



Date: October 25, 2024

Staff Report Author and Title: April Cole, Campaign Director, Friends of the Truckee Library

Title: **Named Gift Policy for the Truckee Regional Library Project**

Recommended Action: The Friends of the Truckee Library (FOTL) recommends that the Truckee Library Joint Powers Authority (JPA) Board formally accept the proposed Named Gift Policy to support the Campaign for the New Truckee Regional Library

Discussion:

The Named Gift Policy has been carefully developed to guide the recognition of significant donors during the capital campaign for the Truckee Regional Library. In preparing this policy, FOTL conducted extensive research into naming policies from successful public library capital campaigns. FOTL consulted with local nonprofits regarding their naming policies and secured support from CCS Fundraising consultants. Additionally, guidance was sought to develop the final draft from an experienced development professional who has overseen campaigns for major institutions such as Stanford Law School and the San Mateo Public Library Foundation.

Strategic Timing and Urgency:

As we move toward launching the capital campaign, timing is crucial. Engaging potential lead donors early—particularly those capable of contributing \$1 million or more—will enhance both fundraising momentum and the overall success of the project. Early commitments are expected to positively impact the upcoming proposed bond measure and reinforce confidence among key stakeholders. The Named Gift Policy is critical for facilitating these early, substantial donations.

Justification for the Policy:

The success of FOTL's capital campaign, which aims to raise \$7-12 million toward the \$30 million estimated project cost, relies on securing multiple high-level gifts. The recent campaign study conducted in August 2024 has shown that naming opportunities are a significant motivator for our identified potential major donors. Adopting this policy will enable FOTL to offer such opportunities, ensuring the necessary financial support for the new Truckee Regional Library.

FOTL respectfully requests the JPA Board's approval of the proposed Named Gift Policy. This policy is attached for your review.

Attachments:

Attachment A: Named Gift Policy – Truckee Library