

## **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!!!**