

Johnson Public Library Gift, Donation and Corporate Sponsorship Policy

The Board of Trustees of the Johnson Public Library believes that the library plays an essential role in the quality of life of our citizens and in this important function, the library should be supported through public funding. However, the Johnson Public Library (JPL) welcomes sponsorship from local business, corporations, families and individuals. The aim of sponsorship is to obtain funding or in-kind support to provide services and equipment that may not otherwise be available.

Approval

All gifts, grants or in-kind support given with special requirements shall be approved by the Board of Trustees.

Authority for Implementation

The library reserves the right to make decisions regarding the implementation of each grant, gift, or offer of in-kind support. Purchasing decisions, including type of equipment, materials, furnishings, and other components of a gift will reside with library management. All details as to design of programs and allocation of resources will also reside with library management.

Guiding Principles

The following principles will guide the Johnson Public Library in the solicitation and acceptance of gifts, grants or support to enhance or develop library programs and services:

- All gifts, grants, programs or other support shall further the library's mission, goals, objectives and priorities. They shall not drive the library's agenda or priorities.
- All gifts, grants, programs or other support shall safeguard equity of access to library services. Sponsorship agreements shall not give unfair advantage to, or cause discrimination against, sectors of the community.
- All gifts, grants, programs or other support shall not violate the principle of intellectual freedom. Sponsors may not direct the selection of collections or require endorsement of products or services.
- All gifts, grants, programs or other support shall not violate the confidentiality of user records. The library will not sell or provide access to library records in exchange for gifts or support.
- All gifts, grants, programs or other support shall leave open the opportunity for other actual or potential donors to have similar opportunities to provide support to the library.

- Gifts of books or other library materials will be accepted in accordance with the terms outlined in the JPL Collection Development Policy.

Recognition and Acknowledgement

The library will ensure that each sponsor receives acknowledgement and to the degree that the donor is willing, public recognition. The following guidelines will be used in providing acknowledgement to and recognition of sponsors:

- A letter of acknowledgement for gifts of money and in-kind support will be sent to all sponsors and a copy will be placed on file.
- Any special recognition agreements will be stipulated in the letter.
- Public acknowledgement of sponsorship in the library's promotional materials may be restricted to a statement of the sponsor's name, display of logo, and /or placement of brochures on the meeting room table. Sponsorship campaigns may include tiered levels of recognition depending on the donation amount. Standards controlling the size, format and location of such acknowledgment will be developed by the public relations specialist or Director to ensure both consistency and quality of appearance. Such acknowledgement will not take precedence or have prominence over the library's own logo or promotional material.
- For gifts and/or sponsorships valued at over \$500, the library may submit a press release to local newspapers and/or publish an article regarding the sponsorship in their own newsletter if the sponsor is willing.
- Acknowledgement of sponsorship may also take the following forms at the library's discretion:
 - Launch of a special program or media campaign to announce the gift.
 - Sponsor's name on promotional materials.
 - Small standardized plaques may be placed on donated furniture or equipment.
 - Library bookplates.
 - In all cases, the type and scope of donor recognition required by the donor will be weighed against the benefit to the library.

Gifts of Artwork or other non-monetary items

All gifts in this category must be approved by the Board of Trustees of the Johnson Public Library. Items will become permanent property of the library. Upon acceptance, the library will give the donor (upon request) a receipt or written acknowledgement for the items donated; however, no dollar amount will be attached to this receipt. The library cannot appraise the value of materials donated.

All gifts received shall be subject to the policies of the Johnson Public Library and shall be used or disposed of at the discretion of the Director and the Board of Trustees utilizing the library's standard operating procedure and criteria.