

CARROLL PUBLIC LIBRARY LIBRARY PHILANTHROPIC NAMING POLICY



AUTHORITY

The Library Board of Trustees (Board) is responsible for the naming of all Library buildings and spaces associated with a construction, renovation, or expansion project. The Board will consider commemorative naming proposals for interior and exterior spaces, programs, and collections after an individual, foundation, organization, or corporation in recognition of substantial financial gifts to the Carroll Public Library Foundation (Foundation). Donors making such gifts may choose to memorialize someone other than themselves with the financial gift, subject to the Board’s approval. The Foundation will seek financial contributions commensurate with the honor sought and companionable with the mission of the Library. Naming opportunities need not be cost reflective, rather they would provide prominent recognition of an entity’s service or generosity to the Library.

CRITERIA FOR NAMING BUILDINGS, INTERIOR/EXTERIOR SPACES, AND COLLECTIONS

Facilities subject to these guidelines include:

- Library building or major renovations
- Interior spaces or service areas
- Outdoor spaces—gardens, courtyards, walkways, or plazas
- Amenities such as a fireplace, artwork
- Primary or specialty collections

Naming a Library building as a whole will be considered by the Board on a case-by-case basis under extraordinary circumstances. Consideration will be made if a major donor contributes no less than 51% of the total cost of the project or 51% of a major renovation plus endowment support for the Library in an amount approved by the Library Board of Trustees in collaboration with the Library Foundation. Interior and exterior spaces, collections, programs, amenities, and fixtures may be offered to major donors contributing a substantial sum in response to a specific fundraising drive. The Library Director, in collaboration with the Foundation, will develop lists of potential naming opportunities prior to a fundraising campaign, and present such proposal to the Board for advanced approval.

DONOR RECOGNITION VERSUS PROPERTY NAMING

Donations received from individuals, businesses, organizations, etc., for equipping or furnishing a Library area, that do not include the cost of building or renovating the space, can be given recognition through an appropriate plaque or alternative means within or adjacent to the space. This shall not constitute the “naming” of the space. When the equipment or furnishing becomes outdated, dysfunctional, or is retired, the recognition will be withdrawn.

GENERAL GUIDELINES

- All naming recognition must be consistent with the nature and mission of the Library. In this regard, due attention shall be given to both long-term and short-term appropriateness of naming.
- When a proposal involves the use of the name of any person, approval is contingent on the agreement of that person.

- When a proposal involves the use of name of a deceased person, approval is contingent on the agreement of that person's next of kin or estate executor.
- The Board reserves the right to change or remove the recognition should a significant change occur in the circumstances of the donor.

NAMING FORMAT

- The Library Director, in consultation with the Library design team, will be responsible for determining the manner in which the name is recognized (e.g. signage).
- Signage for named spaces or areas within the Library shall be prominent and readily identifiable. Lettering shall be scaled appropriate to the aesthetics of the room or area so named. To the extent practicable, references to the named area in promotional materials, directional signage, and Library documents will include the name of the individual, family, or corporation.
- The Foundation will explain the Library's naming policy to potential donors and work with the donor to determine a suitable display based on policy guidelines. Donors will be required to sign a naming agreement with the Trustees.

DURATION AND CHANGE OF USE

- When a change in the use of a previously named facility occurs because a program moves/ends or space is reassigned or demolished, some form of continuing recognition may be appropriate.
- Property naming rights will remain in place for the useful life of the building or area, not to exceed a period of twenty-five (25) years. Renewal of naming right after twenty-five years will be reviewed and approved by the Board.
- If a previously named facility or property must be replaced or substantially renovated after the twenty-five year period, the Board will consider renewing the naming right either in a space similar or related to the original named area or in the creation of an alternative memorial, in order to preserve the history of commemoration.
- Recognition of all donors is recorded and permanently maintained in Library archival records. Gift agreements related to naming actions will be kept by the Library Director.

PROCEDURE

- As a 501(c)(3) non-profit, the Foundation is responsible for the planning and management of private fundraising drives in support of the Library. If the Foundation wishes to offer naming opportunities as part of a capital campaign, the Foundation will work with the Library Director and Board (or its designee) to identify signature areas for inclusion in the list. Giving levels associated with each naming opportunity will be recommended by the Foundation based on the campaign goal and number of gifts being requested at each giving level.
- The Board will be asked to approve a list of naming opportunities associated with a campaign. Approval will enable the Foundation to offer listed naming opportunities to potential donors at agreed upon giving levels during the course of the campaign.
- In general donors will be recognized based on the agreed upon naming opportunity only after at least 75% of the pledge is fulfilled. Failure to fulfill a pledge in full will nullify the naming agreement.

Adopted 12/16/2019.
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