Fundraising in Libraries

Library Friends and Foundation Series
Part 2

Westchester Library System
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Putting your ducks in a row

The Basics:

- 501 c 3 status
- Up to date filing 990, Audited Statements
- Charities Registration
- Library Board list
- Donor List (current plus previous year)
- Mission and Vision
- Organizational budget and program budget

The set up:

- Organization makes a difference!

Care and Feeding of Your Donors

Know the Donor Bill of Rights and follow them!

Acknowledge your donors individually and collectively

Thank them, over and over!

Communicate often on your progress

Practical tools to help you:

A good contact management system

- Give Gab
- Donor Perfect
- ELEO
- E-tapestry

Online giving capability

Paypal, Charity Navigator, Network for good

Communication tools

- Constant Contact
- Mail Chimp

Things to look for in donor software:

Is it user friendly? Quick and simple entry? Online support?

Fast search and reporting?

Are there security controls? What are they?

Is it cloud based?

Does it have email capability?

Pledge info? Recognition levels?

Customizable fields? Contact identification? Tracking?

Easy list building?

Write out your plan

Collaborate and communicate with library staff to create a case statement, identify priorities and needs, and to review tasks
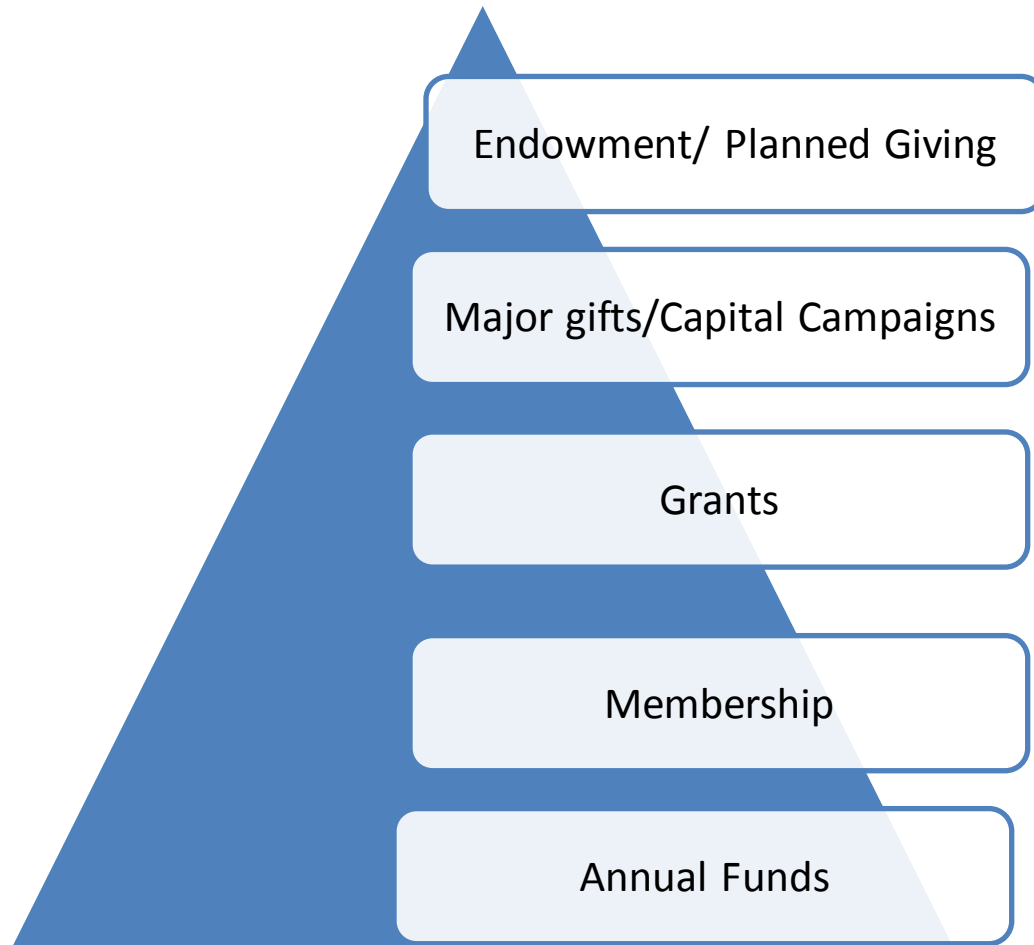
Look at the full year, coordinate your activities with the needs of the library

Multi-channel fundraising – create opportunities for everyone to participate at any level

Keep the messaging/branding consistent

Develop a strong case for support!!!!!

Fundraising strategies:

Endowment/ Planned Giving

Major gifts/Capital Campaigns

Grants

Membership

Annual Funds

Individuals make up 80% of overall giving!

Are you creating a culture of philanthropy?

Annual Fund

Consider:

- Chairperson/Committee
- Find a compelling story
- Identify a specific purpose
- Have a compelling story to tell

Why:

- Builds consistent and sustainable gifts to the the library
- Identifies loyal donors
- Identifies potential major donors
- Opportunity to recognize your donors publically

Direct Mail Tips

The Piece:

- Donor Centric
- Segmentation
- Think about your donation levels – what do they buy?
- Timing
- Packaging
- Avoid donor fatigue

Direct Mail - Tips

Use nonprofit postage

Use a reputable mail house

- They can segment the mailing
- Put the pieces together/ print
- De-dup your list and update addresses

Membership

Consider:

- Special benefits
  - Work with local businesses
  - Book sale early birds
- Member activities
- Author Tea/ Speaker Reception
- Community Advocacy
- How do you attract millennials and young families?

Why:

- Builds community and library loyalty
- Helps to identify potential donors at a higher level
- Encourages a sense of belonging
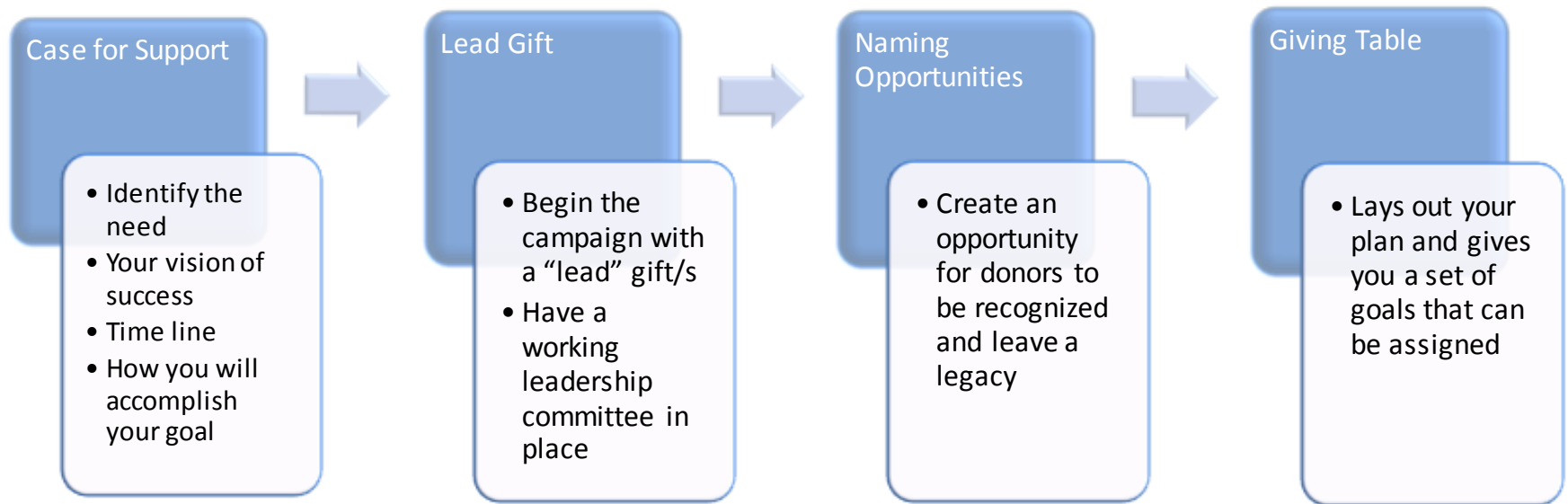
Grants

Consider:

- For a specific project
- Time and effort
- Builds a relationship with funder
- Required reporting
- Accountability
- Benchmarking and measurable impact

Why?

- Can build program support
- Leverages additional dollars
- Validation and credibility

Major Gifts & Capital Campaigns Building and Keeping Friends

Case for Support

- Identify the need
- Your vision of success
- Time line
- How you will accomplish your goal

Lead Gift

- Begin the campaign with a "lead" gift/s
- Have a working leadership committee in place

Naming Opportunities

- Create an opportunity for donors to be recognized and leave a legacy

Giving Table

- Lays out your plan and gives you a set of goals that can be assigned

Endowment & Planned Giving

Did you know that 33% of Americans are willing to consider a Charitable Bequest. 78% under 30 have never been asked!

Encourage donors to include the library in their estate planning. Create a Legacy Circle.

Have policies in place and set up procedures for transfer of securities.

Offer general informational sessions with estate planners and financial advisors

Highlight bequests received and their impact

So what is a "case"

- The case is the organization's road map, and supporting it are a number of elements and processes that make it possible for the organization to plan an integrated development program.

Making Your Case!

Purpose – its not just your goal – its how your library benefits and enriches people's lives.

Content – your organizational history, mission, vision, governance

Focus – why you are asking for money and its impact

Special Events:
"Friend"raisers or "Fund" Raisers?
Next Months Topic!!

What do you want to know?