



The Basics of Fundraising for Your Library

*Workshop Agenda
Spring-Summer 2006*

Andrew Sanderbeck
Instructor
An Infopeople Workshop

The Facts about Raising Funds

- ◆ What is Fundraising? Why Should Libraries Become Involved?
- ◆ The Many Ways California Libraries Currently Raise Funds
- ◆ How and Why People Support Libraries
Exercise #1 Myths and Facts About Fundraising

What You and Your Library Need to Know to Get Started

- ◆ Making Your Case to Start a Fundraising Activity
- ◆ Creating a Fundraising Team and Support System
- ◆ How to Create a Non-Profit Entity in California and How Much Start-Up Money You'll Need To Get Things Going
Exercise #2 Putting All the Pieces Together to Make Your Case

Fundraising is About Raising Friends and Money

- ◆ What Makes People Want to Become a Donor to Your Library
- ◆ How to Build Lasting Relationships with People That Are Different Than You
- ◆ 10 Rules for Becoming an Effective Fundraiser for Your Library
- ◆ Overcoming the Fear of Asking Others for Money
Exercise #3 An Assessment of Your Relationship Style

Three Ways to Raise Funds and Setting Your Course of Action

- ◆ Short Term Strategies for Raising Smaller Dollar Amounts Tomorrow
- ◆ Long-term Strategies for Raising Big Dollar Amounts in the Near Future
- ◆ 30 Day Action Plan – Where Will Your Fundraising Efforts Be in 30 Days?
- ◆ e-Philanthropy (The Future of Fundraising)
Exercise #4 Advantages and Disadvantages of Short and Long Term Strategies

Summary and Evaluation

There will be two 15-minute breaks and an hour for lunch.