

ACT LIKE A LIBRARIAN,  
THINK LIKE A FUNDRAISER

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# INTRODUCTION



## ABOUT ME:

- Crazy animal lady
- Former library instruction coordinator
- Previous fundraising experience: I once led a LuLaRoe fundraiser for my favorite cat rescue!
  - *(In other words: Not much.)*

WARM-UPS

# WARM-UP: WHO IS YOUR LIBRARY?



(with apologies to Family Guy and Wilford Brimley)

Healey Library is a curmudgeon with a spectacular mustache. His wardrobe has not been updated since the 1970s. He shouts a lot at youths to get off his lawn, but he'll also go over and snowblow your driveway when you're not looking. Find him drinking black coffee, reading a print newspaper, and starting all his sentences with, "Back in MY day..."

# WARM-UP: FRAME YOUR WORK



Before we can reframe, we need to frame:

In your booklet, write down 3 professional goals you set for yourself this year, or 3 of your core job responsibilities.

# EXERCISES

# YOUR JOB TITLE, REFRAMED



Is how we see and define ourselves aligned with how others see and define us?

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# WRITE A HOLIDAY LETTER TO YOUR CAMPUS



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Hello, friends!

What a year it's been out here on Harbor Point. This year, Healey Library exploded its fundraising enterprise by submitting (or partnering on) 6 grant proposals, at least 1 of which was successful (with hopefully more acceptances to come)! We continue to see leaps-and-bounds increases in the number of patrons who receive in-depth virtual research help from our librarians, and despite the campus budget challenges, we continue to meet our goal of filling 95% of the interlibrary loan requests that come our way! We couldn't do any of this without your support and partnership. Ask us how you can help us be even more successful next year!



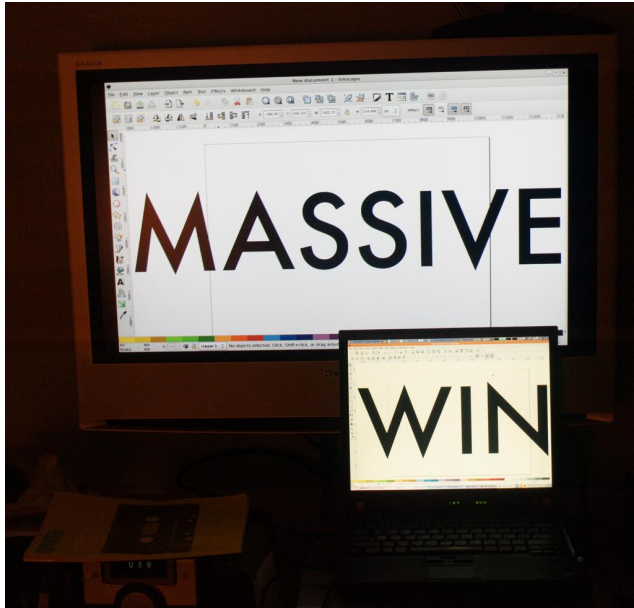
# BRING AN APPEAL TO YOUR ADVANCEMENT OFFICE



(with apologies to the Walt Disney Company)

Given the reports coming out showing how poorly the average Internet user distinguishes between fake and real news, the Library has drafted a proposal for developing an online tutorial in critical thinking and spotting fake news. We have a commitment from the general education coordinator that this online tutorial would be used in all of the gen ed courses offered, reaching 75% of first-year students. Do you know any donors or foundations who might be interested in supporting a project like this?

# SHARE A RECENT SUCCESS WITH A TRUSTEE



I know you're particularly interested in supporting our community college transfer students. Did you hear about the library bridge program we're building with community colleges in the Boston area? This year, 3 different schools signed up to be a part of the pilot project, and next year we're expanding to 6. Faculty and librarians on both sides have already reported improved outcomes in the academic success of transfer students!

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DISCUSSION / Q&A

# SOME QUESTIONS TO CONSIDER...

- Do we abandon the core tenets of our profession when we reframe our professional activities through the lens of a fundraiser?
- How can we reconcile our public service values with the outward-facing self-promotion that accompanies a fundraising mindset?
- Are we at odds with our profession if we think of ourselves as library promoters, not just service providers?

COOL-DOWNS

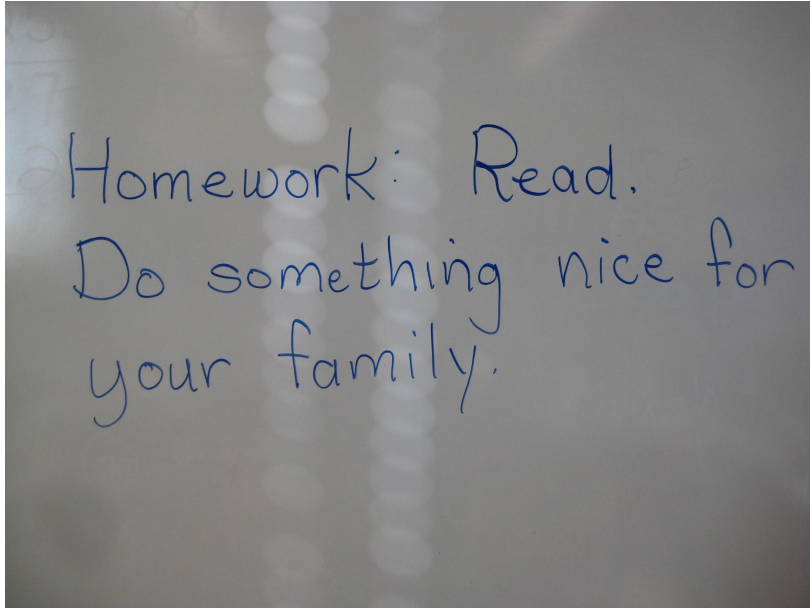
# COOL-DOWN: REFRAME YOUR WORK



Look at the 3 goals or job responsibilities you wrote down earlier:

How would you re-write them, in light of some of the exercises we just did?

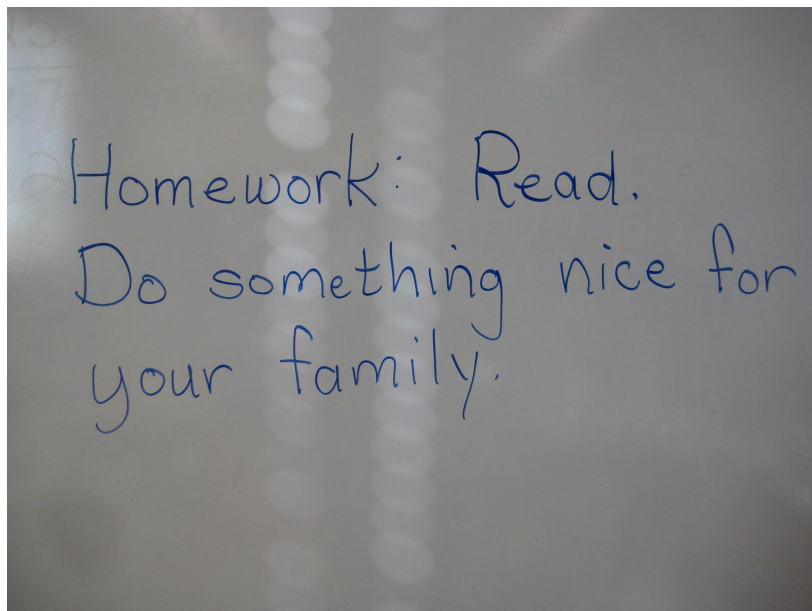
# COOL-DOWN: TAKE IT BACK HOME



- Does my campus have a library liaison in the **advancement office**?
- Does my campus have a library liaison in the **sponsored research office**?
- Does my campus have an advancement or sponsored research office???

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# COOL-DOWN: TAKE IT BACK HOME



What is one thing you will take back from this session and implement in your work?



EVALUATIONS  
(THANK YOU FOR  
HUMORING ME!)

THANK YOU!