

Madison Public Library Foundation Capital Campaign Fundraising Goal Policy

October 28, 2008

The Madison Public Library Foundation periodically receives requests from the Madison Public Library Board to provide financial assistance for library capital projects by organizing and overseeing capital campaigns for the projects in specified amounts. This capital campaign fundraising goal policy document is intended to set forth general principles and procedures to guide the MPLF when consulting with the Madison Public Library Board and others about those requests and responding to those requests.

I. General principles:

A. The purpose of the MPLF is to raise funds to assist the Madison Public Library Board in providing library services to the citizens of Madison.

B. The MPLF's effectiveness in raising funds for capital campaigns will be enhanced by:

- Close communication with the MPL Board and other policy makers regarding potential capital projects and campaigns.
- Careful consideration about what level of fundraising is feasible.
- Clear communication to potential MPLF donors about the purposes for which donations are being solicited.
- Prudent oversight of fundraising costs and administrative fees and expenses.
- Prudent management of the contributions made by MPLF donors.

II. In evaluating what level of support should be sought for designated capital campaigns, the MPLF will consider the following criteria:

A. What is the ability of the MPLF to raise the amount requested?

- Consider the capacity of the residents and businesses in the library service area and of other stakeholders to contribute to the campaign.
- Consider the capacity of other institutions or major individual contributors to contribute and the likelihood that they will participate (e.g., Madison Community Foundation).

B. Is the request consistent with the MPLF's mission and with past patterns of support?

- Are the purposes for which the funds will be used consistent with the MPLF's mission, which is to fund purchases of capital items for core library purposes, as well as to fund collections and programs?
 - Donors to MPLF capital campaigns believe that they are contributing their money to help with purchases of core library items, including buildings and library furniture, fixture and equipment items, such as shelves, chairs, tables, computers, service desks, check-out equipment, appropriate wall furnishings and the like, and construction, installation and other expenses related to building and equipping library facilities.
- If there have been comparable projects in the past, is the amount requested generally comparable to the percentage of support the MPLF has provided for those projects, or are there reasons why a different percentage of support should be provided for the project being proposed?

III. At the time that the MPLF commits to soliciting funding for a designated project, there should be a plan for monitoring expenditures of MPLF funds and keeping the MPLF informed about the status of expenditures. It will be assumed that the MPL will develop a plan and will communicate the plan to the MPLF.

A. The MPLF needs to be able to inform its donors about how their money is being spent and to assure them that it is being managed prudently.

- In order to do this, the MPLF needs to have information about plans for the use of MPLF funds and a plan for monitoring such spending.
- It would be helpful to have an employee of the City of Madison or the Madison Public Library designated as a liaison to keep the MPLF informed about the intended use of funds provided by the MPLF.

B. The MPLF needs to know when its funds will be needed at different stages of a project in order to be able to make decisions so that funds are available at the designated times.

C. Appropriate procedures should be put in place to notify the MPLF in a timely manner of any changes to the initial budget.

D. If adjustments to the agreed upon amount which the MPLF has committed to raise for a project are necessary, the MPLF should be consulted about the adjustments as soon as possible.

IV. The process for considering capital campaign requests should be as follows:

A. It is desirable for the MPL Board, the Mayor, Common Council members and any other city representatives or other individuals who are involved in planning discussions for future library capital projects to consult closely with the MPLF as plans for potential capital projects are being developed.

- The MPLF should contact other parties involved in future capital campaign projects to encourage close consultation well in advance of the time any formal request for support is made.

B. At such time as a formal request for assistance from the MPLF is made:

- The Library Director should submit the request of the Madison Public Library Board for financial assistance to the MPLF Board, which should then refer it to the Donor Development Committee for review.
- The Donor Development Committee may consult with the Executive Committee, the Finance Committee, and any other committees or individuals it deems appropriate in the process of evaluating the request.
- The Donor Development Committee will make a recommendation to the full MPLF Board about how to respond to the request, and the Board will then make a decision on the request.

C. This process should be followed for both initial requests for funding of a project and for any requests for additional funding.