Today's Presenter

Sue Hall
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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Fact #3: You can’t raise money without a strong case for support.
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.
Fact #4: Libraries have both emotional & intellectual appeal to donors.
Fact #5:
Everyone on your staff plays a role in fundraising.
12 Must-Know Facts About Library Fundraising

Fact #6:

There’s more than one way to raise money.
Fundraising Activities for Small Libraries

- Annual campaign
- Tribute/memorial program
- Major gifts
- Special event
- Planned giving program
- Corporate sponsorships
- Grant writing
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!!!
Fact #7:

A strong fundraising committee or board makes the connections.
Fact #8: Fundraise beyond the “usual suspects”.

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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
Fact #10: Advocacy & fundraising go hand-in-hand.
12 Must-Know Facts About Library Fundraising

Fact #11: Fundraising is a year-round activity.
Fact #12:

Saying “thank you” really matters.

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

Edited by Susan Dowd
Contributing Author, Sue Hall

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Or... contact Sue Hall

Library Strategies Director

651/287-0060

sue@thefriends.org