



Bulletin

L I B R A R Y A N D F U N D R A I S I N G C O N S U L T A N T S

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Success!

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Success Stories

Congratulations to the board, staff and campaign volunteers of the Pere Marquette District Library in Clare, who broke ground for their new library on June 5, 2006. Director Sheila Bissonnette reports that everyone is excited that the project is underway.



Also, congratulations to the staff, board and campaign volunteers in Hastings! Over 350 people were on hand as they broke ground for their new riverfront library on May 19. They raised \$5.3 million and look forward to moving into their new building in April 2007.

Getting a Library Project Off the Ground

What does it take to make a library expansion, renovation or construction project a success? Although many factors are involved, *a successful project begins with the board of trustees*. It is the board's responsibility to:

- *Articulate a clear vision for library services*
- *Engage in a process that leads to a credible plan for delivering library services*
- *Advocate for the plan and the project within the greater community*
- *Commit personal financial support, time and effort toward the project's success*

A committed board is the cornerstone of any library project. The community depends on the board to put forth the best possible plan for library services and to lead the way in bringing the plan to fruition.

That doesn't mean the board has to do all the work. In fact the more the board encourages community involvement, the better its potential for a successful project. When the board invites the community's participation in the process, what evolves is a plan generated *by the community for the community*. Participation leads to ownership, and ownership leads to investment. Investment literally is the bottom line in any library project.

Both the board and the library will be well served to follow a proven process to ensure success. The steps include:

- *Developing a credible facility plan through needs assessment*
- *Testing the plan in the wider community to build ownership and momentum and to determine next steps*
- *Generating increased awareness, as well as volunteer and private philanthropic support, through a community-wide capital campaign*
- *Identifying and educating "yes" voters and getting them out to vote*

The board's active participation in each step of the process is necessary and conveys the importance of the project to the greater community. When individuals, families and businesses in the community see board members rolling up their sleeves, working on various committees, speaking passionately about the project and generously committing their personal financial resources, they catch the enthusiasm and want to be part of the project.

In any library project, *board members must lead by example*. No other factor can fill the hole that is created by a board that lacks a vision and plan, is unengaged or asks others to make commitments it is unwilling to make. On the other hand, an engaged, committed board that leads competently and enthusiastically will pave the way to a successful library renovation, expansion or construction project.

Planning Your Annual Appeal

It's that time – to plan your annual appeal

With summer programs off and running, now is the time to turn your attention toward the ANNUAL APPEAL. This age old fundraising tool is effective and efficient. It provides the library with an opportunity to tell its story and to invite the community to invest in the work of the library. The results will not only be the raising of dollars, but the raising of awareness of the vital role your library plays in your community. Ready to get started?



Simple Steps to Planning an Annual Appeal

- Working in conjunction with your board, determine the area of need: operational, program enhancement/expansion, other special need
- State your case in written form concisely and compellingly – Why you are appealing for funds and what benefits the library and its community will derive
- Set goals:
 - o Amount to be raised
 - o Number of first-time donors
 - o Number of volunteers involved
- Establish a budget – This needn't be a costly undertaking
- Establish timing – We know that most charitable giving is done late in the calendar year.
- Determine donor prospects
- Choose method of appeal – Personal visits, letters, phone calls, special event or a combination
- Assign roles for staff, board members and other volunteers
- Create printed materials
- Launch appeal
- Monitor appeal process
- Evaluate results
- Plan for the next appeal – Be sure to apply what you learned this year!

Fundraising Facts

Q: How many charitable organizations exist in the United States?

A: Between 1994 and 2004 the number of 501 (c) 3 organizations nearly doubled. Today more than 1,000,000 charitable organizations compete for philanthropic dollars!



Q: What is a full-time library director/part-time fundraiser to do?

A: Focus your attention on those who give the most – INDIVIDUALS! In 2005 individuals gave in excess of \$260,000,000 according to *Giving USA*. That accounts for more than 83% of all gifts to American nonprofits.

Q: WHY do most people give? Isn't it mostly for tax reasons?

A: Interestingly, tax benefits rank low among reasons for giving. The 1995 U.S. Trust Survey of Affluent Americans reported the top reasons for giving as:

- A desire to create value; make an impact; do something with lasting meaning
- A responsibility to share good fortune and build a better, more livable community
- To meet a community's critical needs and improve the world
- To give back; to help an organization that has benefited the donor or a friend
- To set an example for children
- To fill gaps left by government cutbacks
- Tax benefits
- Respect and recognition
- Pressure from acquaintances

Q: How do I get started?

A: Now's the perfect time to begin planning an annual appeal to target individuals in your community. See the accompanying article on conducting an annual appeal.



Coloma Public Library Case Study:

Our case study of the Coloma library shows how the library and the community worked together to build a beautiful new library.

It can happen in your community, too!

To obtain a copy of the case study (at no cost), call (616) 975-9907 or email rhondam@bretongroup.com.