Massena Public Library

Fundraising and Solicitation Policy

The Massena Public Library Board of Trustees may engage in fundraising efforts on behalf of the Library, to support the mission and needs of the Library. Any funds received through fundraising, sponsorships, or donations are considered supplemental to the Library's core funding and will not be budgeted for or relied upon to fund day to day operations. All fundraising activities will be consistent with the Library mission statement, strategic plan, bylaws, and all applicable laws, rules and regulations. Funds raised will be used for the Library's established priorities and the stated purpose of the fundraising program as determined by the Board. The management of funds for the Library is governed by the Library's Donation Policy and Investment Policy.

The Board of Trustees of the Massena Public Library appreciate the efforts of the Friends of MPL, Inc., as well as other individuals and organizations who donate and raise funds for the enhancement of Library services to the public.

Internal Fundraising
All fundraising activities undertaken by the Library will be at the direction of the Board of Trustees based on the availability of resources and the appropriateness to the Library's mission. Fundraising activities will be evaluated for effectiveness to determine continued offering. Activities will be conducted in a cost-effective manner, maintaining the Board's fiduciary responsibilities to Library donors and patrons. Fundraising efforts may include, but are not limited to, an annual, building or capital campaign or for other use determined by the Board. All funds raised or donated in accordance with this policy will be used at the discretion of the Board.

The Director is responsible for all strategic development, fundraising, and solicitation activity, and provides periodic and annual review to the Board of Trustees. Designated Library staff including the Director, may support or administer aspects of fundraising if such duties are prescribed in their job description. Use of staff time for fundraising activities on a limited basis is only at the direction of the Director and when such activities do not diminish staff ability to accomplish day-to-day duties. To assure a coordinated effort, the Director will provide appropriate guidelines, training and procedures for staff. All persons engaged in fundraising activities will maintain accurate records of expenses, donations and income and report that information to the Director.

Trustees, staff, or volunteers of the Library may not make any commitment to a donor, or agree to any donor-directed changes in the vision, policies, services, collections or programs as a result of a solicitation or contribution. All contributors have the right to obtain complete and timely information on how their donation will be used.
The Library shall maintain records of established and potential donors, such as names,

addresses, and amount of donation, the contents of which shall remain confidential unless the donor agrees otherwise. Any information supplied to the Library by donors will be used solely to fulfill their donation and shall not be shared for any reason unless permission is granted by the donor. All requests to remain anonymous shall be honored. The Library does not sell or share donor lists. Donors may be publicly acknowledged by the Library but have the right to remain anonymous if requested at the time of donation.

The Library is recognized by the Internal Revenue Service as a tax-exempt organization under section 501(c)(3) of the Internal Revenue Code. The Library is qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. The Final Determination Letter from the IRS can be provided upon request.

Friends of MPL Fundraising

The Friends of MPL, Inc., was incorporated in 2023. Its charitable purpose is to support the educational and service mission of the Massena Public Library through events, fundraising and advocacy. The Friends of MPL is specifically authorized and endorsed to conduct fundraising efforts on behalf of the Library.

External Fundraising

The Library encourages fundraising efforts on behalf of the Library by outside individuals and organizations. In order to maintain consistency with the mission, strategic plan, bylaws and needs of the Library, such fundraising activities must be specifically authorized by the Massena Public Library Board of Trustees. Authorization of a fundraising activity by an outside individual or organization does not imply endorsement of that individual or organization, or its goals, business practices, activities or products.

The Board of Trustees shall review and approve any fundraising plan of outside individuals and organizations wishing to raise funds for Library purposes. Only after written approval shall the external groups use the name of the Massena Public Library for fundraising. The plan should include

- Purpose and scope of the activity
- Description of the campaign or event, including date, time and location
- Financial procedures to be followed, including a full understanding of the expected proportion of the proceeds to be given to the Library, as well as any payments expected by outside person or organizations related to the fundraising campaign
- Advertising and publicity to be used
- Assurance that the Board of Trustees will receive a complete accounting of the funds raised on its behalf, immediately upon completion of the fundraising project.

The preceding guidelines are in no way intended to limit or preclude outside persons or organizations from donating funds to the Library or soliciting funds for the Library on their own initiative or at the request of the Board of Trustees or Director, so long as the provisions of this policy are satisfied.

This policy was adopted by the Board of Trustees on November 12, 2024.