

Fergus Falls Public Library

Donor Recognition/Naming Policy

Approved by the Fergus Falls City Council February 1, 2016

Approved by the Fergus Falls Public Library Board February 8, 2016

Donors who make gifts to the Fergus Falls Public Library, Fergus Falls Public Library Foundation or Friends of the Fergus Falls Public Library may be recognized for their financial contributions.

The donor recognition/naming policy of the Fergus Falls Public Library is as follows:

Purpose:

In order to effectively leverage private resources, to provide the citizens of the Fergus Falls area with the highest quality library services, and to provide citizens, organizations, and businesses with opportunities to participate actively in the growth of the Fergus Falls Public Library, the Fergus Falls Public Library Board has adopted the following policy concerning the granting of naming rights of library facilities:

Policy:

- The Fergus Falls Public Library Board, with the approval of the Fergus Falls City Council, has authority for the naming of library service areas, rooms, spaces, outdoor areas and all library facilities. The naming or name recognition of library facilities, specialized collections and endowments is set forth in this policy to insure that such naming is consistent with the mission of the Fergus Falls Public Library and its reputation as a public entity.
- While the Library Board is grateful for and encourages donations from all individuals, businesses and organizations, the library has the right to decline any gift to the library and/or to reject naming proposals.
- Naming rights will only be granted for monetary as opposed to in-kind donations.
- Naming rights conferred in recognition of a pledge will be approved upon fulfillment of the pledge and is approved on this condition.
- All contract documents must be finalized before the library issues final approval for a naming opportunity.
- The Library Board will approve a list of monetary values assigned to specific naming rights associated with the construction, expansion, or renovation of the library.
- As determined by the 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 Fergus Falls Public Library is not subject to naming but the

building housing the library may be so named. Such naming will only be considered for an individual or family.

- Rooms, areas, outdoor and other library spaces will be named for the function of the area; e.g. the “Children’s Room”, “Fireplace Lounge”, “Outdoor Garden”, or similar designation preceded or followed by the name of an individual, family, corporation, etc. as approved by the Library Board.
- Signage for named spaces will be prominent and readily identifiable, while also being scaled appropriately to the aesthetics of the room or area named and will be uniform in style throughout the library.
- The library reserves the right to demolish, retrofit, add to or maintain the named area.
- A collection may be named by the Library Board in recognition of a donor when the funding is sufficient to create and maintain the collection, and it meets the library’s needs and other criteria.
- Donations made towards the purchase of books, artifacts, art prints, furniture and equipment will be recognized in an appropriate manner; e.g. bookplates, furniture plaques, etc.
- All donors who contribute at a level to be determined by the Library Board to the library capital campaign will be recognized with a name plate or wall plaque in the library building.

Guidelines for Corporate Naming and Name Recognition:

Corporations that are compatible with the library’s mission and purpose and, in the opinion of the Library Board, reflect positively on the library and City of Fergus Falls 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 by the Library Board.

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 the appearance of commercial influence.

Duration of Naming or Name Recognition:

The naming or name recognition of library facilities, collections, etc. will end under the following circumstances unless the Library Board determines otherwise:

- A building, room, special use area, or collection is to be demolished or eliminated.
- 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 or city's mission and values, or is involved in disreputable or criminal activities that would bring dishonor and embarrassment to the Fergus Falls Public Library and City of Fergus Falls.
- The Library may entertain a donor's request to change the original recognition in naming when there has been a change in ownership, changes in business name, or cessation of business. All costs associated with changing from the original name will be paid by the person or business requesting the change.

Procedure:

- The Library Director will review and make recommendations to the Library Board for naming opportunities.
- Proposals for naming rights should be submitted to the Library Director and contain supporting information. If endorsed by the Library Director, the proposal will be forwarded to the Fergus Falls Public Library Board for approval.
- Negotiations for the naming rights for a particular room, area or space may be initiated by the Library Director or a designee of the Capital Campaign Steering Committee.
- No publicity shall be given to the recommendation for naming until it is approved by the Fergus Falls Public Library Board.

**The Fergus Falls Public Library
Agreement for Naming Rights**

For the _____

In recognition of the efforts being made by the Fergus Falls Public Library Board to obtain private funds to develop and improve the Fergus Falls Public Library, the undersigned intends to establish by a gift of (insert the amount of gift commitment), payable over (insert number) years, as a naming opportunity to be known as:

It is the donor's wish that the room located (insert room description) be named (insert name) and marked with an appropriate plaque.

Naming rights will not extend beyond the normal life of the room.

The Fergus Falls Public Library Board and donors named in this agreement acknowledge this gift and the terms stated within by the signature of their duly authorized representative on duplicate copies of this agreement.

Fergus Falls Public Library

Printed Name of Donor

Chair, Fergus Falls Public Library Board

Signature of Donor

Date: _____

Date: _____