

F18: Trustee Fundraising Dialogue

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

- Marathons/Runs
- Naming Rights
- Live Donors
- Foundations
- Friends
- Donations
- Gala Dinner

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?

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

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