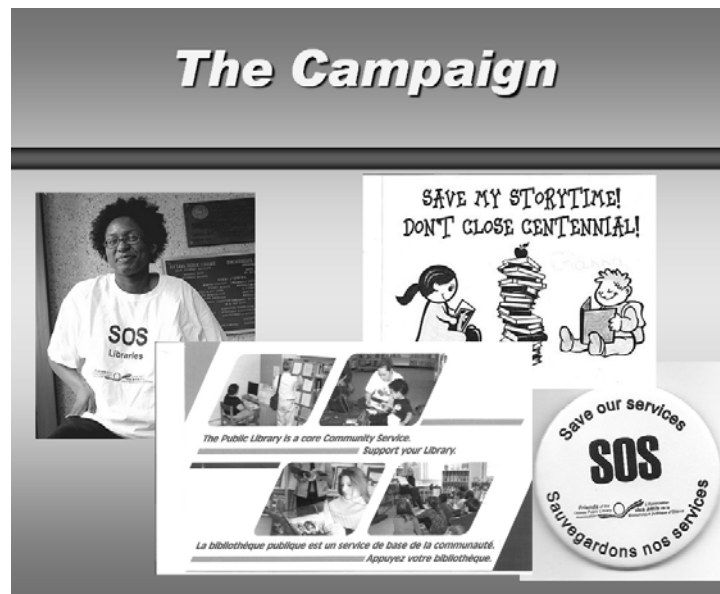


Academic Friends groups in Ontario libraries

A panel of speakers from three university library Friends groups discussed their organizations and shared concerns. Speakers were Vivien Cummings and Patricia O'Flaherty from Carleton University's Circle of Friends, Dr. Michael Peterman from Trent University's Friends of the Bata Library, and Karen Turko from the Friends of the Thomas Fisher Rare Book Library at the University of Toronto. These self-described "town and gown" organizations have distinct factors to consider in terms of governance, accountability, fundraising and donor recognition. They share with their public library counterparts the issues of inadequate library funding and the need for membership and volunteer recruitment.

Advocacy at work - saving branch libraries

It took only 13 slides and 75 minutes to outline an advocacy campaign at the Ottawa Public Library which saved 10 branches and prevented cuts to the library budget during 2008. Speakers were Barbara Clubb (City Librarian), Lori Nash (President Friends of the Ottawa Public Library) and Jan Harder (Chair, Ottawa Public Library Board, Councillor, Ottawa City Council, President Canadian Library Trustees' Association).



Visit our website to review the slide show, and accompanying materials such as press releases, speeches to City Council, Budget Information Kit, and talking points used during the 29 day campaign.

<http://www.accessola.com/focal/Conferences/OLA-2009/OLA-2009.htm>

Fundraising that Works!

Lori Nash, President Friends of the Ottawa Public Library

Friends of the Ottawa Public Library (FOPLA) raises the largest amount of funds among all library friends groups in Ontario as reported in the Canada Revenue Agency listing of registered charities in 2006 and 2007.

Friends operate bookshops in four branch locations, and raise between \$22,000 and \$90,000 a year for the Friends.



Nepean Central Library – Second Editions

Self-serve ongoing book sales in eight branch locations raise between \$200 and \$1,200 a month. Patrons pick-up the books and pay for them at the circulation desk, and all funds go to FOPLA



FOPLA volunteers control the collection, sorting, pricing, shelving, handling and distribution of all donated used books and library discards



Fundraising that Works!

Heather Rumball, Toronto Public Library Foundation President

Strategic focus -

- Friend Raising – *Working with Us*
- Fundraising – *Giving to Us*
- Awareness Raising – *Knowing of Us*

Mutually reinforcing, within and between campaigns

Annual Campaign

Objective - achieve 15-20% annual growth in support of:

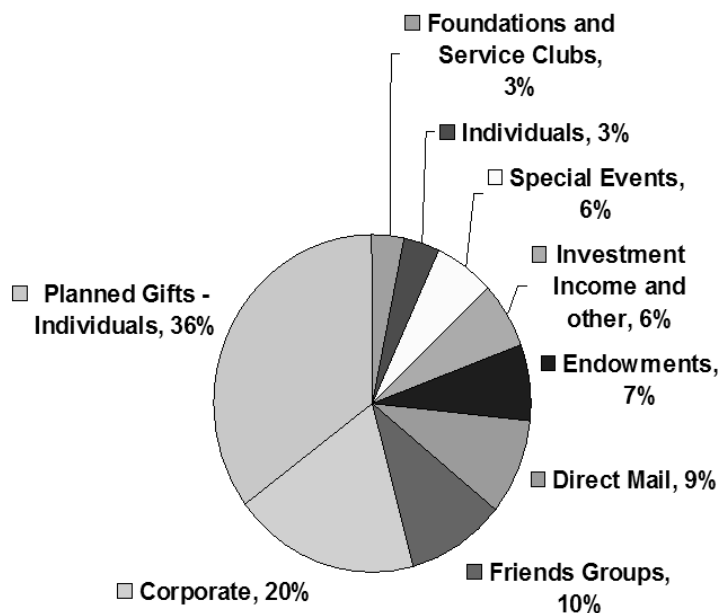
1. Enhancing Collections
2. Expanding in-branch and outreach Programs & Services
3. Improving access to Community Space and Technology



Capital Campaign

- Overall (3-4 years) Goal: \$20M
 - \$10 public sector funding (Province)
 - \$10 private sector funding
- 2008 Goal:
 - Achieve \$3M in commitments in support of TRL revitalization

Revenue Sources



Friends Helping Friends – Practical Tips

Round table discussions focussed on three topics. Please visit our website to review the complete results of our brainstorming session.

Recruiting/Organizing Volunteers/Members

Dorothy Macnaughton, Sault Ste. Marie

Recruiting

Who can we approach to volunteer? Where?

How to manage and train volunteers

Resources Online:

Friends recruitment poster

How to revitalize your friends of the library group

Sault Ste. Marie Friends volunteer application

Community Outreach/Partnerships

Jami van Haaften, Sudbury

Who are your potential community partners?

Do you have shared goals?

Do you have shared membership?

What is it you need from a partnership?

What do you have to offer?

What are the benefits?

What are the risks?

Resources online:

Trustee Tip #14 - Launching a successful community "partnership"

FOLUSA Fact Sheet - Moving To Center Stage In The Community or on Campus

Ontario Library Association Superconference 2010

February 24 – 27, 2010

Metro Toronto Convention Centre

Plan to attend next year's Superconference. Plans are already underway to offer a full-day pre-conference workshop on Fundraising. The "Friends Helping Friends" workshop will be repeated with new topics.

Visit the OLA website (<http://www.accessola.com/>) and look in the left margin for the link to the Superconference website.

How to Run Successful Book Sales/Book Stores

William Crawford, Mississauga

1. What are the volunteer requirements?
2. What storage space is required?
3. How are books for sale obtained and delivered?
4. How often should book sales be held?
5. Can a book sale store be set up in the library?
6. When is the best time and location to have an annual sale?
7. What are the best publicity methods for a book sale?
8. How are prices determined?
9. How are books separated into categories?
10. How are rare and collectable books separated?
11. What items in addition to books be put on sale? E.g. CD's Videos, etc.

Resources online:

Book prices - Ontario

Booksale survival kit order form

Friends of the Library bookstore price list

Price-guidelines-2008

Price guidelines-2009

Sorting & Pricing