

Donor recognition is a crucial component of fundraising. Through proper recognition, the Gloversville Public Library can acknowledge financial support in a consistent and meaningful way. The Library encourages cash gifts, gifts of securities and securities transfers, matching gifts, memorials and tributes, bequests, charitable gift annuities, and charitable remainder trusts.

The Library and Gloversville Library Foundation acknowledge that gifts made to the Foundation are given for the benefit of the Library and agree that recognition will adhere to this Library policy. While the Friends of the Gloversville Public Library also receive gifts for the ultimate benefit of the Library, the Friends provide their own acknowledgement to their donors.

Visible and tangible recognition of gifts allows the Gloversville Public Library to recognize its most generous donors and provides examples of generosity for others to emulate. The Library will, however, respect and abide by a donor's wish to remain anonymous.

The Library Director and designees are responsible for all donor recognition and for the consistent implementation of this policy.

### **Donor Recognition Objectives**

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 potential donors

### **General Recognition Practices**

Recognition policies apply to gifts received from individuals, corporations, foundations, and/or selected government entities recognized as a single donor. Gifts from a group of family members will be recognized as a single donor for the combined total of gifts from the individual family members.

Only gifts accepted in accordance with Gloversville Public Library's guidelines (see *Appendix A: Acceptance Guidelines*) will 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, on a case-by-case basis.

### **Donor Recognition Boards**

Donor recognition boards or other recognition vehicles will be created for Historic Gifts, Campaign Gifts, Lifetime Gifts, and general donations and will be placed in a location that will maximize impact visibility. Individual, corporate, foundation, governments and other benefactors will be recognized on the donor recognition boards according to the level of their respective support.

The Library reserves the right to maintain, replace, relocate, or remove any donor recognition plaque or other form of donor recognition at its discretion, unless explicitly restricted in the terms of the gift and agreed to by the Board of Trustees at the time the gift is made. Reasons for such action may include, but are not limited to: donations that are not honored, the expiration of agreed upon terms, the need for future funding campaigns, or if the Board of Trustees determines that continued association with the donor does not support the mission or image of the Library.

## Appendix A: Acceptance Guidelines

These guidelines apply to monetary gifts. For more information about donation of books and other items see the *Donations Policy*. Monetary gifts may be made in the forms of cash, checks, and securities payable and/or transferable to the Gloversville Library Foundation, Inc.

### Definitions

**Historic Gifts:** Fall within the first 100 years of the Library's history, 1880-1980

**Campaign Gifts:** Refer to specific fundraising efforts and recognition will be defined at the beginning of each campaign.

**Lifetime Gifts:** Lifetime gifts recognize a special devotion to the Library on the behalf of the donor and are meant to honor long term dedication. Lifetime gifts will be acknowledged when the giving has occurred a minimum of five (5) times and the total of the gifts has reached the \$10,000 threshold. This recognition is independent of campaign recognition.

**General donations:** General donations are an important part of the Library's annual operating budget and help fund programs and services. They are often in memory or in honor of a loved one who valued the Library. Donors who give over \$5,000 will be given permanent recognition. Donors who give under \$5,000 will be personally thanked.

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