

Chapter 1 : Funding Brainstorm

You and I know that libraries are sacred places. I have many memories of happy hours spent in the University of York's massive library, where I first discovered my love of poetry.

Your library needs to raise its profile in the community in order to obtain more funding, but it needs to get more funding to run a marketing campaign in order to raise its profile! Up to that point, we had been extremely successful in getting commitments from our government funders and from private sector corporations and foundations. Most of the fund-raising had been done quietly, behind the scenes. In seeking out donations, library staff and community volunteers had met one-on-one with potential contributors to secure their commitments. Except for providing naming opportunities in the new facility, little had been done to individually recognize donors. Now, as the campaign neared its final fund-raising phase, it was time to ask the general public to give. The library needed to find a cost-effective way to encourage the community to help us reach our goal and to publicize the coming opening of the new library facility. Our options included in-house promotion, posters and fliers directed at library patrons, or fund-raising events that would raise awareness if only minimal dollars. We soon discovered that we needed a full-scale public awareness campaign, but we lacked the resources to carry it out. Fortunately, a number of elements came together to provide a creative way to reach out to the community. We soon discovered that even the least expensive participation level was beyond our public relations budget, but the meeting opened the door to further talks. Sweeney had developed a marketing concept for a Midwestern zoo in which its vendors were asked to sponsor commercials to promote attendance at the zoo. While the zoo was the focus of the advertising campaign, each sponsor also received publicity by attaching its name to the commercial. The second spots would be created by the station on videotape; we would work with them to develop the copy and the message. The sponsors would be taped either in person or in voice-over, depending on their level of participation. The station would develop the flight airtime schedule for each sponsor and air the commercials accordingly. Instead, we decided to turn to our list of private-sector donors as potential advertising sponsors. There were two main reasons for this decision. First, our vendor list consisted of mostly small companies large expenditures are dealt with on a municipal level who would not be able to generate the advertising dollars needed. Second, the library had already developed relationships with several private donors who had made substantial investments in the expansion project. Securing the First Two Donors The library worked closely with the executive director of its nonprofit fund-raising organization, Rundel Library Foundation, to identify donors that would be appropriate for this type of campaign. We selected companies and foundations that were either solid library supporters or were interested in the goodwill that would be gained by publicly supporting the library. Although we sent letters inviting approximately 60 prospective donors to a presentation breakfast, we also targeted two specific organizations with a more personal approach. In doing so, we hoped to line up some sponsors before the breakfast who then would lend credibility and encourage others to participate. We personally approached two donors, both well known in the community. We positioned the campaign as an opportunity for the organizations to help the library achieve its goals and, at the same time, to be recognized as community leaders that had committed an exceptional level of support for the project. Both agreed to come on board. At the beginning of the marketing project, a budget was established to determine levels of participation and to determine how much total participation would be needed to cover the costs of the campaign. We had to remember that we were getting these big donors to cover the cost of reaching out to the public to get individual donors and overall community support. However, the cost of film was prohibitive and would take production out of the hands of the television station. Again, we were able to come up with an innovative solution. The library had earlier commissioned Oxford Production Company to document the expansion project, using grant money available from the City of Rochester. The company had proposed doing the project on film in order to meet our archival requirements. Eastman Kodak Company, headquartered in Rochester, had donated the needed film in return for a sponsor credit. The newspaper also agreed to produce two special editorial sections on the library expansion project, one when the new building opened in May and the other

when the old facility was renovated and reopened the following September. The library worked closely with New York Design and the newspaper to develop the print advertising and to tie it into the entire campaign. These shots had already been taken as part of the archival film project. The press conference announcing the start of the campaign was held in the newly completed underground tunnel that would connect the two library buildings. Most of the sponsors attended the press conference and spoke about the importance of supporting the library. The advertising tools were scheduled to lead up to the new building opening in May, drop off during the summer, and then build up again in September to focus on the reopening of the Rundel Memorial Building. The campaign concluded in early October. Also, one of the major foundation gifts we received during that period came from an organization that had previously turned down a request. All this came during the final phase of our overall capital campaign, usually the most challenging period in fund-raising. This was especially true in our case, when the new building had opened in the midst of this effort. The public awareness campaign made continued fund-raising possible, and enabled us to meet our goal. It also provided a tremendous opportunity to recognize donors and it strengthened our connections to them. The Key to Success We believe that this approach to funding a public awareness campaign would work for many other libraries. One of the strongest advantages a library can offer in the advertising world is its reputation as a beloved and valued community institution. Sponsors will always benefit from their association with a library, and a library will benefit from their support and help in reaching out to the community. She was responsible for coordinating all public relations, marketing, and advertising efforts for this recent expansion project. Doyle has more than 11 years of experience in public relations and marketing, primarily in the area of nonprofits. Her e-mail address is cdoyle@mcls.

Chapter 2 : Beyond Book Sales: Practical Ideas for Raising Funds for Your Library

Creative Fundraising Ideas for Libraries Ginny Mies 12 September - pm In a recent thread on the Association for Rural and Small Libraries (ARSL) listserv, librarians and staff shared fundraising ideas and stories.

Library Fundraising Ideas Libraries are our greatest public institutions. Here, anyone that can read has access to millions of new ideas at their finger tips. Where else can you get all of this helpful information for free? It guarantees freedom of speech and the press, and the right for people to peacefully assemble. Library fundraising ideas – we have the profitable answers. This includes ideas to raise money for media, collections, staffing, and programming. However, before you begin a fundraising campaign, make sure the library director or chief librarian is on board. There may be some state regulations on what kind of fundraising you can do at your library. So, it makes sense to find out before you ever get started. Common library fundraisers include: Book Drive and Book Sale. Lots of libraries take old, donated, or extra copies of books, magazines, or media out of circulation to make room for new books. Many libraries may not take your donated books to put on their shelves. However, they may be happy to use your book donations to sell on the side for profit. You can scale this idea to fit the size of your library. Are you getting any ideas yet for your library? You can invite a local artist, to design a beautiful book plate. Display the book plate at the librarians desk. The plate can be used to encourage book sponsorship for individual or gift purchases. Book plates can be a range of prices to encourage gifting at any level. Finally, there is no need for expensive bookplates, though they may be appropriate for unique or rare collections. How do you like our library fundraising ideas so far? Publish a Wish List One of the easiest ways to get what your library needs is to publish a wish list. So, encourage librarians and patrons to brainstorm a list of needs. Once you have your wish, make copies to send home with everyone who visits the library. This way people have the option to donate the money or purchase the items your library needs. Holiday Fundraising for Libraries You can count on librarians to tie-in the nearest holiday with books they have on hand. Ask a starving artist to design a beautiful calendar. Tell the library visitors they can purchase a calendar for themselves, or as a gift. Collect payment upfront for the calendar. Remember to get the customers contact information.. Print the calendars and have the library card holders come in to pick up them up when they are available. Finally, put up a lovely, pine-scented Christmas tree with colored tags of new book titles and media available for adoption. In conclusion, the American Library Association ww. They include fundraising ideas for academic and school libraries, book donations, grants, and online funding campaigns. Check them out for more information. And of course, our friendly staff here at Fundraisingzone. We hope you found these library fundraising ideas helpful. Share this fundraising article with other sponsors.

Chapter 3 : Library Foundations Raise Money for Librariesâ€ Right? â€“ Library Strategies

Library fundraising ideas - we have the profitable answers. To be able to compete with the internet, a library must brainstorm creative ways to generate funding ideas. This includes ideas to raise money for media, collections, staffing, and programming.

The Perfect Library Fundraiser Did the thought ever occur to you that the perfect library fundraiser would be a read-a-thon? Before we explain why read-a-thons make so much sense for libraries we suggest you check out our read-a-thon calculator to see how much money your library can raise. [Click here](#) So why use www. The purpose of all libraries is to provide a resource of reading materials that would not otherwise be preserved or be made available to the average reader. In other words people go to libraries to read and learn from the resources only libraries possess. So how do you help preserve libraries? There are two key ingredients I believe. The first thing that needs to be done is make sure people want to read. The more things a library can do to attract an audience and maintain its relevancy in the community the more it will likely thrive. The second thing that needs to be done to preserve libraries is to make sure they are adequately funded. Libraries have so many needs and need to make sure they continue to update their tools and resources in a rapidly changing world. Those updates can be quite costly. We believe our Read-a-thon system is the perfect way for a library to combine both of those elements into a very natural fundraising campaign. Users of the library facilities will sign up as readers and get sponsors to support their participation in 10 different 30 minute reading sessions over a two-week period of time. The proceeds from those sponsors would directly benefit the library. What better time to hunker down with a good book? Our program was designed for younger readers. We offer complete fundraiser management. We accept payment for all donations so your readers are not collecting nor being responsible for money. We offer incentives for your readers to get the most sponsors possible. We offer the best tools to contact and entice friends and family to sponsor your readers. We keep everyone up to the minute with what they should be doing to get the best results. Those are the main reasons for using our company for your fundraiser. The benefits of holding a read-a-thon for a library are obvious. If you are raising money for a library the people participating in your fundraiser have to have some association with books and reading. What better what to solicit donations for a library than to ask people to support young readers. Our system combines the best of all available tools. There is no doubt in our minds that this is the best library fundraiser anywhere. Here are some great resources to learn more about whether a Read-a-thon makes sense for your library: See how much money your library can raise with our Read-a-thon calculator: [Click Here](#) Get a brief explanation of how our Read-a-thon system works: [Click Here](#) Check out a sample prize store: [Click Here](#) [About Our Website](#).

Chapter 4 : Home - Book Donation Programs - LibGuides at American Library Association

ALA Library Fact Sheet In recent years, many librarians have turned to nontraditional sources of funding to ensure that their library or library system will be able to provide necessary services with a high degree of excellence.

They can literally make the difference between a budget increase and cut for their libraries. By contributing as a library Friend, you can make a lasting difference for your library. Talk to your local librarian to find out if it does, and learn what kinds of efforts the Friends group takes on. Ideas for Established Friends Groups Once your group is up and running, make sure it stays active and vibrant via fundraising, networking, and other general advocacy efforts. Conduct Savvy Planned Giving: Charitable gift planning is the process of cultivating, facilitating and stewarding long-term gifts to charitable organizations. Libraries and foundations should offer information on making planned gifts and ensure donors are aware that they are able and willing to accept planned gifts. They may be willing to endorse your campaign or help to influence other decision-makers. They should know that the Friends have broad reach and that they vote! What would you do differently? Begin thinking about future goals, based on what you learned. Make sure library issues are visible in your community and make contact with local and state representatives, the media, and other decision-makers. For example, form a communications task force to work with the local media or develop a one-page fact sheet as a hand-out. For a large campaign with a lot at stake, consider hiring a professional public relations firm to help highlight the campaign. The personal touch is very important for the long-term support of your library. Friends of Libraries groups that are visible in the community and on campus increase their ability to raise money and profile for the library. Form a Friends Foundation: The main reason to form a foundation is to create a significant funding source that is separate and distinct from the regulations and restrictions that apply to governmental institutions. A foundation can establish its own rules, buy equipment or provide services for the library without regard to competitive bidding, committee approvals, etc. The library Friends group and the library Foundation are usually separate groups: The Foundation is usually formed when larger amounts of money are needed than can be raised by the Friends group; these funds can then be invested until they are dispersed. Create a Strategic Plan: Strategic planning is a great way to bring the leadership of your group together and design your future. This is an excellent time to consider new goals and objectives and new ways of doing things. Plan a Book or Author Event: A great way to promote reading and provide a fun program for readers is to hold an author event. Authors are often eager to find a venue for promoting their work and readers always enjoy hearing the story behind the writing. It takes work to organize an author event; however, this is a wonderful way to bring a large audience into the library or raise Friends funds. Get Involved with Literacy Programs: Two of every five Americans are illiterate. Libraries and Friends of the Library groups can make a difference, especially with infants and toddlers. Studies show conclusively that children who experience a book-rich environment prior to pre-school and kindergarten have a significantly greater chance of success in school and in life. Apply for Literary Landmark Status: Literary Landmark status brings awareness of literary locations in your communities that are tied to a deceased literary figure, author, or his or her work. Ruffner to encourage the dedication of historic literary sites. Revitalize Your Friends group: Over time, your Friends group may stagnate. You may find that the same people are doing most of the work, officers may tend to rotate among the same people, and membership might drop. Some ways to deal with this are to engage new members, change the meeting times, or give a party for current and past members. Other Ideas for Friends Groups Ask newspapers to endorse your library-related legislative efforts. Network to see if any of your contacts have resources to share; i. Develop one or several of the following: Fact sheet about pending library-related legislation, and distribute it at your local libraries. Engage in fund-raising by organizing gift solicitations, fund-raising events, raffles, or by writing grants for your library. Form a legislative committee to campaign for legislation such as a tax increase that would benefit your library. Partner with a bookstore to host a public-awareness campaign about your library, and to fundraise. Sponsor a neighborhood coffee gathering to discuss your library and hand out appropriate literature regarding issues and legislation. Start a grassroots lobbying effort to increase library funding. Take out an ad in your local

newspaper in support of your library. Use email mailing lists to let your supporters know about important, timely issues regarding your library. For example, if a piece of library-related legislation is about to be passed, email supporters to let them know where to show up next, where to write letters, and other ways they can voice their support for the library. Friends in academia can help their library by raising revenues for collections, materials, and equipment and help raise the profile of the campus library via sponsored programs and events. Start a Teen Friends Group: Teens can be excellent Friends because involvement gives them a sense of responsibility and way to give back to the community. Teen Friends groups are also great ways to nurture a love of reading at a time when so many other diversions are calling them. A Friends group can have a positive impact on the school library or media center. Parents or faculty who want to start a group should get the support of the media specialist before proceeding. Find out how much you would have to pay for the library materials and services you use if you had to purchase them with our library value calculator. Join United for Libraries.

Chapter 5 : Looking for the Best Library Fundraiser - Try a Read-a-thon

Creative tips for library fundraising Still, librarians are usually very creative when it comes to raising revenue, not to mention awareness, for the valuable services they provide to the community. Libraries offer a unique advantage for citizens in the digital age, and it's up to library directors to determine how they want to communicate.

Many feel that the answer to this challenge lies in the creation of a Library Foundation. But how does a library foundation differ from a Friends group? Foundations are unique in that they are typically staffed by fundraising professionals; and they attempt to raise large amounts of private funding for their library from individuals, foundations, and corporations. Some of them are. But there are an equal number of library foundations that have had a rocky relationship with the library they are created to support. Where is the disconnect? Several areas come to mind. The first problem may be in the reason behind forming a foundation. In recent years great interest in creating library foundations has arisen from the dramatic loss of public funding in recent years. Creating a library foundation to replace public funding is misguided. The day-to-day operating needs of the library will always clash with the interests of private donors. If a huge loss in public funding is your primary concern, you may want to instead create a grassroots advocacy program. Even when a library foundation is created for the appropriate role of raising private money for enhancements, problems between a library and its foundation may still exist. Many times I have heard a library director say something to this effect: One of the most difficult issues with which to deal may be a personality conflict. Library foundations are usually staffed by fundraising professionals. Before the foundation can provide support to the library, it needs to pay its own operating costs, which may take at least three years. Most libraries that create foundations are looking for a quick return on their money, which may be unrealistic. The other thing to remember is that a library foundation is its own organization just like the library is. As a nonprofit organization, the foundation needs to recruit and orient a continual stream of new Board members; it needs to adhere to human resource policies for its staff; it needs to maintain donor information in a database; it needs to adhere to strict accounting policies; it needs to file annually with all local and state regulatory agencies for non-profits; it needs to have regular means of communicating with donors; it needs to have annual audits of its finances; and it needs to have up to date gift acceptance policies and investment policies. None of these activities, which are expected of all nonprofits, raise a penny for the library, and yet they are critical to maintaining the kind of organization savvy donors want to contribute to. In short, it takes money to raise money. The three most common non-fundraising activities conducted by library foundations are: What is the potential value of these activities to the library? Foundations conducting adult cultural programs usually do so for a number of reasons. A gathering of people at a program provides an opportunity to mention a current fund drive the foundation is conducting. The second reason is to increase the number of people coming into the library. The people who attend a program in the library may never enter a library for its print and electronic resources. Third, if the foundation has a program with a national literary figure, it can be a fundraiser in and of itself. Cultural programming may be an activity over which the foundation has more control and with which it can feel its own sense of identity. Political advocacy is an activity in which every library foundation should engage. The thing about foundations which makes them the perfect group to conduct political advocacy is their Board composition. Most foundations, if they are successful, have realized that they must recruit the most influential and well-connected Board members for effective fundraising. These Board members are usually civic and business leaders in the community. These are the individuals to whom elected officials listen. Elected officials will listen far more closely to the funding requests these individuals make than they will to a plea from a library director. In addition, the foundation, which typically has financial assets at its disposal, can leverage an advocacy request with the promise of private matching dollars. Are public awareness activities a worthwhile undertaking for a library foundation? Most library directors feel that libraries never have adequate budgets for marketing and communication and wish their library had a stronger visible presence in the community. Foundation Board members will likely have access to marketing and communications professionals and organizations in the community. They may be influential in getting these organizations to

work with the library, potentially offering pro bono services. Increased visibility brings increased use, which eventually may bring an increase in public support. Good communications and marketing are key to any successful fundraising effort. The issue is always one of balance. Just as a library foundation which hopes to raise money for library programs and services but spends too many years getting its house in order and just paying its own operating costs will not survive in the long run. An effective and smoothly functioning library foundation can be the best partner your library could imagine.

Chapter 6 : Libraries get creative in raising money | Pittsburgh Post-Gazette

Launch your own t-shirt charity fundraiser An Online T Shirt Fundraiser is one of the most popular & successful fundraisers at the moment. Raise more money for your adoption, IVF, and fertility treatments with this ultimate list of adoption fundraising ideas.

Chapter 7 : Library Fundraising - Great Public Library Fundraising Ideas

If your library is in need of new materials or computers, chances are you may need to consider raising the required funds from the community. School libraries can also use fundraising ideas to help fund their needs and keep them relevant.

Chapter 8 : Become a Library Friend | I Love Libraries

Raising Money for Your Library Regardless of the type of fundraiser you choose, don't forget the ultimate goal is to generate revenue to support the library. People in your community will be more inclined to participate and help if they know the money will be put to good use helping the local school and its students.

Chapter 9 : How to Get Money to Raise Money: One Library's Success Story

Two Sauk County libraries suffered damages in the floods of August and September, and the Friends of the Kilbourn Library in Wisconsin Dells are holding a fundraising book sale to help. Both the.