

Mukwonago Community Library
Naming Rights and Commemorations Policy
Approved June 12, 2025 – Last Reviewed June 12, 2025

The Mukwonago Community Library considers and promotes commemorative philanthropic naming of specific areas, rooms, and items within the Library facility. The Library seeks to recognize persons who have supported the Library's mission through financial contributions or other supportive actions by naming areas in their honor. This policy provides guidelines to recognize individuals, corporations, service groups, or foundations and facilitates the strengthening of strong relationships between the Library and its supporters.

- I. Guidelines for Naming
- II. Exclusions and Restrictions
- III. Revocation of Naming Rights
- IV. Donor Agreements
- V. Recognition Implementation
- VI. Request Procedure
- VII. Naming Opportunities and Donation Levels
- VIII. Historical and Cumulative Donor Recognition

I. Guidelines for Naming

- A. The Library Board of Trustees must approve all recommended names.
- B. Gifts of money, real estate, and/or stock will be accepted if conditions attached to the gift are acceptable to the Library Board of Trustees.
- C. The individual, corporation, service group, or foundation being recognized must have done one of the following:
 - i. Made a financial contribution to the Mukwonago Community Library that meets or exceeds the established donation level for the named space
 - ii. Provided extraordinary service to the Library over a sustained period of at least 10 years, with contributions that have significantly enhanced the Library's mission and service to the community.
- D. The Library Board of Trustees shall retain the right to manage or control all named facilities. This includes, but is not limited to:
 - i. Rearranging furniture, shelving, or equipment
 - ii. Changing the contents, collections, or materials displayed in named areas
 - iii. Modifying the use or purpose of named spaces to meet evolving library needs
 - iv. Making routine updates to technology, furnishings, or décor

- E. An individual, corporation, service group, or foundation may suggest names for at most three (3) areas of the Library. However, unless the Library Board of Trustees determines otherwise, the individual, corporation, service group, or foundation's name may be used only once.
- F. In the event of a substantial building renovation, remodeling, expansion, or redesign, the Library Board reserves the right to demolish, retrofit, add to, or maintain the named area(s) as the Board's property and programmatic needs evolve. However, the Library Director, on behalf of the Library Board of Trustees, shall contact the donor(s) or their designee(s) to determine if the donor (s) / designee(s) would allow the Library Board of Trustees to consider their naming rights to be used in a similar capacity within the Library for the remainder of the original naming period, or to discuss other appropriate recognition.
- G. No signage will be put into place until 100% of the funds are received by the Library and all pledges must be paid within five (5) years from the initial pledge.

II. Exclusions and Restrictions

- A. The Library will not accept naming proposals or gifts from:
 - i. Organizations or individuals whose values conflict with the Library's mission
 - ii. Political organizations for political purposes
 - iii. Religious organizations for religious purposes
 - iv. Entities engaged in activities that could prove detrimental to the Library's public image
 - v. Sources that would constitute a conflict of interest or give the appearance of impropriety
- B. The Library Board reserves the right to decline any gift if the Board determines that acceptance would be contrary to the best interests of the Library.
- C. Names that could be perceived as advertising rather than recognition may be declined at the Board's discretion.
- D. The naming of any Library area does not imply that the named entity has any decision-making authority over Library policies, operations, collections, or programs.

III. Revocation of Naming Rights

- A. The Library Board reserves the right to revoke naming rights under the following conditions:
 - i. Donor or honoree engages in activities that are inconsistent with the Library's mission and values

- ii. Donor fails to fulfill agreed-upon financial commitment
- iii. Continued association with the named entity would significantly damage the Library's reputation
- iv. Information comes to light about the donor or honoree that would have caused the Library to decline the naming opportunity initially

B. The Library Board shall make reasonable efforts to inform the donor or their representatives in advance of any action to revoke naming rights.

C. The final decision regarding revocation rests solely with the Library Board of Trustees and shall be voted on by a majority of Trustees at a Board meeting.

IV. Donor Agreements

- A. All naming arrangements shall be documented in a written agreement between the donor and the Library.
- B. Agreements shall include at minimum:
 - i. The amount and schedule of the donation
 - ii. The specific area to be named
 - iii. The exact name to be used
 - iv. Duration of the naming rights
 - v. Design and placement of recognition signage
 - vi. Conditions under which names may be altered or removed
- C. Agreements must be signed by the donor and the Library Board President or designee before implementation.
- D. Original signed agreements will be maintained by the Library Director and the Library's administrative staff.

V. Recognition Implementation

- A. All recognition signage will:
 - i. Be consistent with the Library's overall interior design and signage program
 - ii. Be appropriately scaled to the space being named
 - iii. Include only the approved name, without additional messages, advertising, or logos (except in cases where the Board has approved a corporate logo)
- B. The Library Director will work with donors on signage wording, with final approval by the Library Board.

- C. In addition to physical signage, recognition may include acknowledgment on the Library website, in publications, and at relevant Library events.

VI. Request Procedure

- A. All requests for naming shall be submitted in writing to the Library Director.
- B. The Library Director will review and recommend naming opportunities to the Library Board during the next Library Board meeting.
- C. The Library Board will vote to approve or deny recommendations.
- D. No publicity shall be given to the recommendation for naming until it is approved by the Library Board.

VII. Naming Opportunities and Donation Levels

- A. Naming rights shall be granted for a specific time period rather than in perpetuity. At the end of the naming period, the donor or their heirs shall have the right of first refusal to continue the naming at the then-current donation level. Any proposed name change must be formally submitted in writing to the Library Board and approved by the Library Board in consultation with the donor(s) or their designee(s).
- B. The Library Board shall establish and periodically review minimum donation levels for naming opportunities based on:
 - i. The prominence and public visibility of the space
 - ii. The size and utility of the area
 - iii. Construction or renovation costs associated with the space
 - iv. Current fundraising goals and community capacity
- C. For each capital campaign or major fundraising initiative, the Library Board shall approve a separate naming opportunities document that:
 - i. Lists available spaces, items, or areas eligible for naming
 - ii. Establishes corresponding donation levels for each opportunity
 - iii. Establishes corresponding duration of naming time period
 - iv. Includes photographs or renderings when possible
 - v. Can be updated as naming opportunities are claimed without requiring policy revisions
- D. When a community member expresses interest in a naming opportunity outside of an active campaign, the Library Director shall:
 - i. Consult the most recently approved naming opportunities list

- ii. For spaces not on the current list, recommend appropriate donation levels based on comparable spaces
- iii. Present the recommendation to the Library Board for approval

E. The Library Director and the administrative staff shall maintain basic records of:

- i. Currently named spaces and their expiration dates
- ii. Available naming opportunities
- iii. Contact information for current donors

VIII. Historical and Cumulative Donor Recognition

- A. The Library acknowledges and honors the contributions of donors from all capital campaigns and major fundraising initiatives throughout its history.
- B. In recognition of their foundational, monumental, and indelible contributions to this Library, portraits of Floyd and Jessie McKenzie as well as of John and Lorraine McAdams will continue to be displayed and remain as permanent fixtures of the Library.
- C. For each major capital campaign, the Library Board shall approve an appropriate collective recognition method (such as, but not limited to, donor walls, digital displays, or commemorative features) that:
 - i. Acknowledges contributors at specified giving levels
 - ii. Complements the architectural and design elements of the facility
 - iii. Can accommodate future campaign recognitions without creating visual clutter
 - iv. Honors the Library's history while allowing for evolution of the space
- D. The Library Director and administrative staff shall maintain an archival record of major donors and their contributions to the Library throughout its history, separate from this policy document.

Adopted by the Board of Trustees of the Mukwonago Community Library on June 12, 2025

Revision History

August 12, 2016	Removed Section C to reflect changes in Bridges policy.
January 5, 2021	Added Section B to clarify procedures.
June 12, 2025	Clarified language throughout. Removed permanent naming opportunities and expanded on Library's rights over declining requests and revocation of naming.

Removed section III Inventory of Currently Named Areas/Items of the Library.

Added section VII Naming Opportunities and Donation Levels

Added section IV Donor Agreements.

Renamed final section to Historical and Cumulative Donor Recognition, updating language regarding recognitions.

Reviewed by Village legal counsel.