

STLS
Fund-Raising Advisory
Committee

July 25, 2006
At S.S.C.L.

Committee Objectives:

- Determine feasibility of an STLS fundraising program to supplement existing revenues & to benefit all member libraries;
- Make report and recommendations to STLS Board for review and action.

Fund-Raising Opportunities

- Grants
- Events
- Mail
- Internet
- Retail sales
- Individuals and local businesses

Grants

- Four prime areas of available funds for libraries: literacy (esp. early childhood); support of public education; outreach to underserved populations; technology access.
- Sources: NYS, federal, IMLS, private foundations
- Medium to large grants \$ 20,000 - \$ 1MM+
 - High potential for success when system-wide
- Benefit all members proportionally
- Rural libraries needs a big positive

Grants

- 3-5 year strategic plan for grants
 - Recoverable operational costs in large grants
 - Collaboration with other institutions a big +
- All libraries contribute something to grant development
 - Support a grants writer for large grants
 - Support with in-kind resources
- Greatest probability of long term value to STLS libraries

Events

- Multiple formats
 - All STLS members participate on site during the same time period or contribute resources to a medium/large event at a common site
- Events include golf tournaments, wine and food tasting, High \$ 5 Drive, travel, concerts, famous author talks, raffles, cultural, etc.
- Mail event only – participant pays to not attend.
- Need a planning committee for any event

Direct Mail Solicitation

- Solicitation of select groups or all patrons of member libraries
- System wide raffles or drawings
- Wide area network solicitation via commercial vendor
- Annual Campaign targeted to STLS libraries and programs
- Least effort option in fund-raising

Internet Solicitation

- Website link with ability to donate on-line
- Sales of library-themed products
- Program specific contributions
- Access to information on estate planning and memorial giving
- Library advocacy

Retail Sales

- Selection of items available to sell at major regional events, at libraries and at major member library events.
- Website sales
- Selected items available at all libraries (e.g. high end tote bags)
- Requires a managing committee to oversee program and inventory

Individual Contributions

- 80% of philanthropic funds in U.S. come from individuals
- Targeted solicitation and donor development on a regional scale
 - Program or general library support
 - Annual or estate giving
 - Donor's Society created with benefits
- Dedicated team required to develop and implement over a 3-5 year period
- Largest potential return for libraries over time

For successful fund-raising-

- No adlibbing
- No panhandling
- No complete automation
- No groupism
- No averaging
- No pessimism
- No parsimony

Committee Next Steps

- Discussion and thoughts on presentation and fundraising thoughts (this meeting)
- Digest and review materials before next meeting
- Develop recommendations for STLS Board (next meeting)
- Presentation to STLS Board at September meeting