

EASTERN SHORE PUBLIC LIBRARY

DONOR RECOGNITION POLICY

Purpose

The Eastern Shore Public Library (the “**ESPL**”) acknowledges with gratitude the generosity of its donors, past and present. To ensure appropriate recognition of donors, especially in the future, the ESPL Board of Trustees (the “**Trustees**”), in cooperation with the Eastern Shore Public Library Foundation (the “**Foundation**”), have approved the following donor recognition policies:

General Donor Recognition Policies

- 1. Ongoing/Annual Donor Recognition:** ESPL will provide for ongoing recognition of donors in the form of an annual report honor roll, periodic special communications, print pieces, donor features in media releases (with the donor’s permission), or in such other manner as the Trustees may approve from time to time.
- 2. Central Donor Recognition:** ESPL will provide a central physical space for recognizing donors who have made annual or special gifts at levels established from time to time by the Trustees, in consultation with the Foundation.
- 3. Ongoing Program Sponsorship:** On an ongoing basis, ESPL will recognize sponsors of programs, collections, special events or other resources in such manner as the Trustees may determine.

Naming and Commemorative Options

- 1. Responsibility:** The Trustees, in consultation with the Foundation, shall approve naming and commemorative options (an “**Option**”) including physical spaces (library buildings, rooms, and spaces within and outside the library), collections, programs and funds. The Trustees will work collaboratively with the Foundation to establish the donation amounts required for each Option, promote and secure donors for the Options, and work with the donor to determine the wording on the donor panel.

Naming and commemorative options at the library in Parksley must also comply with the Accomack County Naming Policy as long as the County owns the property. Applicable options must be approved by the ESPL Board of Trustees before being submitted to the County for approval.

- 2. Selection of Option:** When donors make a gift or make a pledge, they may select an Option in recognition of their gift or to commemorate or honor others. The selected Option will not be available to others unless a pledge is not honored. The person to be honored or memorialized by the gift will be mutually agreed upon by the Trustees and the donor.
- 3. Combined Donors:** One, two or three donors may elect to make a joint gift for a single Option. A donor may be an individual, a family or group of relatives, a civic group, a business or other group.
- 4. Grandfathering:** Buildings, rooms, areas or other tangibles currently bearing a name approved by the Trustees prior to the adoption of these policies shall be reviewed and honored appropriately.
- 5. Duration:** The duration of an Option shall be as follows:

A building shall be named for the life of the building.

A room or area shall be named until the building is renovated or for the life of the building, whichever comes first.

A tangible item shall be named for the life of that item.

A fund shall be named for the life of the activity it funds, or, if an endowment fund, in perpetuity.

- 6. Identification:** Named buildings, areas or items will be identified by an appropriate sign or plaque following guidelines provided by the Trustees. Named funds will be identified formally in print, and their use and impact will be communicated annually.

Special Fundraising Efforts and Campaigns

A special fundraising effort or campaign (a “**Campaign**”) means the raising of more significant funds than ordinarily required for maintenance, renovation, programs, collections, endowments, staffing and operations, as determined by the Trustees. In a Campaign, contributions and pledges will be solicited and secured through the Foundation, upon the request of the Trustees. Funds will be deposited by the Foundation in a pass-through account and shall be designated for the Campaign. The purpose of the pass-through account is to permit the Foundation to make immediate distribution of the funds, or to invest the funds if time permits.

Endowment Funds

The Trustees will work with the Foundation to establish a general endowment fund for the ESPL, to be used to maintain facilities, and to finance improved library services, collections, and programs in perpetuity. Donors may contribute to this general endowment fund, and will also have options to name additional general or restricted endowment funds at levels established by the Trustees from time to time. Donors may also contribute to other previously established general or restricted endowment funds.

The purpose of an endowment fund is to ensure that a donor’s gift to the ESPL provides revenue and support forever. The principal of the ESPL endowment funds will never be spent but will be invested and used in accordance with policies developed by the Trustees.

Adopted by ESPL Board of Trustees, December 5, 2012.

Revised and Approved by ESPL Board of Trustees, September 8, 2020