question the public respect of the Library.

a. Named Spaces

Programming spaces, offices, meeting spaces, and other spaces of the interior and exterior property of the Alpena County George N. Fletcher Public Library may be named. The dimensions, function, location, and visibility of physical spaces are considered when determining the giving level of various naming opportunities.

Naming opportunities may include discussions of endowment support for the maintenance, utilities, and general upkeep of the space and general operations of the Alpena County George N. Fletcher Public Library.

Named spaces will be determined based on the value of cash gifts. Irrevocable planned gifts may also factor into the determination of appropriate naming opportunities. Revocable planned gifts and in-kind gifts will generally not be considered when assigning naming opportunities.

Spaces may be named for a specific term, or on a sustained basis. Permanent will generally mean the life of the building i.e. a minimum of 40 years.

Approval Process:

Recommendation by the Library Director provided to the GAC for their review. Final approval by the Board of Trustees.

b. Previously Designated Spaces

The Library from time to time may determine the need to renovate or alter the purpose of existing named spaces. The donor (or his or her descendants if the donor is not then living and not more than 20 years have elapsed since the date of the original Gift Agreement) will be consulted whenever possible in order to discuss the proposed changes to the space. For those with term or permanent named spaces still in effect, alternate comparable named spaces will be offered.

c. Named Funds or Programs

A number of programs may be named in recognition of or sponsored by a donor. Programs may be named for a specific term, but typically are not named in perpetuity. The duration of the naming will be noted in the Gift Agreement, along with specific language regarding the sponsorship credit and its usage.

Approval Process for named funds or programs:

Development staff will recommend named programs to the Library Director. Such recognition may be brought to the GAC for their approval from time to time, but only under exceptional circumstances.

3) Annual Fund Recognition

In order to recognize and grow the ongoing operating support of the Library on an annual basis, gifts to the Library Improvement Fund annual appeal will be recognized on the Library's website and annual donor roll.

4) Soft Credit and Matching Gifts

The Library acknowledges matching gifts by providing “soft” credit for gifts. Soft credit enables the Library to acknowledge these donors’ efforts without compromising the Library’s legal obligation to record the gift according to IRS regulations. Soft crediting also allows donors to advance in cumulative giving categories. For example, family members may request to be credited as a family at the appropriate giving level.

5) Endowed Funds

Endowment gifts may be used to establish a new endowment fund or may be added to an existing endowment fund. When establishing an endowed fund, a formal Gift Agreement will be used to specify the name of the donor(s) and the amount of the gift, the name of the fund, and the donor’s purpose for use of the earnings. Should the donor wish to designate an endowment gift for a specific purpose, the donor will be asked to describe that purpose as broadly as possible (e.g. “in support of literacy programs”) and avoid detailed limitations and restrictions.

Gifts to establish a named endowment fund for specific purposes must meet the minimum dollar requirement of \$15,000 as established by the Library, either with an outright gift or a pledge to be fulfilled over a reasonable amount of time. The donor, the donor’s family or friends, or members of the public may make additional gifts to any named endowment once established.

6) Recognition for Planned Gifts

Membership in the Library Legacy Society is conferred when a donor notifies the Library of a bequest intention or makes a planned gift during his or her lifetime.

Revocable planned gifts cannot be used for naming opportunities. However, revocable planned gifts will be recognized on the Library Legacy Society listing.

Irrevocable planned gifts may be considered for name recognition. The Gift Acceptance Committee will ensure that the estimated remainder amount of these gifts satisfies the present value of the gift amount that is required by the Library for such name recognition.

7) Special Campaigns

From time to time, the Library may conduct special fundraising appeals or campaigns. Any such campaign will be conducted in accordance with this policy. Separate recognition protocols (such as giving levels) may also be developed.