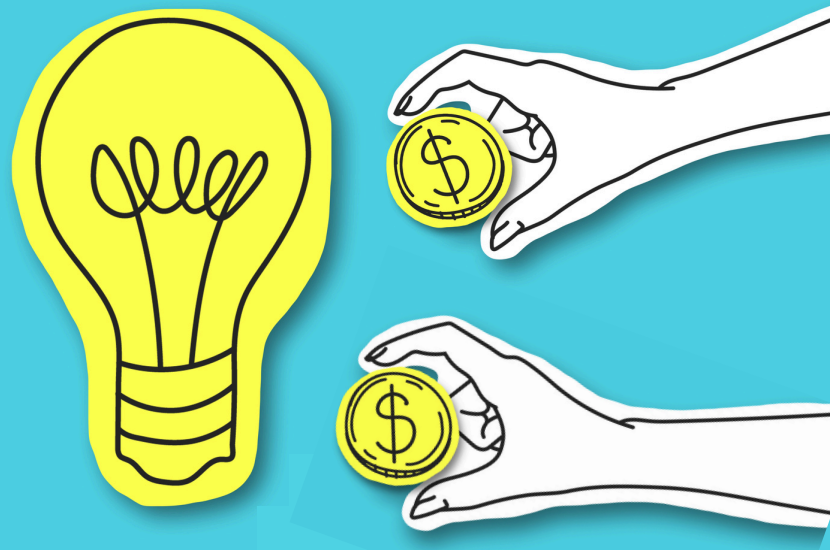


# PUTTING the FUN INTO LIBRARY FUNDRAISING

A 5-MINUTE READ FOR THE LIBRARY  
EMPLOYEE ON THE GO!



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As libraries of all kinds across the great state of Florida deal with budget issues and cuts to funding, there is no better time than NOW for everyone within the library profession to learn more about the variety of ways one can increase philanthropic support for their library.

**Identify the top three to five funding priorities within your library.** Whether these funds go towards renovations, new buildings, technology needs, collection development, staff development, increased programming and outreach, or something else, it is imperative that every library always have their top funding priorities prepared.

*For example:*

## DID YOU KNOW?

- \$50** will purchase X number of books for the circulating collection?
- \$500** will enable the library to provide increased outreach and programming?
- \$1,000** will purchase access to an online database for 1 year?
- \$5,000** will name a group study room in the library?
- \$25,000** will endow a fund to ensure funding in perpetuity?

**Promote, promote, promote these funding priorities!** Now is not the time to be bashful! Promote your funding priorities everywhere that you can, and in front of as many audiences/civic groups/Friends of the Library Groups as you can. Promote them via social media accounts and print publications. If you don't get the word out, how will your constituents and future donors know that you have exciting funding priorities that may align perfectly with their personal philanthropic interests? Train your board members and volunteers to effectively speak to your funding priorities within their networks of colleagues, friends, and professional organizations. Don't be shy!

When was the last time that you thanked your donors? (Other than a generic "thank you" in a newsletter or email blast?) Now is the time to evaluate your donor lists and segment those donors who have been giving to your library consistently for months or years. Reach out to those constituents personally via email or phone to say THANK YOU for your ongoing support of the library! Tell them, "Your generosity makes a huge impact on our ability to serve the community and for that, we are grateful! When your schedule allows, I welcome the opportunity to host you for coffee/lunch/a VIP behind-the-scenes tour of the library to show you how your funding supports us while also updating you on our ongoing funding needs."

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The stewardship process of the giving cycle is often overlooked. It is vitally important that donors be thanked and acknowledged for their support. Not only is it a basic courtesy, but it's a fantastic way to ensure that your donors stay engaged with your library so they will be inclined to give again in the future.

**Planned Giving.** Always encourage your constituents and donors to consider including the library in their estate plans. There are a wide array of giving vehicles that will easily enable a donor to make a tremendous impact on their favorite library via effective estate planning, such as:

- **A basic Will designation:** a donor can designate within their Will/Trust that upon their passing, a percentage or dollar amount be bequeathed to your library to be used for specific purposes.
- **IRA Rollovers:** this targets donors aged 70 ½ or older. If they are required to take a mandatory distribution from their IRA, but they don't need that income nor need to pay income tax on it, they can have their IRA broker directly transfer that distribution to your library. As long as the funds go directly to the library from the IRA and do not touch the hands of the donor, the donor does not have to claim that as taxable income.
- **Beneficiary Designations:** anyone can designate a library/non-profit as a beneficiary of their retirement plan, pension, IRA, Life Insurance Policy, Long Term Care Policy, etc. They can designate a percentage or a dollar amount via such a designation.
- **Named spaces.** Don't wait until your ribbon cutting on your new building to decide to promote spaces that donors can name. As soon as you identify the spaces and gift amounts required to name spaces within the library, or the library itself, begin incorporating these within your renderings and marketing materials. Donors thrive on a sense of urgency and lack of supply! Donors who may wish to name a space within your library may make their gift months/years before the project is even completed.

