

## Donor Recognition Policy

At the discretion of the Library Trustees, donors to the Goodnow Library may be recognized by the Library's Board of Trustees for their financial contributions or exceptional achievement that benefit the programs, projects, and services.

### Naming and Name Recognition

The naming or name recognition of library facilities, rooms, special use areas, specialized collections and endowments is set forth in this policy to insure that such recognition is consistent with the mission of the Goodnow Library and its reputation as a public entity. The Goodnow Library Board of Trustees shall evaluate proposals for naming and name recognition for those persons, foundations or corporations that have had a positive impact on the library through philanthropic contributions or through exceptional achievement in service to the library and the profession of public librarianship.

Naming rights or name recognition will normally not extend beyond the useful life of the room or area. (Generally, the library trustees will grant naming rights or name recognition for benefactors only when the trustees expect the room or area will exist for at least five years.) Absent an explicit agreement to the contrary, naming rights will remain in place for a period of no longer than twenty-five (25) years. In the event the room or building is significantly altered in a timeframe that is less than 75% of the agreed upon time when the gift was made, the Goodnow Library Board of Trustees will find an appropriate means of acknowledging the underlying philanthropy whenever possible.

If, in the judgment of the Trustees, a person or entity for whom space has been named engages in activities that are in conflict with the library's mission and values, or is involved in disreputable or criminal activities that would bring dishonor and embarrassment to the Goodnow Library, the naming or name recognition of a library facility, room, special use area, or specialized collection, the Trustees shall have the discretion to cease the use of the name.

### Definitions

- **Financial Contributions:** For the purposes of this policy, this includes all cash, securities, and "gifts-in-kind" contributions for the benefit of the Goodnow Library. Contributions of securities will be liquidated upon receipt and the donor will be acknowledged for the cash value at the time the securities are sold. Philanthropic gifts may be made to the library through the Goodnow Library Foundation
- **Endowment:** A permanently secured fund, in which the principal remains intact, to which an annualized portion may be distributed for library programs, services, furnishings, or collection development.
- **Room & Special Use Areas:** A Room is a defined area of the library, such as a meeting room, office, or any room that is partitioned from other sections of the building. A Special Use Area is an unenclosed area within the library building that has a distinct and identifiable purpose.
- **Naming:** Refers to titling a facility, room, special use area, specialized collection, or a special purpose endowment. The naming shall be considered either by philanthropy or as an honorific. The name of the individual, foundation or corporate entity shall preface the title

of the room (e.g. Atkinson Wing) and shall be used in signage as well as references to the entity in publicity materials and other library documents. **Name recognition** acknowledges a substantial philanthropic contribution for a facility, room, special use area, or specialized collection with a conspicuously placed plaque.

- **Plaques:** All plaques shall be of standard size, materials, and appearance. Standard inscription shall be: “(Room Name) made possible by a generous contribution from (Donor Name).” The cost of producing and installing plaques shall be funded by the donation. Plaques shall not be affixed to furniture; exceptions may be made for outdoor plaques which may be placed at the trustees’ discretion.

### **Signs (permanent and temporary):**

- Occasionally a sign other than a plaque may be an appropriate way to recognize a donor. In that instance, the library trustees will make a determination about the size, appearance and amount required to qualify for a sign on a case-by-case basis. In making their decision, the trustees will take into consideration the requirements for plaques as described in the Donor Recognition Policy. Signage may not be affixed to furniture, except in the case of outdoor signs. No permanent signs are allowed without the approval of the Trustees. Temporary signs require approval of the Library Director.

### **Recognition of Donor Contributions**

All financial contributions shall be acknowledged in writing as soon as possible upon receipt of the contribution. Such correspondence shall include proper tax information. In the case of a memorial or gift contribution, an acknowledgement shall be sent to the honoree or the family of a memorialized person, if applicable.

Unless the donor specifies anonymity, donors may be acknowledged by any of the following means: donor wall, annual reports, newsletter listings, online promotions, and/or special media advertising. Decisions to accept anonymous gifts must be made by the Trustees.

### **Guidelines for Naming and Name Recognition of Philanthropic Contribution**

#### Endowment Funds

The Goodnow Library Trustees will determine the minimum required for consideration for a named endowment. A named endowment may be requested by the donor or proposed by the library board with permission of the person or corporation to be named. The request shall be evaluated by the library board for approval.

#### Named Rooms and Special Use Areas

In general, only rooms or designated special use areas shall be named for an individual, family, foundation, or corporation. The amount required for the naming of such a space shall be determined at the time of the project by the Goodnow Library Board of Trustees.

Signage for named spaces shall be prominent and readily identifiable. Lettering shall be scaled appropriately to the aesthetics of the room or area so named. All references to the named area in

promotional materials, directional signage, and library documents shall include the name of the individual, family, foundation, or corporation.

### Plaque and Sign Recognition

Donors to public, non-public rooms, or areas inappropriate for naming may be recognized by a conspicuously displayed plaque or sign at or near the area.

The cost shall generally be less than a named or titled room and that amount shall be determined at the time of the project by the Goodnow Library Board of Trustees. Name recognition may be the name of an individual, family, foundation or corporation making the contribution.

Plaques or signs shall be of standard size and appearance throughout the library building and on the library grounds. (See Donor Recognition Guidelines)

### **Guidelines for Honorific Naming**

All naming opportunities, except that of naming the library building or the entity known as Goodnow Library, may be afforded to individuals who have given extraordinary service to Goodnow Library, the public library profession, or the Town of Sudbury. The individual must have left the service of the library, either in the capacity of employee, volunteer, supporter, or trustee, for a period of no less than one year unless otherwise excepted by a library board resolution. The library board has final authority for such naming.

### **Guidelines for Corporate Naming and Name Recognition**

#### Eligibility

Corporations that are compatible with the library's mission and purpose and, in the opinion of the Goodnow Library Board of Trustees, reflect a positive influence on the library and Town of Sudbury may be eligible for naming or name recognition for all naming opportunities, except for the naming of the library building.

Such corporations must have a high ethical standard of business practice, as determined at the sole discretion of the library board.

#### Corporate Name Recognition

All signage and plaques for corporate name recognition will follow the same standards as signs and plaques for individuals, families, and foundations. Corporate logos will be excluded from such signs and plaques to avoid appearance of commercial influence.

### **Naming Agreements between Donor and Library Board**

All agreements for naming through philanthropic gifts shall be documented in a Memorandum of Agreement (MOA) between the donor and library board. MOAs shall detail the terms of the agreement in accordance with the terms of the naming policy and any conditions mutually agreed upon by the donor and the library board.

In the case of pledged donations or deferred gifts, the naming agreement may take effect with the first payment. In the case of failure of the donor to uphold the agreement, the library board may withdraw the naming commitment. The library board shall notify the donor regarding the consideration to withdraw the name and provide a reasonable time, as determined at the sole discretion of the library board, to correct the deficiency. In the event of removal of the naming, funds already collected shall not be returned to the donor

The Goodnow Library  
Memorandum of Agreement (MOA) for Naming Rights  
For The  
[insert name here] Room

In recognition of the vital role played by the Goodnow Library in the Town of Sudbury, the undersigned intends to establish by a gift of \$[insert amount of gift commitment here], payable over up to [insert number here] years, as a Naming opportunity to be known as

The [insert name here].

It is the donor’s wish that the room or area located [insert with room description] be named The [insert].

The Naming Right is subject to the Goodnow Library Donor Recognition Policy, a copy of which the donor hereby acknowledges having received.

The donor acknowledges that the format of the Naming Right is as follows: [insert typeface and type size.]

This Naming Right will remain in place for a minimum of twenty-five (25) years. The Naming Right will not remain in place beyond the useful life of the room. If, as a result of changed conditions in the future, the life of the room does not exceed [insert] years, the Goodnow Library Trustees will determine each time where the Naming Right is to be placed.

The Goodnow Library Board of Trustees and donors named in this agreement acknowledge this gift and the terms stated within by the signature of their duly authorized representative on duplicate copies of this agreement.

Goodnow Library

\_\_\_\_\_  
Printed Name of Donor

\_\_\_\_\_  
Acknowledgment by the Chair  
of the Goodnow Library  
Trustees

\_\_\_\_\_  
Signature of Donor

Date \_\_\_\_\_

Date \_\_\_\_\_

The Goodnow Library  
Memorandum of Agreement (MOA) for a Plaque  
For The  
[insert name here] Room

In recognition of the vital role played by the Goodnow Library in the Town of Sudbury, the undersigned intends to establish by a gift of \$[insert amount of gift commitment here], payable over up to [insert number here] years, for a Plaque to read as follows:

The [insert description here].

It is the donor’s wish that the room or area where the Plaque is located is [insert with room description].

The Plaque is subject to the Goodnow Library Donor Recognition Policy, a copy of which the donor hereby acknowledges having received.

The donor acknowledges that the format of the Plaque is as follows: [insert dimensions, material, typeface, type size and any markings such as lines or symbols].

This Plaque will remain in place for a period of no longer than twenty-five (25) years. The Plaque will not remain in place beyond the useful life of the room. If, as a result of changed conditions in the future, the life of the room does not exceed [insert] years, the Goodnow Library Trustees will determine each time where the Plaque is to be placed.

The Goodnow Library Board of Trustees and donors named in this agreement acknowledge this gift and the terms stated within by the signature of their duly authorized representative on duplicate copies of this agreement.

Goodnow Library

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Printed Name of Donor

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Acknowledgment by the Chair  
of the Goodnow Library  
Trustees

\_\_\_\_\_  
Signature of Donor

Date \_\_\_\_\_

Date \_\_\_\_\_