



Effective Fundraising for Programming

OVERVIEW

- step 1** - *Define Your Project*
- step 2** - *Think Like a Funder*
- step 3** - *Commit Library Resources*
- step 4** - *Find Fabulous Funders*
- step 5** - *What Worked? What Didn't?*



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step

1

Define Your Project

- What is your **mission or purpose**?
- What are your **goals and outcomes**?
- Who is your targeted, primary **audience**?
- What is the **content and scope** of your program?
- What is your **budget**, and your **goal** for fundraising?



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2

*Think
Like a
Funder*

1. **Interests** – you'd fund what you like or believe in
2. **Audience** – you might look for underserved, youth or arts demographics
3. **Collaborations & Partnerships** - you'd want broad community support and likelihood of reaching more people



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2

*Think
Like a
Funder*

4. **Innovation** – new, unique, or leadership projects would attract you
5. **Publicity** – people should know about the project and your funding
6. **Multiple Funding Sources** – being the sole funder might make you nervous



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2

***Think
Like a
Funder***

7. **Past Success** – a good record and stability means your \$\$ is secure
8. **Accountability** – how did these people spend my money and what impact did it have?
9. **Thanks Yous** – if you get credit for your support you might give again



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3

***Commit
Library
Resources***

- ✓ Many funders don't want to be sole support
- ✓ Many funders require cash matches
- ✓ "Seed money" – takes \$\$ to raise \$\$



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3

Commit Library Resources

Cash is Critical

- ✓ For honoraria, travel, publicity, print, food, etc.
- ✓ Benchmark = in St. Paul on average about 0.25% of total budget
- ✓ \$1 million budget = \$2,500 for adult programs



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3

Commit Library Resources

In-Kind is Nice

- ✓ Some funders count it the same as cash, but increasingly they don't
- ✓ Can include: staff, equipment, venue, collections, etc.



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4

***Find
Fabulous
Funders***

Library Friends and/or Foundation

- ➔ stable, on-going source of support
- ➔ also may help with audience, volunteers & more
- ➔ work to support joint goals, such as membership, socializing & publicity



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4

***Find
Fabulous
Funders***

Program Partners

- ➔ Match their needs & goals
- ➔ May help fund all or just parts of programs
- ➔ Examples: civic groups, museums, colleges, schools, nonprofits, government agencies, other libraries
- ➔ Be a minor partner for someone else's program
- ➔ Media partners – not cash, but big value



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4

***Find
Fabulous
Funders***

Grants & Foundations

- ➔ ***Government Grants –***
 - ALA-Public Programs Office
 - LSTA
 - Arts Councils
 - Humanities Councils
 - Other state, county or city agencies or grant programs
 - National grants (NEA, NEH) - tough to get unless part of a national project



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4

***Find
Fabulous
Funders***

Grants & Foundations

- ➔ ***Foundations –***
 - State, regional or community foundations
 - Corporate foundations – both entire corporation or just local store
 - Family foundations
 - National foundations – again looking for national scope or impact



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4

Find Fabulous Funders

Individual Donors

- Solicit or work with donor to fund programs that especially interest them
- Work with your Friends or Foundation or development office
- Ask for small donations or suggested donations to support an ongoing effort



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4

Find Fabulous Funders

Corporate Sponsorships

- **Corporate sponsorships** are complicated: marketing/fulfillment in return for cash. Better suited for larger scale or fundraising events
- **Smaller businesses** may support programs (\$100-1,000)
 - often connected to an individual
 - helps if the program is connected to the business
 - don't ignore service firms (good success with attorneys for example)
 - local stores of big chains sometimes have funds



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4

***Find
Fabulous
Funders***

Endowments, Funds & Capital Campaigns

- Possible to build reserve funds or endowments dedicated solely to providing income for programming
- Usually occurs as part of a capital campaign, planned gift or individual donor



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4

***Find
Fabulous
Funders***

Fees/Admission and Fund-Raising Events

- Hard to manage and recoup costs, conflict with free library philosophy, easier with workshops
- Fund-raisers are just big programs – but takes tons of effort and a good base of contributors



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5

***What
Worked?***

***What
Didn't?***

Fund-Raising Evaluation and Long-Term Process

- ★ Evaluate your fund-raising efforts - as well as your program
 - How much did you raise?
 - How happy were your funders?
 - Would you do anything differently to attract funders?
 - Was your effort worth the result?



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step

5

***What
Worked?***

***What
Didn't?***

Fund-Raising Evaluation and Long-Term Process

- ★ Set annual or project goals – easier for some types of fund-raising than others
 - Set new goals based on previous efforts.
 - A 10% increase can be an aggressive increase for a fund-raising goal.
 - Be in it for the long haul.