



## **Named Gift Policy**

### **PURPOSE**

This policy serves as guidelines for donors who wish to honor persons or entities with their contributions to the Aram Public Library capital campaign.

### **DEFINITIONS**

Those parts of the Aram Public Library expansion project available for naming shall be collectively referred to as “Named Gifts.” Named gift opportunities include such things as designated rooms and spaces as well as items features within those places

### **POLICY**

#### **1. Authority**

Authority for approving all Named Gifts rests with the Aram Public Library Board of Trustees on the recommendation of the Library Director and with input from the City of Delavan.

#### **2. Requirements for Named Gifts**

- a. No commitment for named gifts shall be made prior to approval of the proposed gift by the Aram Library Board of Trustees at the recommendation of the library director.
- b. Each proposal for a named gift shall be considered on its merits with due attention given to both the long-term and short-term appropriateness of the proposed named gift.
- c. In reviewing a request for a named gift, consideration shall be given to:
  - i. the significance of the proposed gift as it relates to the realization and/or success of the expansion project
  - ii. the urgency of need for project funds
  - iii. the eminence, reputation, contributions and/or service of the individual or entity whose name is proposed
  - iv. the relationship of the individual or entity to the library
- d. The gift must constitute a significant portion of the total cost of the item to be named. Specifically, the gift shall either: (1) fund the total cost of the item to be named or (2) provide a substantial portion of the total cost. The gift amount required to qualify for specific named gifts is given a separate *List of Named Gift Opportunities*. This is available to potential donors and is updated periodically.
- e. The donor must agree to pay a minimum of 50% of their gift within three years from the date their gift commitment is made. The balance, if any, must be paid within the following two years. Pledges exceeding five years must be approved by the Aram Public Library Board

of Trustees at the recommendation of the Library Director.

- f. A named gift conferred in recognition of a pledge is contingent on fulfillment of that pledge and will be approved on that condition.

Should a named gift be conferred in exchange for a pledge and should that pledge go unfulfilled in accordance with the agreed-upon pledge payment schedule, Aram Public Library reserves the right to cancel the named gift and remove any existing acknowledgements or signage already in place related to the promised named gift.

However, in the event that there are named gifts available at the level of the total of campaign pledge payments actually received, Aram Public Library may offer those alternate named gift opportunities to the donor. If no named gifts are available, Aram Public Library will attempt to publically acknowledge the donor's gift in another suitable fashion.

### **FORMS OF RECOGNITION**

Unless a donor wishes to remain anonymous, donors shall be recognized as follows:

1. All donors of gifts of any size will be publicly recognized at the completion of the campaign. Such recognition may be through news releases, social media platforms, Library newsletters, websites, temporary on-site signage or other means.
2. Donors of campaign gifts of \$2,500 or more will be permanently recognized by name on a donor recognition panel.
3. To avoid any appearance of commercial influence or conflict of interest, due diligence will be taken before approving a major named gift that involves the name of a business, corporation, or political, religious, or other organization.

### **DURATION**

1. Named gifts may be time-limited at the discretion of Aram Public Library or the Donor. The time limitation may be a specifically stated number of years or based on the functional lifespan of the named entity. The normal time limit for these named gifts is the functional lifespan of the named entity.
2. When a facility named in recognition of a donor reaches the end of its useful life and needs to be replaced, substantially renovated, demolished, or relocated then that action effectively ends the named gift. In such a case
  - a. The Library will make every attempt to contact the Donor or Donor representative to inform them of the pending changes.
  - b. Plaques and other commemorative items may be preserved to be presented to the Donor or Donor representative or maintained by Aram Library as appropriate. The Library will make efforts to continue to recognize the original donor and/or name in some form.
3. If at any time following the approval of a named gift, extraordinary circumstances develop so that the continued use of that name may substantially compromise the public trust, Aram Public Library reserves the exclusive right to discontinue use of the donor's name in association with the organization.

In this case, any funds received for the named gift are no longer the property of the donor. It is then considered to be owned by the public interest. Therefore, the donation (partial or full) would not be returned.

## **DOCUMENTATION**

Written notice of a donor's request for a named gift should accompany their written gift commitment. A properly completed campaign pledge form shall suffice as will other written notice from the donor.

In exchange for a verbal gift commitment, which will be followed by a written gift commitment within a reasonable period of time, the Aram Public Library Board, at its sole discretion, may "Reserve" a named gift opportunity. If the verbal gift commitment is not followed by a written gift commitment in a timely manner, the Aram Public Library Board reserves the right to release the reserved named gift and make it available to other donors after notifying the initial interested party.

## **AVAILABILITY**

A donor's request for a named gift is subject to availability and named gifts will be granted to donors on a first come, first served basis. However, if all named gift opportunities at the level of the donor's gift are taken, the donor may elect any combination of available lower level named gifts whose sum total do not exceed the total dollar amount of their gift commitment.

## **EXCEPTIONS**

1. Some potential donors may have specific ideas for commemorating their gift that are not consistent with this Policy. Requests for exceptions to this policy are discouraged. However, if the gift is sufficient enough and the recognition the donor is requesting would not generally compromise the integrity of this policy or Aram Public Library or their standing in the community or with its constituents (including past donors), the Aram Public Library Board may elect to entertain the exception. The Aram Board of Trustees reserves the right to consider donor history, volunteer history, donor capacity, or other circumstances.
2. Before approving any such exception, Aram Public Library is required to inform other donors who have made gifts of the same size or greater than the exception gift being considered. It would be the intent of the Board of Trustees, though not a requirement, to seek the consent of those donors before approving the exception.

## **RELATED POLICIES**

GIFT ACCEPTANCE POLICY – Aram Public Library

### **For more information, contact:**

Michelle Carter, Director

Aram Public Library

404 E. Walworth Avenue | Delavan, WI 53115

262-728-3111 | [director@aramlibrary.org](mailto:director@aramlibrary.org)