AGENDA - MARKETING COMMITTEE MEETING
GLENCOE PUBLIC LIBRARY BOARD OF TRUSTEES
TUESDAY, DECEMBER 17, 2019 - 8:30 AM
HAMIL CONFERENCE ROOM, 320 PARK AVE., GLENCOE, IL 60022

1) CALL TO ORDER
2) ROLL CALL
3) ADDITIONS TO THE AGENDA
4) PUBLIC COMMENT
5) NEW BUSINESS
   a. Gift Policy draft and related draft documents as presented by Millennia Consulting (ACTION)
   b. Patron interviews for website redesign project
   c. Discussion of potential Marketing Committee projects
6) ADJOURNMENT

The Glencoe Public Library is subject to the requirements of the Americans with Disabilities Act of 1990. Individuals with disabilities who plan to attend any meetings of the Library Board and who require certain accommodations in order to allow them to observe and/or participate in this meeting; or who have questions regarding the accessibility of these meetings or the facility are requested to contact Andrew Kim at (847) 835-5056 promptly to allow the Library to make reasonable accommodations for those persons.
Memorandum

To: Marketing Committee
From: Andy Kim, Executive Director
Date: December 13, 2019
Re: Gift Policy draft and related draft documents as presented by Millennia Consulting

Enclosed are the gift policy draft and related draft documents as presented by Millennia Consulting. This is the fourth draft prepared by Jess Ticu, Millennia’s consultant. Ms. Ticu has been working directly with President Doyle and the Executive Director. The supporting forms and documents are in various forms of drafting. It is the recommendation of Ms. Ticu that the Library consider adopting formal documentation for the varied donations that may be presented to the Library.

Regarding the Friends of the Glencoe Public Library, there is no existing agreement in place between the organizations. If the Library Board wishes to pursue fundraising, it would be beneficial to have an agreement of understanding in place with the Friends to ensure that their efforts are not disturbed as the Library pursues its own community appeal.

The goal for the Marketing Committee is to discuss the Millennia drafts, and to provide direction to the Executive Director in order to determine how to proceed with this project.

Sincerely,
Andy Kim
Outline of Glencoe Public Library Fundraising Policy
Draft 4- December 11, 2019

I. Purpose of the Policy
   a. Accepting gifts and donations is an important way for the Glencoe Public Library (GPL) to benefit from the generosity of the community it serves. Financial contributions, donations of books and materials, and other gifts enhance the Library’s mission to enrich the lives of Glencoe residents by providing the Library materials and services needed to meet their informational and recreational interests; to act as a responsive resource for independent, lifelong learning; to encourage use of the Library by patrons of all ages as a vital center of community life; and to support the principles of intellectual freedom.

   b. The Library reserves the right to decline gifts which generate more cost than benefit, or which are restricted in a manner that is not in keeping with the goals of GPL.

   c. The Library’s Board of Directors is responsible for this policy and for setting the funding priorities of the Library. The Board of Directors will review and update this policy periodically and in rare and extreme instances make exceptions to the policy.

   d. GPL encourages donors to seek professional advice prior to making a gift. The Library cannot provide advice directly to a donor because that would pose a conflict of interest.

II. Financial Contributions (Cash, Check, Credit Card)
   a. Unrestricted gifts of cash are deposited in the Library’s General Fund and are used to fund high priority needs such as books, materials, programs and services that are not funded or not fully funded by the operating budget.

   b. Gifts restricted to a particular area, program, collection or service requires the approval of the Executive Director to ensure the gift supports a priority project or need identified in the strategic plan and that the gift does not require additional Library funding.

   c. The Library will maintain a Wish List of funding opportunities. The list will be updated throughout the year and will be posted on the GPL’s website and available in paper form.

Appendix A: Wish List Template

III. Gifts of Securities
   a. The Library accepts gifts of securities traded on the New York or American Stock Exchange in the U.S. The Library or its financial designee will immediately sell these securities and the donor receipted for the sale price.

   b. The Library encourages donors to seek professional financial advice before making a gift of stock and to alert the Library’s Executive Director of a pending gift.

Appendix B: Gifts of Stock Form (transfer details TBD)
IV. Bequests
   a. Bequests are welcomed as a source of enduring support for the Library.
   b. GPL recommends unrestricted bequest as these allow the Library respond to the ever-changing needs of the Library.
   c. Bequests that are restricted to support a specific purpose will be considered if they meet the Library’s mission and needs. The Library encourages donors speak with their financial advisor and Library’s Executive Director to ensure Library can fulfill the donor’s wishes.
   d. If circumstances are such that it is impossible, impracticable, or inadvisable to use a restricted gift for the purpose described in the will or living trust, the Glencoe Public Library reserves the right to use the gift instead for its general purposes. In such a case, GPL would be mindful of the donor’s original charitable intention when selecting an appropriate alternate use.
   e. A bequest intention form can be found on the Library’s website.

Appendix C: Bequest Intention Form

V. Major Gifts (Gifts of $10,000 or more)
   a. All gifts of $10,000 will be documented with a written gift agreement that clearly sets forth the donor’s promise to fulfill the gift, including pledge amounts and due dates.
   b. The agreement will include any specific guidelines and restriction on the use of the gift, recognition (including naming opportunities) and the Library’s reporting and stewardship responsibilities for the gift.
   c. If the gift is pledged over a period of time, the pledge payments will be held in the Library’s bank account until the pledge has been fulfilled. Any interest accrued will be added to the gift total.
   d. The Library will not start any construction, program, service or incur any expenses until the pledge is fulfilled in total.
   e. Gifts that require additional funding or create additional operating costs for the Library will require special consideration and approval from the Board of Trustees.
   f. If, in the opinion of the Board of Trustees, all or part of this gift cannot at some time in the future be usefully or practically applied to the above purposes or if the purpose cannot be achieved because of a future change in law or unforeseeable circumstances, it may be used for any related purpose which in the opinion of the Board of Trustees will most nearly accomplish the donor’s wishes.

Appendix D: Gift Agreement Form

VI. Endowment
   a. In the case that a donor would like to establish an endowed fund for a specific purpose, the Library’s Executive Director and Board will set the endowed
minimum and a gift agreement will document the responsibilities of the donor and the Library.

b. If circumstances are such that it is impossible, impracticable, or inadvisable to use the endowment for the purpose described in the gift agreement, the Glencoe Public Library reserves the right to use the gift instead for its general purposes. In such a case, GPL would be mindful of the donor’s original charitable intention when selecting an appropriate alternate use. This language will be included in any gift agreement.

VII. Special Fundraising Campaigns

a. Periodically the Glencoe Public Library, under the direction of the Board of Trustees, may raise philanthropic funds for special purposes such as capital improvements or program enhancements.

b. The Library will seek fundraising support from the Friends of the Glencoe Public Library for these special campaigns. The Friends will evaluate their participation in a special campaign as it fits with their mission and goals.

c. The Library may partner with other non-profits, businesses, or the Village of Glencoe to actively fundraise.

d. The Library may establish a special subcommittee of the Board, or appoint a special committee, to fundraising on behalf of the Library. A Memorandum of Understanding between the fundraising partners and the Library will define the partnership.

e. All fundraising partners will operate under the direction of the Board of Trustees to ensure coordination of fundraising efforts and consistency of fundraising communication.

VIII. The Friends of Glencoe Public Library

a. The Friends mission is to raise money and public awareness in the community to support the services and programs of the Library. As a non-profit, 501c3 organization it is a legally distinct entity and is not a part of the Library.

b. The operational agreement between the Library and the Friends is defined in a Memorandum of Understanding, which will stand unless it is modified by mutual agreement of the Friends Executive Board and the GPL Board of Trustees.

Appendix E: Memorandum of Understanding for Friends template

IX. Naming Opportunities

a. The Library Board of Trustees shall have sole responsibility for naming or renaming library facilities and/or subunits of the facilities.

b. Generally, facilities shall be named with a preference for geographic or functional designations. However, GPL shall also offer naming rights in the following instances:
   o When there is a strong community desire for a specific name for a facility;
   o When the Library Board desires to honor an individual, foundation or corporation for outstanding service contributions that are consistent with the nature and mission of the Library; and/or
o When the Library wishes to recognize substantial financial contributions to support library facilities.

c. Any Trustee, staff member or citizen of Glencoe may nominate an individual for special recognition. In such a case, the Library Board will evaluate the appropriateness of such a nomination and determine the proper recognition.

d. Naming opportunities may also be offered to individuals, families, foundations, organizations or corporations to recognize financial support for Library facilities and sub-units of Library facilities. Library staff will administer these opportunities.

e. If a naming opportunity is associated with a major gift, the gift must be paid in full before the Library fulfills the naming right (see Major Gift section).

f. The Library Board of Trustees must approve all naming opportunities.

g. Naming rights will not be offered into perpetuity; rather, the duration of naming rights will be commensurate with the life span of the space, program or piece of furniture/equipment. The duration of the naming opportunity will be part of the gift agreement.

h. Naming opportunities will be listed in a Naming Opportunity brochure and updated as needed.

Appendix F: Naming Opportunity brochure (to be developed by the Board in conjunction with space planning)

X. Donor Recognition

a. All gifts will be acknowledged with appropriate tax receipt by Library administration in a timely manner.

b. The Library will respect any donor’s wish for anonymity. Donor information will not be shared with other organizations unless they are authorized to fundraising on behalf of the Library.

c. Donors will be recognized in the quarterly newsletter.

d. The Glencoe Public Library adheres to the Association of Fundraising Professional’s Donors Bill of Rights.

Appendix G: Association of Fundraising Professional’s Donors Bill of Rights

XI. In-Kind Donations- Books and Materials

a. In accepting a gift of materials, the Library reserves the privilege of deciding whether items donated should be added to the collection. The materials will be judged by the same standards of selection as those applied to the purchase of new materials. The Glencoe Public Library accepts gifts of library materials with the understanding that only those materials which are useful to the Library’s collection will be retained, and other items will be recycled through the Friends of the Glencoe Public Library used book sales; the proceeds of which benefit the Library. The Library necessarily reserves the right to inter-shelve donated materials within other collections on the
same subject, so that all collections are organized and classified according to library standards for the best public service.

b. The Library does not accept magazines/periodicals, encyclopedias, medical, or legal or other texts.

c. Donations of art or other materials will be accepted with approval from the Executive Director based on the Library’s needs.

d. The Library reserves the right to sell or dispose of any donated items.

e. The Library is not be responsible for any cost associated with the upkeep, repair or servicing of the donated items.

f. All gifts to the Library are tax deductible to the extent of the law. The Library cannot appraise the value of a donation of materials or art. The Library will issue the donor a letter acknowledging the donation. It is the donor’s decision whether he or she will determine the value of the donation or utilize an independent appraiser.

Appendix H: In-Kind Donation Receipt (to be added by Library)
GLENCOE PUBLIC LIBRARY
WISH LIST FOR 2020

While residents of Glencoe support the Library through property taxes, the materials, programs and services our literate community expects are not fully covered by tax revenue. Library staff used feedback from our patrons to develop this Wish List of items and service not fully funded by the operating budget.

Donations can securely be made by clicking the Donate button (can insert a donate button). Use the NOTE field to identify the Wish List item you are supporting.

A print-at-home gift form is also available here. Forms can be send to the Glencoe Public Library, 320 Park Ave., Glencoe, IL 60022.

WISH LIST

Children’s

Adults

Audio Visual

Services

Facilities

The Glencoe Public Library Board of Trustees and staff thank you for your consideration.
Sample Template for Gifts of Stock

Date __________________________

Donor’s Broker/Trust Officer: ____________________________________________
Address: ________________________________________________________________

RE GIFT TO GLENCOE PUBLIC LIBRARY
Stocks and Bonds

Please accept this letter as my authorization to transfer the following common stock and/or bonds to Glencoe Public Library as a charitable gift to benefit (specific purpose if any).

Please attach list if more

Glencoe Public Library requests that you deliver these shares to Glencoe Public Library’s custodial account. The delivery instructions are:

WINTRUST (?)
DTC
Ref: Glencoe Public Library Acct #
Tax ID #

The agent bank is # and the institutional ID is #

IMPORTANT: Please call or email Glencoe Public Library’s Executive Director at (847) 835-5056 to notify him of the donation so that he may instruct Wintrust to accept the delivery.

Adapted from Northwestern University’s gift of securities instructions.
Glencoe Public Library
320 Park Ave.
Glencoe, IL 60022
Phone: (847) 835-5056
Fax: (847) 835-5648

Thank you for your assistance in completing this gift to the Library.

Very truly yours,

__________________________________________
Donor Signature                      Date

Name (print)_____________________________
Address:
Phone:______________________________
SAMPLE BEQUEST LANGUAGE
GLENCOE PUBLIC LIBRARY

Below are several examples of suggested bequest wording which you may share with your legal counsel if you would like to make a gift to Glencoe Public Library through your will or living trust. Because each individual situation is unique, we encourage all donors or their legal counsel to contact the Library’s Executive Director for guidance on appropriate language to effectuate your charitable intentions, especially if you intend for your gift to be restricted for a specific use. Thank you for considering including Glencoe Public Library in your estate plans.

To the Library, unrestricted:

"I give to Glencoe Public Library, a municipal library in Glencoe Illinois, the sum of $________________________ (or _______________ percentage of my estate) to be used by Glencoe Public Library for its unrestricted purposes."

To the Glencoe Public Library for a particular purpose:

"I give to Glencoe Public Library, a municipal library in Glencoe, Illinois, the sum of $________________________ (or _______________ percentage of my estate) to be used for the support of ___________________________.

If it is ever impossible, impracticable, or inadvisable to administer my gift in exactly the manner set forth above, then my gift may be used for the general Library purposes.

Legal Name: Glencoe Public Library

Legal Address: 320 Park Avenue, Glencoe, IL 60022

Tax Identification No:

Adapted from Northwestern University’s bequest intention form.
Please contact the Library’s Executive Director for assistance and wording for restricted bequests so we may help ensure that your legacy will meet the Library’s needs now and in the future.

Andrew Kim
847 835- add direct line
akim@glencoelibrary.org

1 This sentence is absolutely crucial to include if there is any restriction placed on the use of the gift. If circumstances are such that it is impossible, impracticable, or inadvisable to use the gift for the purpose described in the will or living trust, this language makes it possible for the Glencoe Public Library to use the gift instead for its general purposes. In such a case, the Library would be mindful of the donor’s original charitable intention when selecting an appropriate alternate use.
GPL LOGO

Gift Agreement

Between

Glencoe Public Library and Donor’s Name

This Gift Agreement (“Agreement”) is made this ____ day of _______ between [Donor’s Names] and their assignee (hereinafter referred to as “the Donor”), and the Glencoe Public Library. The Donor and the Glencoe Public Library agree as follows:

1. **Donor Commitment.** The Donor hereby pledges to the Glencoe Public Library the sum of [insert amount] or more, which as provided for herein is designated for the benefit of [purpose).

2. **Donor Purpose.**

   Purpose. It is understood and agreed that the gift will be used for the following purpose or purposes: (Define purpose)

3. **Naming Opportunity:**

   (Define area to be named, duration of the name, plaque, signage, and wording of recognition).

4. **Payment.** It is further understood and agreed that the gift will be paid in full on or before [insert date]. The Library will not begin work on any aspect of construction, programming, staffing or incur expenses associated with the gift until the gift is paid in full. Pledge payments will be made as follows:

<table>
<thead>
<tr>
<th>Date</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Adapted from the University of Virginia Gift Agreement form.
It is also understood and agreed that:

4. **Pledge Payments**: Pledge payments will be held in the Library’s interest bearing account and not used for any other purposes. Any interest accrued during the pledge period will be added to the gift.

5. **Intent**. It is the agreement of the parties and the intention of the Donor that this gift and any unpaid promised installment under this Agreement shall constitute the Donor’s binding obligation and shall be enforceable at law and equity, including, without limitation, against the Donor and the Donor’s estate, heirs and personal representatives, and their successors and assignees. The Donor acknowledges that the Glencoe Public Library has substantially relied, and shall continue to rely, on the Donor’s gift being fully satisfied as set forth herein.

6. **Recognition by Glencoe Public Library**: To honor the Donor, and to express the appreciation of the Glencoe Public Library, publicity in the form of news announcements, both internal and external, will be made in the annual report with the permission of the Donor. Naming opportunities are described above.

7. **Reporting and Stewardship**. Pledge reminders and updates on plans for fund use will be sent as appropriate.

8. **Future Changed Circumstances**. If, in the opinion of the Board of Trustees of the Glencoe Public Library, all or part of this gift cannot at some time in the future be usefully or practically applied to the above purposes or if the purpose cannot be achieved because of a future change in law or unforeseeable circumstances, it may be used for any related purpose which in the opinion of the Board of Trustees will most nearly accomplish the Donor’s wishes.

9. **Amendment**. By mutual consent of Glencoe Public Library and the Donor, the Donor’s legally or duly appointed agent or attorney-in-fact, or the personal representative of the Donor’s estate, any provision of this Agreement may be amended, modified, or deleted. Any such changes, deletions or additions shall be recorded in written signed addenda, which shall form part of this Agreement.

10. **Morality Clause**. If at any time the donor or his or her name may compromise the public trust or the reputation of the Library, including acts of moral turpitude, the Library with the approval of the Board of Trustees has the right to remove the name or return the gift.

11. **Entire Agreement**. This Agreement contains the entire understanding of the parties with respect to the subject matter of the Agreement and is subject to the laws of the State of Illinois. This Agreement also supersedes

Adapted from a the [University of Virginia Gift Agreement](https://example.com) form.
all other agreements and understandings, both oral and written, between the parties relating to the subject matter of the Agreement.

In witness whereof, the parties to this Agreement have affixed their signatures:

THE BOARD OF DIRECTORS of the GLENCOE PUBLIC LIBRARY

---

Donor Name                  Date

---

Library Director Name       Date

---

Chair Library Board of Trustees  Date

Adapted from a the [University of Virginia Gift Agreement](https://example.com) form.
Sample Memorandum of Understanding

Between Glencoe Public Library and the Friends of Glencoe Public Library

The following will constitute an operating agreement between the Friends of the Glencoe Public Library (Friends) and the Glencoe Public Library (Library). It will stand until and unless it is modified by mutual agreement of the Friends executive board and the Glencoe Public Library Board of Trustees. The Friends’ mission is to raise money and public awareness in the community to support the services and programs of the Library. As a non-profit, 501c3 organization, however, it is a legally distinct entity and is not a part of the Library.

The Library agrees to include the Friends in the long-term planning process to ensure that the Friends are aware of the goals and direction of the Library.

The Library agrees to share with the Friends the Library’s strategic initiatives at the beginning of each fiscal year and discuss with Friends how their resources and support might help forward these initiatives.

The Library agrees to supply the Friends with a “wish list” each year that indicates the anticipated needs for Friends support.

The Library agrees to provide the Friends with staff support to assist them with meeting and events taking place at the Library, promotional materials and newsletter updates.

The Library agrees to provide public space for Friends membership brochures and promotional materials.

The Library agrees to provide the Friends with space in the Library for book storage and sorting, book sales, and office needs.

The Friends agree to publicly support the Library and its policies.

The Friends agree to include a member from the library’s administration as a non-voting presence at all Friends’ meetings and to allow room on the agenda for a Library report.

The Friends agree that any and all monies raised will be spent exclusively for Library programs, services, and other Library defined needs unless otherwise agreed to by both the Friends and the Library.

The Friends agree that the Library administration has the final say in accepting or declining any and all gifts made to the Library.

The Friends agree to engage in advocacy efforts on behalf of the Library under the guidance of the Library and the Library’s Board of Trustees.

The Friends agree that if they cease to actively fundraise and promote the Library, they will disband allowing for a new Friends group to be established in the future.

__________________________________________________________
Signature President Friends of the Glencoe Public Library       Date
__________________________________________________________
Signature Glencoe Public Library Executive Director            Date
__________________________________________________________
Signature Glencoe Public Library President Board of Trustees    Date

A DONOR BILL OF RIGHTS

DEVELOPED BY:

Association of Fundraising Professionals (AFP)
Association for Healthcare Philanthropy (AHP)
Council for Advancement and Support of Education (CASE)
Giving Institute: Leading Consultants to Non-Profits

PHILANTHROPY is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organizations and causes they are asked to support, we declare that all donors have these rights:

I
To be informed of the organization’s mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.

II
To be informed of the identity of those serving on the organization’s governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.

III
To have access to the organization’s most recent financial statements.

IV
To be assured their gifts will be used for the purposes for which they were given.

V
To receive appropriate acknowledgement and recognition.

VI
To be assured that information about their donations is handled with respect and with confidentiality to the extent provided by law.

VII
To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.

VIII
To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.

IX
To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.

X
To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

ADOPTED IN 1993  •  COPYRIGHT AFP, AHP, CASE, GIVING INSTITUTE 2015  •  ALL RIGHTS RESERVED