



THE CAMPAIGN FOR A 21ST CENTURY JONES LIBRARY

A Campaign of
*The Friends of the Jones
Library System, Inc.*

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Sharon Sharry

To: Jones Library Trustees Development Committee
From: Jones Library Capital Campaign co-chairs
Re: Donor recognition opportunities within the Jones
Date: April 11, 2022

In preparation for the more public phase of the Capital Campaign and robust efforts to secure individual and institutional donations, it is now necessary to define donor recognition opportunities within the renovated and expanded building. We recognize that the interim state of the floor plans precludes us from defining an exact listing at this juncture. In consultation with the Library Director, we have prepared the attached list of anticipated spaces and features within the renovated and expanded building. We ask the Trustees to approve these general principles for donor recognition along with the identity and gift range for the spaces most likely to emerge in final plans.

The figures and giving levels specified are consistent with current practice in use by other libraries in the MBLC process. Factors that affect the value of recognition gifts include the location within the building, the amount of foot traffic, and likelihood of group versus individual use of space. Smaller gifts can honor zones within larger areas; for example, the story hour space within the children's room may have its own named recognition.

We welcome input from the OPM and the architectural design team in the recognition process. In particular, it is our hope that donor recognition plaques, signage, and naming features are incorporated seamlessly into the overall design. In collaboration with the design team, the Capital Campaign Committee intends the renovation and expansion to include the following recognition opportunities:

1. It is our hope to acknowledge every donor to the project through a digital listing of all donors at every dollar level, not only those with the capacity to give \$1,000 and above;
2. Recognition on a donor wall for every donor contributing \$1,000 and above, distinguished by giving level;
3. Additional recognition in the form of plaques designating specific library features for donations \$2,500 and above; and
4. Room naming as a form of recognition for donations \$25,000 and above, excepting specific provisions for renovation of the Burnett Art Gallery, Goodwin Room and Woodbury Room.

In addition to approving these recognition guidelines and the preliminary list of recognition opportunities, the Capital Campaign committee asks the Trustees to specify recognition parameters for the following spaces: the Burnett Art Gallery, the Goodwin Room and the Woodbury Room. The Burnett Art Gallery, Goodwin Room and Woodbury Room were each named by a vote of the Trustees. While it may be in

the power of the Trustees to change these designations, the Capital Campaign Committee does not seek to change the names of the Burnett Art Gallery, Goodwin Room or Woodbury Room. Rather, donations to renovate these spaces would be acknowledged through other means of recognition.

Finally, we request that the Trustees approve language to express the following intention with respect to the permanence of any such donor recognitions:

The building and space needs of the Library's patrons change over time, and must prevail. As those needs require adaptation, renewal, even removal of spaces, the Trustees reserve the right to make those changes, and to recognize other donors who make those changes possible. It is the Trustees intention, however, to continue to provide appropriate recognition of all significant support received in the life of the Library.

Naming #	Naming Opportunity	Donation
LOWER LEVEL		
1	Special Collections	\$500,000
2	Woodbury Room - acknowledgment for restoration	\$100,000
3	Special Collections Exhibit Room	\$100,000
4	Special Collections Reading Room	\$75,000
5	Small Meeting Room (currently called Amherst Room)	\$75,000
6	Burnett Gallery - acknowledgment for restoration	\$60,000
7	Lower Level Vestibule	\$50,000
8	Special Collections Storage	\$25,000
9	Head of Special Collections Office	\$25,000
10	Friends Office	\$25,000
11	Facility Supervisor Office	\$25,000
12	Woodbury Room Kitchenette	\$10,000
FIRST LEVEL		
13	Children's Library	\$1,000,000
14	Main Children's Room	\$250,000
15	Teen Room	\$250,000
16	Circulation Café/Gathering Area	\$150,000
17	Non Fiction Collection (Adult) First Floor	\$100,000
18	Circulation Desk	\$100,000
19	Children's Activities Room	\$75,000
20	Children's Collections Zones (Fiction; Non-Fiction; Picture, 5+)	\$50,000
21	Children's Computers	\$50,000
22	Media/Audio Visual Browsing and Display Zones	\$35,000
23	Head of Children's Services Office	\$25,000
24	Head of Teen Services Office	\$25,000
25	Head of Borrower Services Office	\$25,000
26	Children's Service Desk	\$15,000
27	Teen Room Zones (makerspace; computers; collections)	\$15,000
28	Gallery and Display Area Zones	\$15,000
29	Study Tables with Four Chairs	\$5,000
30	Computer Stations	\$2,500
31	Study Carrels	\$2,500
SECOND LEVEL		
32	ESL Center	\$250,000
33	Non Fiction Collection (Adult) Second Floor	\$100,000
34	Adult Fiction Collection	\$100,000
35	Adult Reading Rooms	\$100,000
36	ESL Classrooms	\$50,000
37	World Languages Collection	\$50,000
38	Career Center	\$50,000
39	ESL Collection & Reception	\$35,000
40	Reference Desk	\$35,000
41	Head of Adult Collections Office	\$25,000
42	Head of Branch Services Office	\$25,000

Naming #	Naming Opportunity	Donation
43	ESL Tutor Rooms	\$25,000
SECOND LEVEL continued		
44	ESL Coordinator Office	\$25,000
45	Quiet Study Rooms	\$25,000
46	Head of Programming & Outreach Office	\$25,000
47	Library Director's Office	\$25,000
48	Administrative Offices	\$25,000
49	Head of Information Services Office	\$25,000
50	Head of Technology Office	\$25,000
51	Periodical Areas	\$15,000
52	Copy Center	\$10,000
53	Computer Stations	\$2,500
54	Study Carrels	\$2,500
THIRD LEVEL		
55	Board Room/Goodwin Room - acknowledgment for renovation	\$50,000
56	Staff Rooms	\$25,000
OUTDOOR		
57	Bench/Seating Wall	\$7,500
58	Landscaping	\$2,500
59	Solar Array	\$2,500