Easy Fundraising for Public Libraries

Quick Wins for COHS and other Smaller Projects

A California State Library Webinar
Thursday, March 3, 2016

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You'll be ready to:

- Focus library fundraising efforts with a clear path to success
- Use quick and easy fundraising ideas immediately
- Identify resources, methods, and models for easy fundraising
- Make the "ask" to the right audience
- Gain community support and promote the library through fundraising efforts

Plan Your Fundraising
Friend-raise and Build Partnerships
Implement Easy Activities

It's about the people.

If You Don't Ask, You Won't Get

- Does your community know that your roof leaks? Or that your book budget is only 10 cents per person? They can't help if they don't know that help is needed.

And…you might get more than you ask for!

Plan Your Fundraising

1. Determine your top library and community needs

Focus on success, not survival!

Community Priorities

Plan Your Fundraising

1. Determine your top library and community needs

2. Set your goals/wishes and share why you selected them! Make a wish list!

What's your goal?

Plan Your Fundraising

1. Determine your top library and community needs

2. Set your goals/wishes and share why you selected them!

3. Verify your fundraising assets

Baby Steps are OK

Plan Your Fundraising

1. Determine your top library and community needs

2. Set your goals/wishes and share why you selected them!

3. Verify your fundraising assets

4. Determine your baby steps and set deadlines

Friend-raise & Build Partners

- **Begin by identifying any current or recent private funders.**

- **Consider how you will find new donors.**

- **Make your fundraising efforts highly visible.**

- **Baby step: pick three people to contact**

Who is your next new partner?

Examples of Potential Library Partners:

Schools and Higher Education Institutions

Museums, Cultural organizations, Historical Societies,

Churches and Religious Organizations

Chamber of Commerce and Local Businesses (Banks, Retail, Restaurants, Realtors)

Economic Development Organizations

Media (Newspapers, Radio and TV stations)

Community Service Organizations (Rotary, Professional Groups, Fraternal Societies, Neighborhood Groups)

Government Agencies (Family Services)

Other Libraries and Nonprofit Organizations

Childcare Facilities, Home School Groups, Boys and Girls Clubs

Senior Centers and Tech Centers

Who to Ask and Why They'll Give

- Library funding support is only marginally related to library visitation.

- Perceptions of librarians are an important predictor of library funding support.

- Voters who see the library as a "transformational" force as opposed to an "informational" source are more likely to increase taxes in its support.
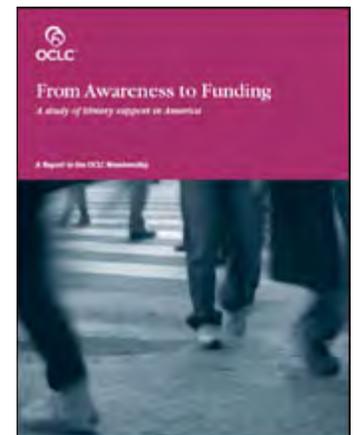
Individuals Give the Most

- Individuals are the biggest donors (73% of total gift giving)
- 88% of households give to charity
- The greatest percentage (80%) of high net income households give to educational organizations.

MAKE IT EASY TO GIVE!

(These statistics were compiled by the National Philanthropic Trust www.nptrust.org/philanthropic-resources/charitable-giving-statistics)

Easy Ways to Ask

- **Publicize Your Wish List**
- Talk to probable supporters

How to Make an "ASK"

1. Pleasantries (family, work, last time you saw each other)
2. Make a transition so they know the topic has changed to something more serious.
3. Make the connection. Remind the person of the connection that you both have with the library.
4. Appeal to their emotions. Why is the library vital? Use warm fuzzy stories of who has been helped or tap into their personal memories of the library.
5. Tell them the specific need. This is the background for your ask.
6. Make the "ask." Remember to make it a question, and ask for something concrete and specific.

Engage Your Super Supporters

Each super supporter makes the commitment to raise a certain amount.

Easy ways to raise $1,000:

- They ask 10 people to donate $100.

- They donate the entire $1,000 themselves—no added work involved.

- They throw dinner parties, and have their guests return the favor. The money multiplies as each guest hosts: For the first party, $25 × 12 guests = $300; three guests have a party, $25 × (12 x 3) = $900; two of their guests have parties, $25 × (12 x 6) = $1,800. Total raised is= $3,000.

- Have supporters bring their lunches to work for a week and donate the money saved. They can ask friends to do the same.

- The Payson (AZ) Public Library has a Book Wish Tree they keep up all year, adding needed book titles.

- Buy-a-Book Fund. Friends and trustees can ask everyone they know to donate the cost of one book, $25. Include a bookplate that donors can fill out themselves.

Fundraising Activities

What have you tried?

– Sales, raffles, events, non-events, social media, sponsorships, wish lists

– Annual fund, planned giving

Raffles

Ola Public Library 2012 Fundraiser
TOSHIBA
L-755 Laptop Computer
including Microsoft Office Home/Student 2010
$3 per ticket - 4 for $10
Only 500 tickets will be sold
Drawing will be held when all 500 tickets are sold. No. 1____ of 500

- **Technology Raffles**

  Sell enough tickets to cover the cost of the items and make money. For example, sell 250 tickets for $10, purchase an iPad, and you can make a few thousand dollars.

- **Gift Basket Raffles** -fun for trustees and Friends to help out. Themed baskets (cooking, sports, movie time, chocolate lovers, family fun, knitting, etc.) filled with donated items from local stores, restaurants. Display the baskets in the library, and sell tickets to win. This also generates visits to the library as well as excitement when the drawings are held.

- **Wine Pull.** People pay $10 to reach in a box and pull out a number. Each number corresponds to a bottle of wine. If the wine is donated, this is easy money and a quick fundraiser you can do with another event. People are apt to give if they will get some kind of prize. This could be done with items other than wine.

Quick Online Fundraising

- **eScrip and Gift Cards**
- **Donate Now button**
- **Amazon Wish Lists, Purchases, AmazonSmile**
- **Crowdfunding**
  - Kickstarter
  - Fundly
  - Indiegogo
  - CauseVox
  - DonorsChoose

FUNdraising Auctions & Events

- **"Raise the Paddle"**
- **Walk, Run, or Read-athon**
- **Sales and Theme Parties**
- **Dine Out and "Taste" Events**
  - **Pancake breakfasts from Rotary, Kiwanis, etc. Offer match.**
  - **"Taste of Soup"** Mary Stenger, director of the Southern Area Lib. in Lost Creek, WV

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    "We raised over $1800! With a budget of less than $36,000, this is significant for a little over 2 hours of work! Another bonus—people get so excited after attending this event that we doubled the size of our Friends group in the last two years."
- 5 people organize. 8-10 people make 3 gallons of soup. $8 tickets to attend event and taste soups. They limited sales to 160.
- Folks sample each soup from crock pots ladled by the cooks. A decorated mason jar at each table allows participants to vote (with money) for their favorite.
- Invited local authors. Volunteers made desserts. Restaurants donated bread.
- Not time-consuming: set up at 10 am, open doors at 12, break down at 2 pm, and leave by 3 pm.

Non-events

- **Stay home!** Invite supporters to stay home and read a book. Mail a tea bag and a card--instead of inviting them to a fundraising dinner, you thought they may like to stay home and read instead. Include an envelope for donations.

- **End-of-the-year appeal.** The majority of money that is given to nonprofits is given at the end of the year. This is when people are thinking about the tax write-offs and are feeling more generous around holidays.

- **Passive collection efforts.** Buy a wishing well, coin funnel, or piggy bank. Children love to put coins in these and will beg their parents for spare change...remember it's for a good cause!

- **Poetry vending machine**! Could be a teen project.

- **Recycling**

- **Coffee cart**

- **Friends shop**

- **Sponsorships, Naming rights**

Opportunities straight ahead

Show & Tell

Campbellsport Public Library Fundraiser

Looking for a project? Refinish this 75-year old high chair and donate it back to the Library for our Show n Tell Fundraiser.
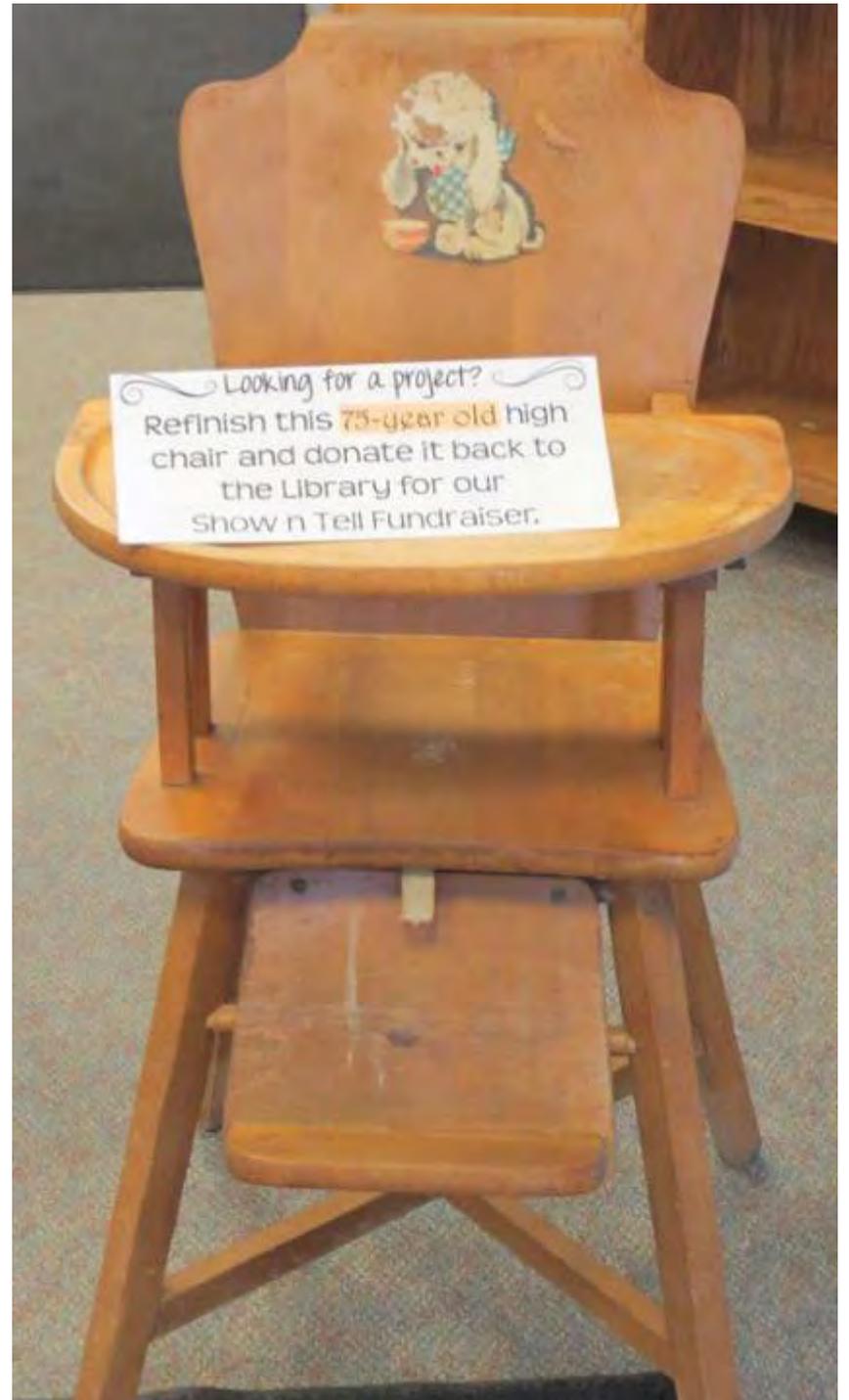
Write the Winning Grant Proposal

1. Follow the Directions
2. Tell the story (PASSION and facts)
3. Keep the audience in mind
4. Seek feedback
5. Ask for everything you need
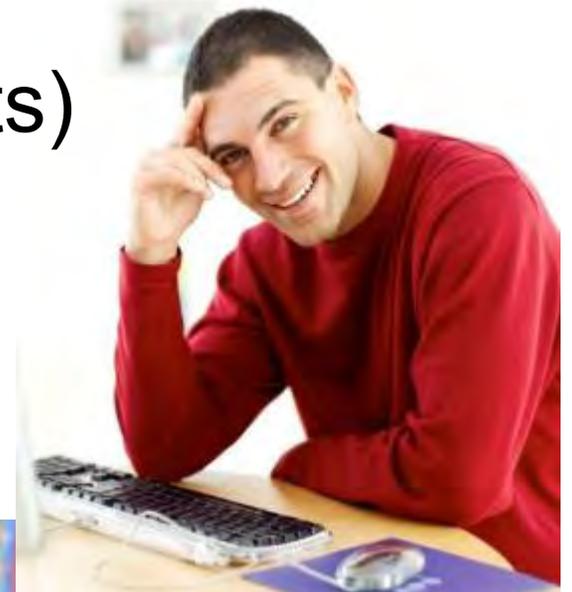
5 Easy Grants for Beginners

- Target Store Grants
- Libri Foundation Books for Children
- Ezra Jack Keats Foundation Minigrants
- Dollar General Grants
- Build a Bear Literacy Grants

Library Grants Blog

http://librarygrants.blogspot.com

Local Funding Sources

- Foundations
- Corporations
- Clubs and Organizations
- Professional Associations
- Local government
- Local businesses

# What easy fundraising ideas and tips do you recommend?

Attitude is important.

- Unshakable conviction in the value of your library
  - "My library is important and deserving of support!"
- Belief that people are willing to give
  - "There are people in my community very willing to support my library!"
- Belief that, even in bad times, wealth exists in your community
  - "We can successfully move our library ahead!"
- Willingness to step outside your comfort zone
  - "We can do it!"

Bonus Results

– Visibility

– Community Support

– Easy Advocacy

– New Partnerships
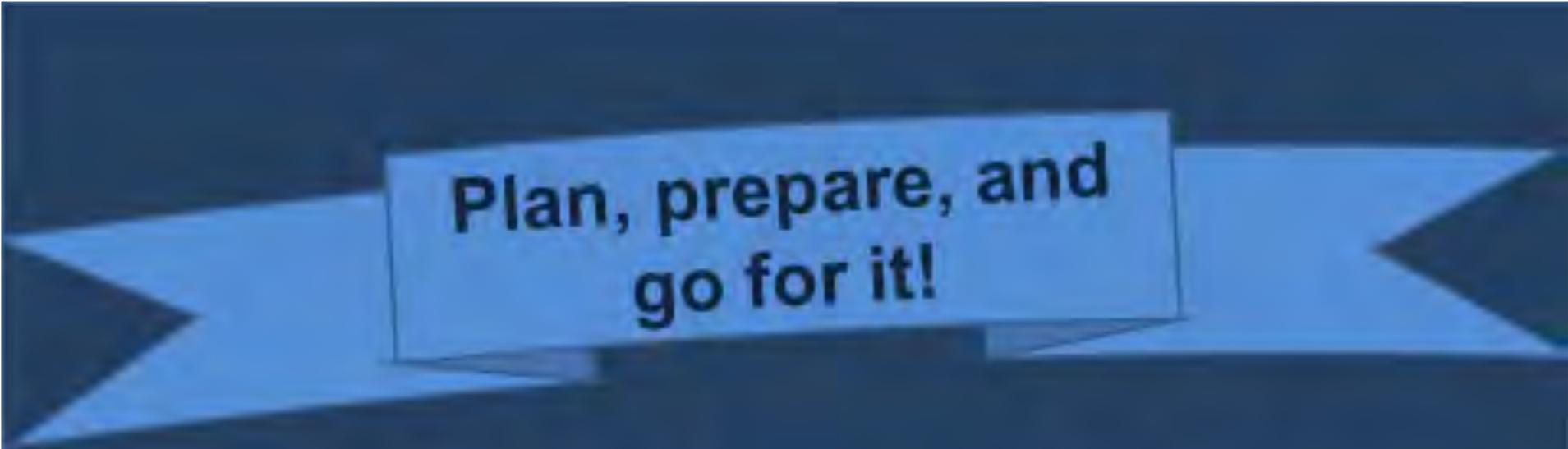
Plan, prepare, and go for it!

What did you learn?

Good Luck with Fundraising!

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Great to meet you all!

David Baker, JD

LA Based Fundraising Consultant

13+ years engaged in library fundraising & library foundation development

At Your Service

Everything Stephanie said . . .

- Focus on the **Folks** (72% + 8% = 80%)
- Leverage your **Friends** and **Foundation**
  - Prospect identification
  - Matching gift opportunity
  - Challenge your Foundation to own the scholarships
  - Don't forget IRA Rollovers
- **Stories** win (outputs vs. outcomes)

Let's chat!

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