



**COUNTY OF SAN LUIS OBISPO
PUBLIC LIBRARIES**

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Donor Recognition and Sponsorship Program Guidelines

It is the policy of the Board of Supervisors to allow new library building projects or major improvements to existing libraries only if at least 50% of the cost of the project is provided by the community in which the facility is located. These guidelines establish standards, procedures, and criteria for the installation of donated features and the recognition of donors in properties managed by the County of San Luis Obispo Public Libraries ("Library"). The donor Recognition Program is designed to enable the Foundation for San Luis Obispo Public Libraries, the Friends of the Library, community groups, and other donors to support the Library.

It is the policy of the Library to offer an incentive to prospective donors and sponsors by providing suitable acknowledgement of their contributions. Recognition shall fully respect the purpose and values of the Library to provide equitable access to information for all members of the community. Such recognition shall not detract from the patron's experience or expectation, impair their ability to utilize the library, be perceived as advertising or commercializing the Library experience, or create a feeling of proprietary interest.

The following principles form the basis for these guidelines:

- Donations, gifts, and memorials for libraries should be relevant to the purpose and mission of the library.
- Any donor's wishes for anonymity shall be respected.
- Recognition of corporate donations or sponsorships must not in any way suggest the endorsement of the Library, nor give the impression to library patrons of advertising, commercialization or solicitation, or of a proprietary interest in the library.
- Except with the concurrence of Library Administration, advertising promotions or corporate slogans shall not be permitted.
- Temporary or permanent recognition shall be subordinate in all cases to the character of the library through use of appropriate sizing and good taste.
- Recognition shall not interfere with library operations or patron use.
- Libraries should be named for the community that they serve, and any naming within a facility should be subordinate to names that describe the functional area.

Forms of recognition

1. Off-site recognition

Whenever possible it is the preference of the Library to recognize donors directly for their contributions. These direct recognitions can include any or all the following:

- Thank-you letters
- Public recognition through press releases
- Notice posted to Library social media accounts

- Media events such as photo opportunities, ribbon cuttings, and ground breakings
- Commemorative Items given to the donor
- Mementos given to the donor
- Mention in the Library Newsletter

2. On-site recognition

In the case of a major donation or ongoing sponsorship programs it may be suitable to place some form of on-site recognition at a library facility. All on-site recognition must be approved by Library Administration. All forms of recognition and naming within a library shall be subject to the limitation on the duration of naming privileges discussed below. Some examples of on-site recognition include:

- Donor Database
- Credit lines posted to the Library website
- Temporary signs posted during a project such as construction
- Credit lines in print materials
- Recognition walls
- Plaques hung at a library
- Sponsorship programs
- Other Publications

3. Naming Library Facilities and Sites

Simply having made a significant monetary or other type of donation to a library does not necessarily meet the test of compelling justification to associate the name of a donor with a Library facility. As libraries are public places owned by the people and serving an entire community, the naming of the building should represent that community. For these reasons, commemoration of donors through the naming of facilities should be avoided and discouraged.

Library Spaces – With the approval of Library Administration, rooms within a structure or designated functional areas (e.g. Children’s Area, Teen Space) may be named in recognition of a donor that makes a significant contribution to a building project. Names considered for a library space should not in any way conflict with the mission of the Library or the use of that space. Furthermore, names that are associated with Library spaces are subject to the ethical considerations discussed below.

Facility Features – In an effort to raise funds or acquire library related fixtures and furnishings, a catalog program may be developed which offer, for an established fee (which should include necessary administrative costs), a variety of items such as bookshelves, chairs, tables, and other furnishings that help potential benefactors consider what their donation may acquire on behalf of the Library. Before such a program is established Library Administration will approve content, method of recognition, and scope of the catalog. These catalog programs will be limited in scope to a particular project such as new construction or library renovation.

Procedures

Proposals for naming should be submitted to Library Administration and should contain specific information in support thereof, including any guidelines on how the donated funds are to be used to support the named room or area. If endorsed by Library Administration, the proposal will be forwarded to County of San Luis Obispo Administrative Offices for consultation with Library Administration making the final decision. The Library reserves the right to name rooms in a building, designated plaque or nameplate furnishings and equipment or library collections according to what is best for the function of the Library.

A proposal for naming rooms in a building, furnishings and equipment, or by way of a designated plaque or nameplate in honor of a person will normally be considered when that person is a major benefactor to the Library that merits recognition.

All documents must be finalized before the Library issues final approval for a naming opportunity. No publicity shall be initiated until a contract is in place.

Restricted Gift Funds

A restricted gift fund is the acceptance of any gift that requires the Library to fulfill the donor's prior-stated wishes for the gift's purpose. In instances where the use specified by the donor is unclear, the Library will make every reasonable attempt to determine the restriction. Unless otherwise specified, the Library will designate a portion of all restricted gifts (usually fifteen percent) for the administration and stewardship of the gift. It is the preference of the Library that restricted gift funds are limited only to projects which have a clear and measurable conclusion such as library renovations or building projects, or include sunsets written into the gift. Gifts are used for the highest and greatest need if they are donated without specific restriction or are administered in following with a gift's designated purpose. Any gift restrictions must support the Library's mission and strategic direction.

Duration of Naming Privileges

Recognition markers, naming of facility features, temporary signs, and donor walls should all sunset after a period of 5 years, or the useful life of that equipment or space. Donations of a very significant nature may be worthy of greater recognition periods. The recognition will be reviewed periodically and removed or retained as appropriate. Donors should be sensitively advised that donor walls or boards, or names placed as part of a catalog program are not intended to be kept in perpetuity and could be removed at any time at the sole discretion of the Library, especially given a renovation. The Library reserves the right to alter the purpose of a library space to meet the changing needs of a community. In such case that the purpose of a space that bears the name of a donor is to be changed the Library will advise the donor of the proposed change and inquire as to whether they wish to remain associated with the space functioning with its new purpose. All efforts will be made to find a reasonable accommodation if the purpose of a library space needs to be altered.

Special Privileges

Making a donation or co-sponsoring a special event does not entitle the donor/sponsor to any special privileges. Any requests by such parties shall be subject to the same criteria as a request by any member of the public. Nothing contained herein shall prohibit appropriate donor recognition ceremonies. Donor recognition may include properly used corporate identification but shall not contain the public display of corporate or advertising slogans.

Existing Non-Conforming On-site Recognition

Existing recognition that do not conform to this policy should be considered for phase-out. In the process of bringing the Library into compliance with these guidelines, sensitivity toward donors must be exercised. It is important that the Library maintain commitments and past contractual agreements and recognize that some existing recognitions may have achieved a level of importance of their own. Additionally, care should be taken to avoid damaging community relations for the sake of achieving compliance.

Ethical Considerations

Naming commitments and all major gifts are reflections of the ideals and reputation of the County of San Luis Obispo Public Libraries. Accordingly, each gift and naming commitment should be reviewed carefully for full compliance with applicable laws and ethical principles. This is especially true where there is some direct or indirect business or other continuing relationship between the donor and the County or the Library, its officers or employees.

All requests for recognition will adhere to the mission and values of the Library, including the following:

- Equal and open access to all users of the county to library services and programming;
- Protection of intellectual freedom for all residents

While the Library 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 reject naming proposals. The Library reserves the right to terminate or alter a naming designation under unusual or extraordinary circumstances.

Future Revisions

This policy will be revised by the Library to conform to any future County Board of Supervisors policy or County-wide recognition policy.

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