

# **Donor Recognition Policy**

Donor recognition is a crucial component of fundraising. Through proper recognition, the Wells County 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 Wells County 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 library director is responsible for all donor recognition and for the consistent implementation of these policies.

## **Purpose**

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.

## **General Recognition Practices**

- The library will maintain a donor database.
- Donors receive prompt acknowledgement of their gifts.
- Donors are informed of the destination and intended use of their gifts.
- Donors are recognized in the manner set forth by this policy.
- When appropriate, donors receive meaningful information about the impact of their gifts.
- Recognition policies apply to gifts or pledges received or committed from individuals, groups, businesses, service clubs, and organizations.
- The Friends of the Library is recognized in the same way as the groups mentioned above.
- 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 Wells County Public Library's gift acceptance policy qualify for recognition.
- 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.

## Annual Giving

- Recognition is in proportion to the value of the contribution, whether the gift is unrestricted or designated for a particular purpose.
- The library will recognize cumulative giving by its donors. Counting the cumulative gifts removes a certain unfairness whereby a large one-time gift gets ~~recognizes~~ **recognized** while an equivalent amount contributed over a longer time period does not. All gifts are counted and included regardless of their purpose.
- Benefactors of endowment gifts to the library or the library's endowment fund at the Wells County Foundation are also recognized at the level of their gift.
- Gifts in kind are recognized separately from monetary gifts except in instances where the fair market value of the in-kind gift is clearly established by a receipt of appraisal provided by the donor. In those instances, the gift is recognized at its fair market value.
- Program or event sponsorship is recognized on the sponsorship amount less any sponsor benefit and is determined on a case-by-case basis.

## Donor Recognition

- The library maintains a physical donor recognition with established levels at each facility. Presently the main library has a donor wall and the branch has a donor plaque with the following levels indicated: patrons (\$100-\$499), donors (\$500-\$999), major donors (\$1000-\$4999), and benefactors (\$5000 up). These definitions may change as giving standards change.
- Dollar amounts and dates do not appear on the wall/plaque. The visual appearance, size, or positioning will convey the different gift levels attained by the donor.
- The name plate format is consistent in wording length, font style, and size. Plates name the donor or memorialize/honor an individual, individuals, or an entity, as desired by a donor and approved by the library.
- Donations to a particular facility or its programs are recognized at that building.
- When donors graduate from one giving level to another, they receive acknowledgment from the director and the appropriate change is made on the donor wall/plaque.
- The library will acknowledge changes in the names of businesses and organization when new plates are needed.
- If a business changes ownership or partnership and the name of the business includes the owners' or partners' names, future gifts will be treated as a new donor and recognized separately.

- Plates may be added/updated twice a year in April during National Library Week and October during National Friends of the Library Week.
- 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 plate for recognition is feasible and appropriate.

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 Library Board on a case-by-case basis.