

# LIBRARY STRATEGIES

**South Central Library System and NEWI**  
People-Centered Fundraising for Libraries  
October 12, 2022





**Libraries are our everything – it's right there in the name!**

We know libraries and their support organizations because we're *embedded* in one. Our core services include:

**Strategic Planning**

**Community Needs Assessments**

**Facilities and Space Planning**

**Feasibility Studies + Capital Campaign Counsel**

**Friends and Foundation Assessments/Plans**

**Library Operations Audits**

**Fundraising and Advocacy Training**

**Board and Staff Leadership Training**

# Workshop Overview

## **I. People-Centered Fundraising:**

- Fundraising is about PEOPLE, not money
- People have unique passions and interests
- Events are not all that

## **II. Capital Campaigns**

- How to prepare your community for a campaign
- Who needs to be involved
- How to tell your story
- Again, it's about people

I hate Fundraising!



## Library Funding Sources

### Organizations

Foundations

Corporations

Government

### Individuals

Annual Donors

Major Donors

Memberships

Online Giving

Planned Giving

Tributes & Memorials

### Events

Gala

Social Media

Book Sales

## Let's talk about Events

- Require considerable staff time/energy
- Distract from the mission
- Don't raise enough money to justify cost
- Vulnerable to scheduling conflicts, competing events, weather, etc.

## Make events strategic

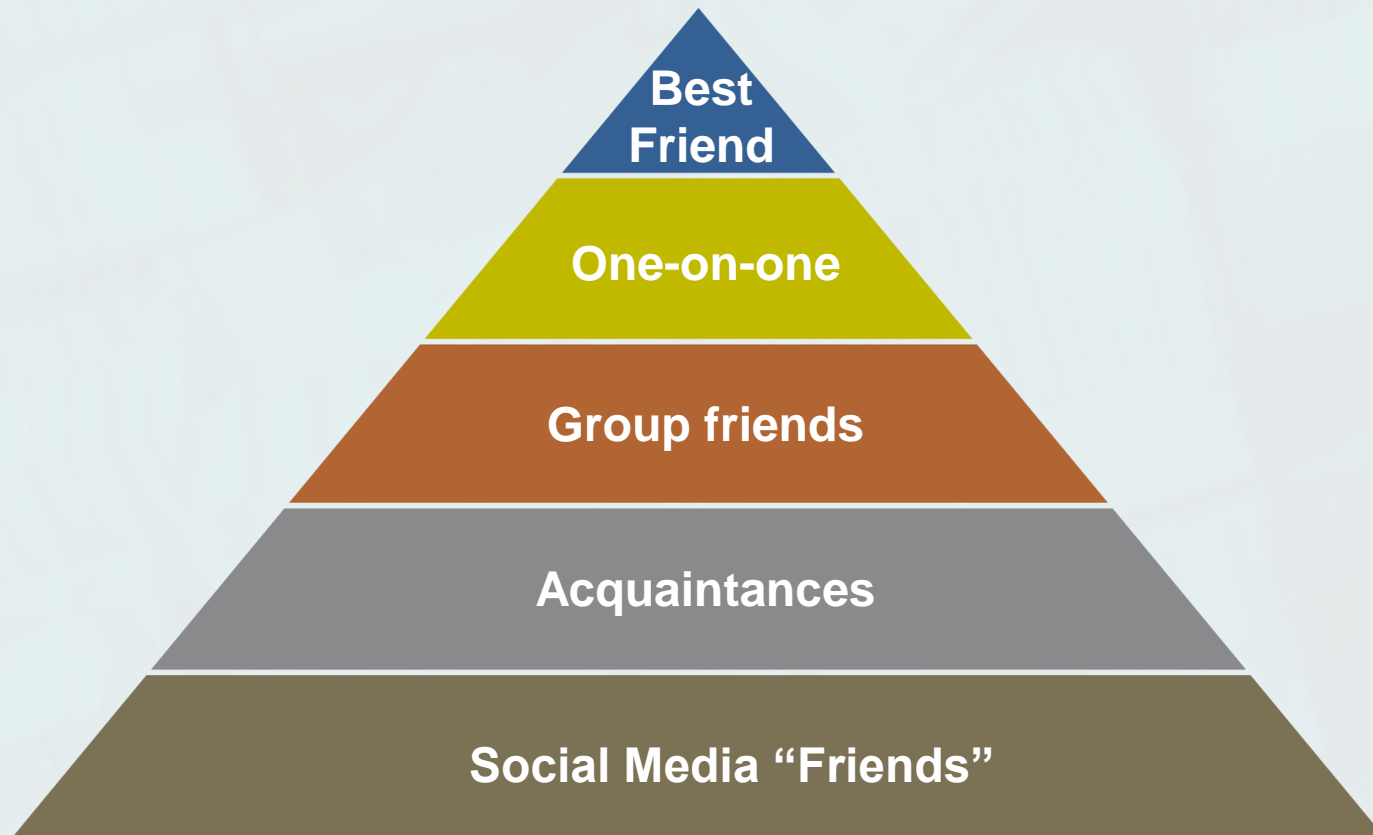
- Use as “friend raisers”
- Make them mission centric
- Have a plan to transition follow up with more relational strategies
- Have no more than 2 significant events per year

## Individual Donors are Golden

- Provide 75% of private funding
- Civic-minded
- Not necessarily library users
- Not aware that they should/can give
- People you know!



## Your Relationship Pyramid



## The Library's Relationship Pyramid



## The Donor Experience

**Inform** – awareness and knowledge

**Cultivate** – build emotional connection

**Inspire** – motivate to action

**Ask** – a deliberate invitation

**Fulfillment** – exceed expectations  
and deepen connection

## Move towards your individual donors...

- Segment your donor base
- Build a financial model, identify needs
- Focus on those donors with the most room to grow
- Create a donor plan for each of your priority donors
- Learn about them – take the time to listen

## Library Fundraising Best Practices

### Development Planning:

- Create a Comprehensive Development Plan with goals, activities, timelines and responsibilities
- Focus on individual giving
- Infuse the entire organization with a commitment to donor stewardship



## Library Fundraising Best Practices

### Board of Trustees:

- Require 100% Board giving
- Recruit community leaders and influencers, not just “book lovers”
- Recruit members with variety of experience
  - Fundraising, public relations, cultural programming, political advocacy, corporate sponsorships
- Create a Governance Committee

## Library Fundraising Best Practices

### The Case for Giving:

- Libraries are relevant for *everyone*
- Libraries need to tell compelling stories about their value to the community
- Public and private funding is essential to library growth and progress!



## Library Fundraising Best Practices

### Retain and Upgrade Donors:

- Continually nurture donors and potential donors
- Talk to them, invite them, show them, thank them
- Share outcomes and measurable impacts
- Create memorable donor experiences





## What if we're starting from scratch?

1. Build a fundraising board
2. Invest in staff dedicated to fundraising
3. Write the case – rebrand the library
4. Create a development plan
5. Focus on building relationships in everything the library does
6. Start with your current donors, your closest 5-10



**Relationship-based fundraising is  
intentional, authentic and  
mutually fulfilling.**

The background is a teal-tinted photograph of several people in an office setting, looking at and working with numerous stacks of papers and documents. The scene is busy and professional, suggesting a corporate or financial environment.

# Capital Campaigns

## Critical Campaign Elements:

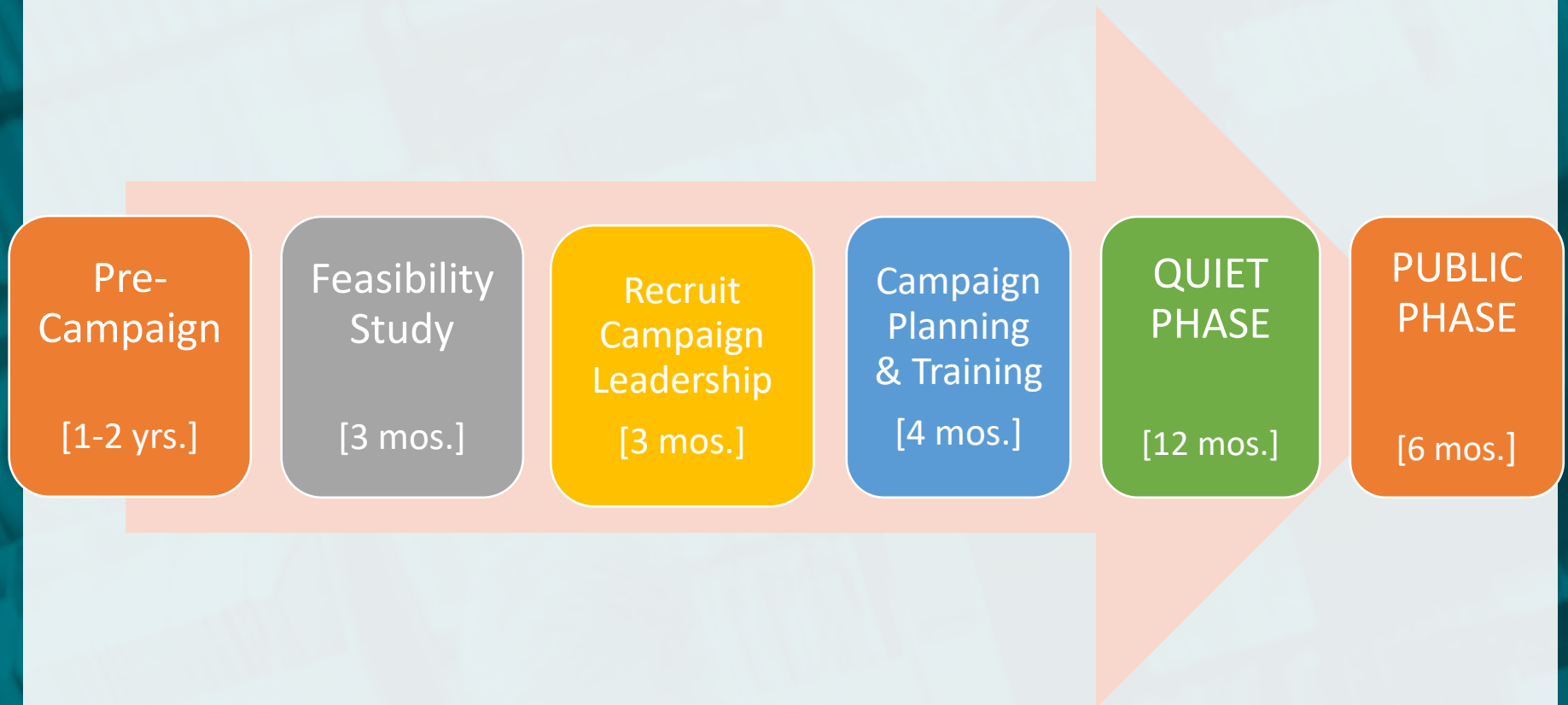
- ❖ A compelling case
- ❖ Committed, trained leadership
- ❖ Capacity donors
- ❖ Time
- ❖ A plan



## Campaign Timing

- Build campaign readiness in your community 1-2 years prior
- Launch campaign well before groundbreaking
- Confirm public participation first

## Campaign Timeline



## Why do a Feasibility Study?

1. Test the vision: Does it resonate?
2. Test the goal: Is it realistic?
3. Uncover potential challenges
4. Introduce donors to a future ASK

## **What a feasibility study WON'T do....**

1. Identify all the money available
2. Predict the future
3. Guarantee a risk-free campaign





## Feasibility Study Outcomes

**1. *NOT QUITE*: “Funding goal is currently unrealistic. We need to do more work.”**

- a. Delay project to develop relationships and overcome barriers
- b. Scale project to accommodate new goal
- c. Build in phases
- d. Negotiate more public funding



## Feasibility Study Outcomes

**2. YES: “Our community of donors will support this project.”**

- a. Recruit campaign chair and committee
- b. Develop campaign plan
- c. Write a case statement
- d. Create a financial model

## **A. Recruit a strong Campaign Committee**

- Passionate about the library and the project
- Connected and respected leaders
- Available to give significant time
- Connected to potential major donors
- Able to give a notable gift
- Willing and able to personally ASK

## **B. Create a Campaign Plan**

- Timeline and Milestones
- Budget
- Infrastructure, processes, communications
- Roles & responsibilities
- Shared vision and goals
- Discipline - create the flywheel

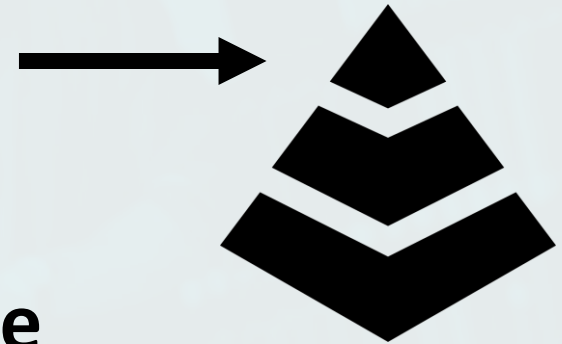
## C. Write the Case Statement: The “Why”

- Why is this important?
- Why the Library?
- Why now?
- Why me?
  - IMPACT: Lives changed, not spaces added
  - Graphic expression of the vision
  - Emotional-practical balance

## D. Create a Financial Model

Sample Gift Table for \$1.5M Goal

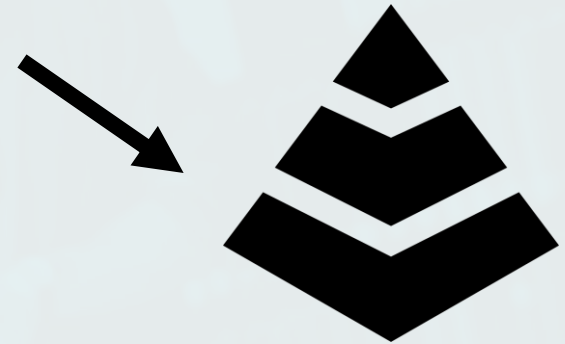
# of Gifts Required	Gift Level	Subtotal	Cumulative Total	Cumulative %
1	\$250,000	\$250,000	\$250,000	17%
2	\$125,000	\$250,000	\$500,000	33%
3	\$75,000	\$225,000	\$725,000	48%
4	\$50,000	\$200,000	\$925,000	62%
8	\$25,000	\$200,000	\$1,125,000	75%
12	\$10,000	\$120,000	\$1,245,000	83%
15	\$5,000	\$75,000	\$1,310,000	87%
20	\$2,500	\$50,000	\$1,360,000	91%
40	\$1,000	\$45,000	\$1,400,000	93%
Many	Under \$1,000	\$60,000	\$1,500,000	100%



## Capital Campaign: Quiet Phase

The success of any capital campaign is determined by what 20-30 people will do.

- ✓ Quiet Phase represents 85-90% of the overall goal
- ✓ Lead Gift usually represents 15-20% of the goal
- ✓ Personal solicitations by Campaign Committee
- ✓ Do not accept small gifts at this time
- ✓ Pledges typically paid over 3-5 years



## Capital Campaign: Public Phase

- ✓ Last dollars of the campaign – last 10%
- ✓ Broad-based solicitations, such as direct mail and social media
- ✓ Matching gifts used here



## **Donor Recognition and Celebration**

- Grand Opening
- Special opening for major donors
- Publicize named areas
- Personal thank you from Board members
- Special thank you efforts (videos, letters, testimonials, etc.)

**The campaign is just the beginning...**

**New relationships**

**Annual giving**

**Special projects**

**Endowments / Planned giving**

**Ongoing stewardship**



**Questions?**

**THANK YOU!**

**Contact Us**



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