

Ames Public Library Policy
Section: Administration
Subject: Donor Recognition/Naming and
Name Recognition Policy

Board of Trustees
Approved: 03/11
Reviewed: 08/11
Revised: 08/11

Purpose

Donor Recognition

Donors to either Ames Public Library or Ames Public Library Friends Foundation may be recognized for their financial contributions that benefit the programs, projects, and services of the Ames Public Library.

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 naming is consistent with the mission of Ames Public Library and its reputation as a public entity. The Board of Trustees of Ames Public Library shall evaluate proposals for naming and name recognition for those persons or corporations that have had a positive impact on the library through philanthropic contributions or through exceptional achievement in service to Ames Public Library and the profession of public librarianship.

Definitions

- Financial Contributions: For the purposes of this policy, this includes all cash contributions for the benefit of Ames Public Library. Contributions of securities will be liquidated upon receipt and the donor will be acknowledged for the cash value at the time the donation is made.
- Endowment: A permanently secured fund, in which the principal remains intact, to which an annualized portion may be distributed for library programs, services, or collection development.
- Name recognition: Acknowledges a substantial philanthropic contribution for a building or facility, room, special use area, or specialized collection with a conspicuously placed placard. Placards shall be of standard size and appearance. Standard inscription shall be: “(Room Name) made possible by a generous contribution from (Donor Name).”
- Naming: Refers to titling a building or 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 or corporate entity shall preface the title of the room (e.g. “John Smith Meeting Room; Jane Jones Endowment for Youth Services) and shall be used in signage as well as references to the entity in publicity materials and other library documents.
- Philanthropic gift: A monetary gift or donation to Ames Public Library or its affiliated organization, the Ames Public Library Friends Foundation.
- Room: A defined area of the library, such as a meeting room, office, or any room that is partitioned from other sections of the building.
- Special Use Area: Any area within the library building that has a distinct and identifiable purpose, such as the APL Zone or Youth Services Section.

Recognition of Donor Contributions

All financial contributions shall be acknowledged by letter or note card 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, and/or special media advertising.

Guidelines for Naming and Name Recognition of Philanthropic Contributions

Endowment Funds

A minimum of \$25,000 is required for library board 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 meeting rooms and designated special use areas shall be named for an individual, family, or corporation. The naming of such a space generally requires a contribution of a percentage of the cost of the area in proportion to the total cost of the facility or the project for the facility. The proportion shall be determined at the time of the project by the Ames Public Library Board of Trustees.

Signage for named spaces shall be prominent and readily identifiable. Lettering shall be scaled appropriate to the aesthetics of the room or area so named. A placard shall be featured in such space as well. All references to the named area in promotional materials, directional signage, and library documents shall include the name of the individual, family, or corporation.

Name Recognition

Name recognition for a non-public room, the bookmobile, or area inappropriate for naming, may recognize a donor by a conspicuously displayed placard. Name recognition may be the name of an individual, family, or corporation making a contribution in proportion to the total cost of the facility. The proportional 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 Ames Public Library Board of Trustees.

Placards shall be of standard size and appearance throughout the library building.

Library Building

As determined at the sole discretion of the library board, the naming of the library building may be considered in the event of an extraordinary contribution for a library building project. The entity known as Ames Public Library shall not be subject to naming, but the building housing the library may be so named. Such naming shall only be considered for an individual or family.

Guidelines for Honorific Naming

All naming opportunities, except that of naming the library building or the entity known as Ames Public Library, may be afforded to individuals who have given extraordinary service to Ames Public Library, the public library profession, and the City of Ames. 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 Board of Trustees, reflect a positive influence on the library and City of Ames 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 placards for corporate name recognition will follow the same standards as signs and placards for individuals. Corporate logos will be excluded from such signs and placards to avoid appearance of commercial influence.

Duration of Removal of Naming or Name Recognition

As determined at the sole discretion of the board of trustees, the naming or name recognition of a library facility, room, special use area, or specialized collection, shall end under the following circumstances:

- A building, room, or special use area, collection is to be demolished.
- A building, room, or special use area changes function to the extent that the purpose for the naming or name recognition is no longer relevant.
- If the individual or corporation is engaged 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 Ames Public Library.

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.