

Easy Fundraising for Public Libraries:  
Quick Wins for COHS and other Smaller Projects  
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<https://infopeople.org/civcrm/event/info?reset=1&id=564>

## Fundraising Plan Template

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*Create your library's fundraising plan. Delete the instructions as you complete each section. This is YOUR plan, make changes that work for you. Created by Stephanie Gerding, [stephaniegerding@gmail.com](mailto:stephaniegerding@gmail.com).*

**Time duration:** (do you want to plan for 3 months? 3 weeks? 1 year?)

### Part I. Determine Funding Needs and Resources

**1. Determine your top library and community needs.**

As your library strives to fill community needs, what are the gaps? What is your community and media discussing? Is there a need for job help? Early literacy programs? Afterschool activities? ESL classes? Answering seniors' tech and health questions? Pick a few priorities that advance the library's mission and help better serve your community. Describe why each priority is important or urgent, and how it improves the lives of library users.

**2. Verify your fundraising assets.**

Who already supports the library? Do you have board members who have connections with wealthy people, celebrities, foundations, or businesses? Do you have a good reputation as a trustworthy organization? Are there a lot of community groups in your community who like to support local programs? Do you have staff or volunteers skilled at fundraising and grant work? List all of your fundraising assets.

**3. Set your goals/wishes and be ready to share why you selected them!**

Determine at least one goal/wish for your library fundraising. Identify why you are raising funds. You could focus on a dollar amount to be raised or on a specific project, service, or item. There are good reasons behind your wish list. Understand and be able to explain why your library deserves support. Are you helping to close the digital divide? Providing a competitive edge for small business owners? Fostering lifelong learning? Providing important skills? Being able to share why your wishes and goals are important will be helpful when contacting funders and planning activities.

**4. Estimate costs.**

What will it take to make your goals/wishes come true? Think about staffing time, marketing costs, facilities costs, and technical costs. Do you want to set an annual goal of dollars raised or focus on funding a few projects or materials as you get started?

## **Part II. Select Five Easy Fundraising Strategies**

List five easy fundraising strategies to try (set deadlines for at least two).

- 1.
- 2.
- 3.
- 4.
- 5.

## **Part III. Select Three Easy Grants**

Using the resources provided in this week's reading, [librarygrants.blogspot.com](http://librarygrants.blogspot.com), or other sources, identify three easy grants that are a good fit for your library. Remember that local grants from business, nearby foundations, and service organizations can be "easier" to apply for and to win. Include a link to the application if available online.

- 1.
- 2.
- 3.

## **Part IV. Identify Stakeholders, Communication Strategies and Implementation Steps.**

What do you need to do to carry out your plan successfully? Who can help, what do you need to do and how will you know you are successful?

1. Identify your fundraising stakeholders by listing anyone that will be involved with your fundraising efforts, including staff, funders, and supporters.
2. Establish how you will measure success, whether it is by winning two grants, having a successful event or nonevent, or by raising a specific dollar amount.
3. List any steps you need to take to implement your fundraising plan. Include community strategies to keep your stakeholders and community involved. Baby steps are fine, just think about what it will take to get you from dreaming about your wish to actually fulfilling it. Setting a deadline for each step and adding them to your calendar will help you remember your plans.