

Fundraising in Your Community: Simple Ideas for Raising Thousands

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South Jersey Regional Library Cooperative

Foundation of Learning

- Share your experiences. They provide valuable insight.
- If you are doing something that gets the results you want, keep doing it.
- Take the information you learn here and put it into your own style.



Goals and Objectives

- Focusing Your Fundraising Efforts
- The BIG 3 of Library Fundraising!
- The Library as a Business to Business Fundraising Partner
- Giving Our Community Fundraising Programs Structure
- Library Fact Sheet
- Fundraising Strategy Form

Polling Question #1

We currently raise funds "Online" as a part of our Library's Fundraising Strategy?

Yes

No



Polling Question #2

We sell books weeded out of our collection and donated by patrons via the Internet?

Agree

Disagree



Polling Question #3

We recruit volunteers and post a regular electronic newsletter on our website.

Yes

No



Polling Question #4

If someone wanted to, they could make a donation of money to the library on a website today!

Yes

No



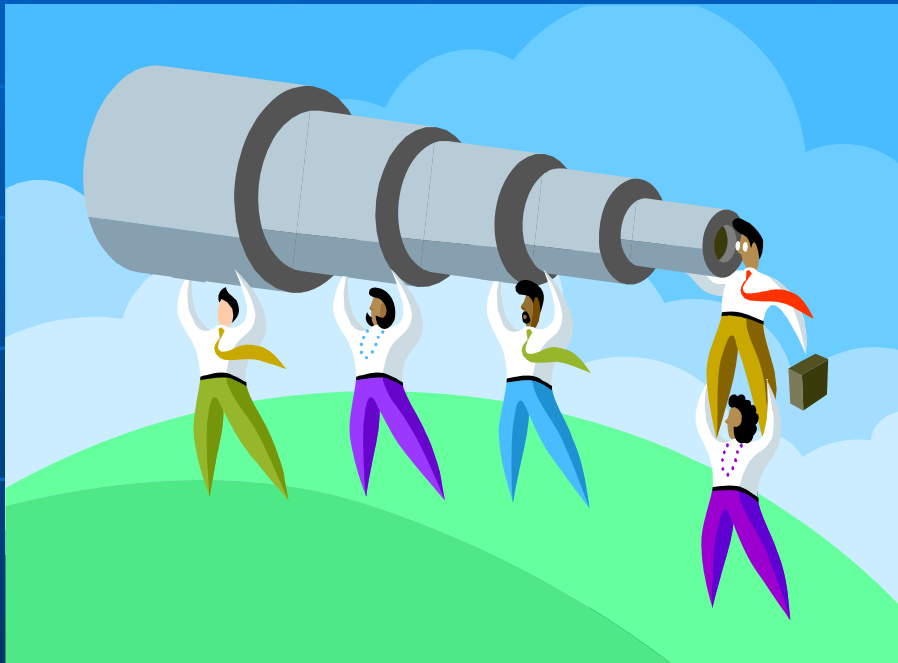
The Abundant Opportunities of Fundraising for Libraries



Focusing Your Fundraising Efforts

- **Mission**

- **Vision**



Detroit Public Library Friends Mission Statement

The BIG 3 of Library Fundraising!

Three of the most critical elements in creating a focus for your fundraising efforts are to:

- know your community
- know the interests of the people that utilize your library's services
- know the history of your community and your library

Focus of the Community

Excuse me...I want to start BIG!

- The East Cleveland Public Library
- Kansas City Public Library

The Friends of the Pemberville Public Library

- The Candlelight Tour of Homes on the first weekend of December, which is so successful that it sells out each year.
- A Silent Auction of items including wreaths, small trees, swags, and centerpieces. Anywhere from 12-15 businesses and organizations donate auction items.
- The Friends sell Miniature Village Replicas throughout the holiday season and the year. Prominent buildings and landmarks are included in the collection, which currently includes 16 pieces.

Other Fundraising Opportunities to Benefit Your Library

Food!!

Book Dedication Fundraiser

Literacy Read-a-thon

History of Our Community or Library

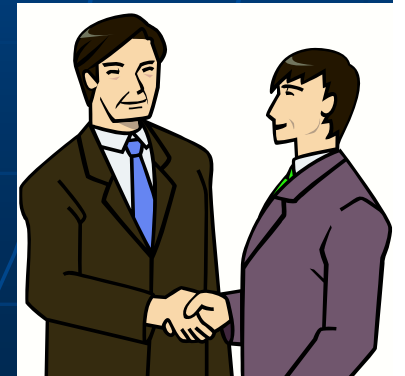
Upper Arlington Public Library in Ohio

Monterey Public Library in California



The Library as a Business to Business Fundraising Partner

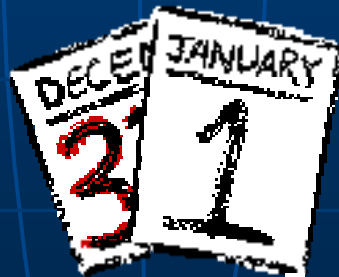
1. Partnering with other businesses in your community
2. Partnering with associations in your community
3. Giving Back: Being visible and giving presentations in your community



Giving Our Community Fundraising Programs Structure

Annual Giving

- Helen Matthes Library in Effingham, Illinois
- The Colchester-East Hants Public Library Foundation
- The Libraries of Charlotte & Mecklenburg County



Giving Our Community Fundraising Programs Structure

Occasional Giving

The Linebaugh Library System in Murfreesboro, Tennessee, uses the holiday spirit and their Giving Tree to receive one-time gifts of books for their collection.



Giving Our Community Fundraising Programs Structure

Major Giving

- The UCLA Library
- Santa Clara University
- The Library of Virginia Foundation
- The Downers Grove Public Library Foundation



Giving Our Community Fundraising Programs Structure

Middle-Range Giving

- Memorial Gifts have become a popular method of leaving a legacy at The Santa Clara County Library
- The Foundation for the Kendallville Public Library Endowment Program
- Matching Gifts programs offered by The John F. Kennedy Library Foundation in Boston

Just a reminder...Think Big!

**For each
of the last
eleven years,
The Friends'
support of
the Library
was over
\$1 million.**



Fundraising in Your Community: Simple Ideas for Raising Thousands

Other Tools

- Library Fact Sheet

www.onslowcountync.gov/library

- Fundraising Strategy Form
- Bookmarks

Thanks for Attending

Our Next Webinar with Andrew:

Managing Your Interruptions

Friday, December 4th, 2009

Training with Andrew at Your Cooperative!

*"Continuing Quality Library Services in Times
of Staff and Budget Cuts"*

December 2009 – Register Today!!!