

Today's Presenter



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Sales: The Complete Guide to
Raising Real Money for Your
Library*



Beyond Book Sales:

Practical Ideas for Raising Funds for Your Library

Library Strategies, A Consulting Group of The Friends of the Saint Paul Public Library



The Advantages of Small Libraries

- Value of the library in the community
- Easier to connect
- Relationships are easier to build
- Volunteerism is often higher

12 Must-Know Facts About Library Fundraising

Fact #1:

Effective fundraising is about relationships first, money second.



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12 Must-Know Facts About Library Fundraising

Fact #2:

Everything is easier with Friends.



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12 Must-Know Facts About Library Fundraising

Fact #3:

You can't raise money without a strong case for support.



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A Case for Support

- What happens in your library?
- How does what happens in the library impact the community?
- How would increased funding expand the library's capacity?
- How would this improve the community?

A Case for Support

- Libraries aren't going away...they're just changing dramatically.
- Nothing hooks donors like a great story & compelling numbers.
- If libraries are going to survive...and thrive...public & private funding are essential.

12 Must-Know Facts About Library Fundraising

Fact #4:

Libraries have both emotional & intellectual appeal to donors.



12 Must-Know Facts About Library Fundraising

Fact #5:

Everyone on your staff plays a role in fundraising.

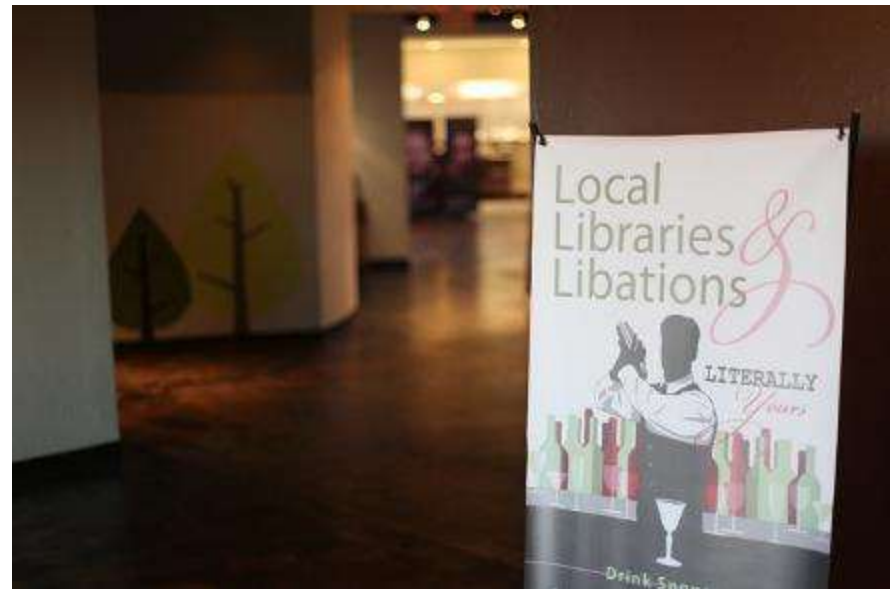


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12 Must-Know Facts About Library Fundraising

Fact #6:

There's more than one way to raise money.



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Fundraising Activities for Small Libraries

- Annual campaign
- Tribute/memorial program
- Major gifts
- Special event
- Planned giving program
- Corporate sponsorships
- Grant writing



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Special Events

- Special events have **multiple purposes...**
- **Friend-raising:** expanding your donor pool.
- **Raising the visibility** of your library.
- **Energizing** volunteers, Board and staff.
- Providing **opportunities for corporate sponsors.**
- **Don't start without a plan!!!**

12 Must-Know Facts About Library Fundraising

Fact #7:

A strong fundraising committee or board makes the connections.



12 Must-Know Facts About Library Fundraising

Fact #8:
Fundraise
beyond the
“usual
suspects”.

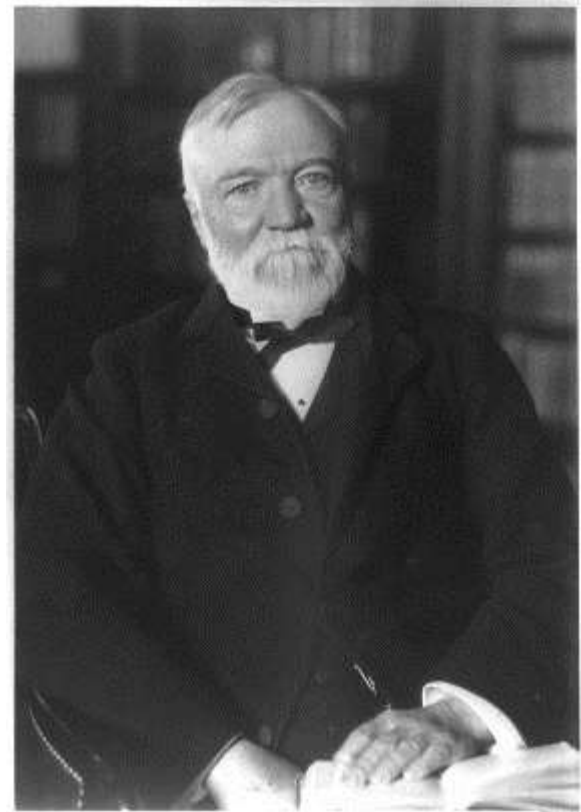


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12 Must-Know Facts About Library Fundraising

Fact #9:

Corporate philanthropy is about more than altruism.



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A Bit About Corporate Sponsorships

- **Align** the request with the business
- Find the **win/win scenario**
- Get savvy about the impact of **public relations and marketing**
- Look for the value of **in-kind gifts**
- **Build the relationship**

12 Must-Know Facts About Library Fundraising

Fact #10:

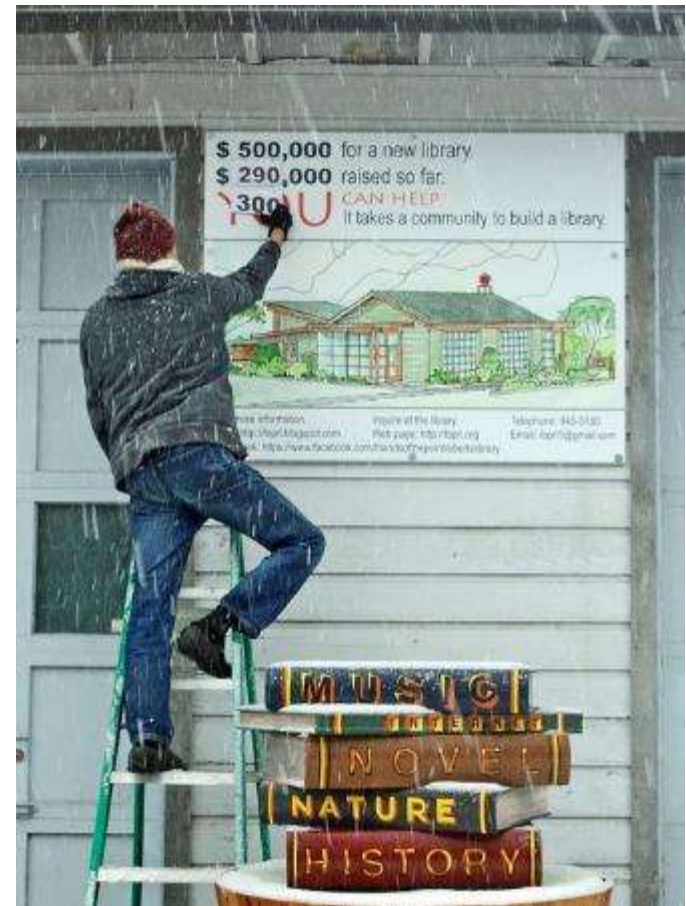
Advocacy & fundraising go hand-in-hand.



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12 Must-Know Facts About Library Fundraising

Fact #11:
**Fundraising is a
year-round activity.**



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12 Must-Know Facts About Library Fundraising

Fact #12:

**Saying “thank you”
really matters.**



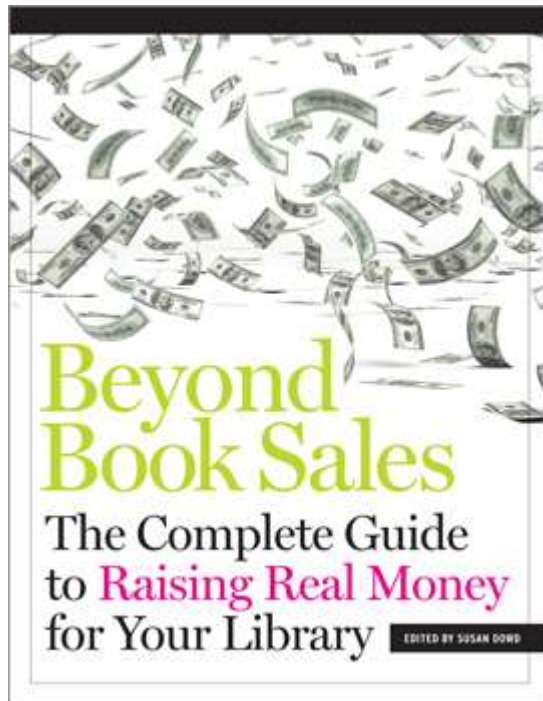
Donor Appreciation: An Attitude of Gratitude

- **Acknowledge & thank** all donors promptly!
- **State tax deductibility status.**
- **Personally sign thank you letters.**
- **Phone calls** strengthen the message.
- **Conduct an annual donor appreciation event.**

Start With A Plan...

- Libraries should have advocacy and fundraising (development) **plans**.
- **Plans should be comprehensive** – with goals, activities, timelines and responsibilities.
- **Volunteer committees** are essential in carrying out plans and activities.
- Having a plan in place **motivates and directs** staff and volunteers.

\$5 Off *Beyond Book Sales*



Beyond Book Sales: The Complete Guide to Raising Real Money for Your Library

Edited by Susan Dowd
Contributing Author, Sue Hall

- www.alastore.ala.org
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NEED MORE INFO???

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