Role of Trustees:

- Structurally separate from the Foundation or the Friend of the Library;
- Participants may be active on all boards if other people can not be found

Concern: will the city reduce your budget if you raise significant funds?

Why fundraise:

- Lack of funds
- Lack of services
- Cover budget shortfalls
- Purchase specific items such as furniture
- Ongoing needs

Creative Ideas:

- Calendar
- Dinner and dessert auction
- Starbucks literacy program
- Trivia night
- Plaques on walls to recognize donations
- Golf Tournament
- Art Auction
- Music Festival
- Oysters, Authors, & Ale night
- Adopt a book
The Bottom Line on Fundraising:

- **Fundraising Committee or Board Selection is critical**
  - The primary selection criteria for these folks is having a large network of business contacts and relationships;
  - These folks must believe in the cause and have the fundraiser mentality;
  - You cannot be afraid to ask for money;

- **Specific Cause or Need**
  - You must have a specific need or cause that can be related to by your constituents;
  - Asking for money to augment the budget is not specific – it helps to be specific and to have a cause for example new furniture.

- **Fun Factor**
  - Will the project generate a fun atmosphere, while at the same time, enhance the team and promoting the library services?

- **Cost Benefit Analysis**
  - The project needs to make sense – is it doable within an allotted timeframe?
  - Do you have the resources - manpower, money, and time?
  - Effort for results – does it match your needs?
o Does it make more sense to form a foundation or to ask Friends for support;

- **Preparation Includes:**

  Plan, Plan and More Planning:
  
  o Identify Resources needed;
  
  o Identify Roles for team members – recorder, treasurer, chair, co-chair, etc. – can they work together as a team?
  
  o Action Item Timeline;
  
  o Regular meetings, reviews, updates;
  
  o When should you incorporate (form a society)?
  
  o Setup bank account;
  
  o Advertising plan & resources;
  
  o Event Program needed;
  
  o Outside resources requirements, commitments, and agreements in place – locations, venues, etc;
  
  o Do you need to add and replace members – part time help may be needed;
  
  o Measure success throughout the project;
  
  o Recognize you’re dealing with volunteers, not employees;

**Make sure everyone has a purpose and is recognized for their contribution!!!**