

## Fundraising Day @ OLA 2011

Rob Lavery, Southern Ontario Library Service and Ann Andrusyszyn, Barrie Public Library

Based on the success of last year's inaugural Fundraising Day @ OLA, we are planning a day that focuses on planning and building a successful fundraising program.

During the morning program Rob Lavery will talk about the steps of the planning process. In the second half of the morning, Rob, together with Ann Andrusyszyn, will look at developing an annual plan for your library fundraising that incorporates good planning and the fundamental aspects of effective fundraising.

In the afternoon, attendees will break into smaller groups to discuss the 3 basic methods of annual fundraising: events, mail and added more recently, fundraising online. Each discussion group will look at the topic in-depth, sharing their experiences, creating a list of best practices and learning from experts. Participants will have the opportunity to explore each topic area for about an hour in these small discussion groups.

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### Everything Old is New Again: The Fundamentals of Fundraising in the Digital World

Owen Charters, Executive Director CanadaHelps

The game of fundraising and community engagement seems to be constantly shifting. New tools, new trends, new challenges all seem to be vying for attention. How do you tie together traditional fundraising with the brave new world of fundraising and campaign-building online, including social media? Integrate all the free tools available to you through CanadaHelps.org. We will also share strategies for social media success, and give you the essential tools for your organization's own roadmap through the land of blogs, Facebook, Twitter, e-mail campaigns, and other social media.

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### Capital Fundraising Campaigns – Success Stories!

Rob Lavery, Southern Ontario Library Service

Ontario has seen a lot of building projects in the past few years as libraries have benefited from government stimulus funding. Most libraries have also had to conduct a capital fundraising campaign in their community to supplement the government funds. We'll hear from 3 libraries, small, medium and large libraries by size, as they share their experience. Attendees will hear the war stories, the disappointments, as well as the successes and inspired moments.

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### An Untapped Fundraising Stream - Selling Books Online

Dorothy Macnaughton, FOCAL President and Ingrid Keuper Dalton, Mississauga Library System

Many Friends of Libraries volunteers or library staff already organize and run successful book sales in their communities. Can this expertise be utilized to sell books to a wider market? What is the most effective way to begin to sell more valuable books online? What are the best sites for selling antique and collectible books? How do you determine prices? This session will help you gain the knowledge you need to consider online bookselling with confidence.



The participation of Friends of Canadian Libraries representatives at provincial and national library association events is made possible through the constant and generous support of our conference sponsor Random House of Canada



Late spring is always a busy time of year for those of us who attend library conferences. We were delighted to be included in the program or exhibit areas of so many provincial and national library conferences across Canada.

Visit our website to find conference presentations, notes, handouts and photos.

### Friends - In the Business of FUN

British Columbia Library Association

Speaker: Jocelyn MacNiel

This session included ideas that can be adapted for both large and small libraries to help enhance staff morale and rally the library volunteers, either on staff committees, as trustees or as Friends of the Library. Jocelyn described fun events, fun...draising, and ways for the library to connect with the community.

### FEEL GOOD EVENTS

1. Tours
2. Canada Reads
3. Christmas Reading
4. Game Nights

### FUN...DRAISING

1. Raffles
2. Film Festival
3. A Night in the Library - The Library Comes Alive
4. Quiz Night
5. Puzzle Day

### MORALE BOOSTERS

Days can be long and busy for all, but a little fun can help to boost morale.

The following can be held within a library unit, a branch or a system.

- Create a fund for monthly staff birthday parties
- Run pools for the Oscars, hockey, American Idol, BC Book Prizes
- A Brownie bake-off
- Christmas cookie or secret gift exchanges
- In smaller libraries, it might be possible for Friends to host a special luncheon for library staff.
- Meet and Mingle: invite a new staff member to a pot luck gathering or out for lunch, welcoming them to his or her new work place.
- A reception will give new Friends a chance to meet the Friends' Board and sign up to help out with committee and projects.

**Let's pat ourselves on the back! But what's next?**

Alberta Library Association

Trustees representing libraries, along with Directors representing libraries discussed their success stories. Nicholas reported on successes in Alberta, future possibilities and directions on the National scene focusing on the partnerships which exist and can be explored among Friends, Trustees and Staff.



Presenters: Doug Cooper, Vice-President, Alberta Library Trustees Association, Bonnie Grey, Director, Alberta Public Library Services, and Nicholas Spillios, Past President, Friends of Canadian Libraries.

**Agenda**

Alberta Friends review

What have we done?

Profile of Friends

What's next?

Possible actions

Let's self- evaluate . . . competencies

Where have we been??

**Profile of Friends**

- Mission Statements, Support, Services
- Focus - Fundraising & Advocacy
- Friends Are Independent/ Semi-Independent
- Friends Have Community Connections
- Friends Take On Eclectic Mix of Projects
- Friends Are Creative & Industrious
- Staff Usually Operate At Arm's Length
- Friends Are A 90's Conception

**What Friends Have Done**

- Friends fundraise
- Friends as advocates
- Friends as partners
- Friends as an alternate voice
- Friends as an independent community group
- Friends delivering literacy events

**Strategic Planning  
Where Can We Go?**

- Visibility/visibility/visibility!
- Establish closer liaison w/staff/trustees
- Get staff support - casinos, et al.
- Community connections w/partnerships
- Recognizing literary landmarks
- Documenting users personal stories
- Documenting library archival history
- Tap community agencies support
- Form Friends speakers bureau
- Networking - connecting with other friends
- Celebrate community days/events
- Reevaluate before revitalizing!!!

**Ten Competencies**

- General knowledge
- Board operation
- Fundraising
- Lobbying
- Advocacy
- Decision making
- Policy making
- Strategic planning
- Finance
- Professional Development

**Ontario Library Association Super Conference 2010**

**Building a Successful Event: Special Events 101**

Planning a new event, or need to strengthen an existing one? This session provided the basic building block work tools for starting an event from scratch or improving existing events, and outlined the Special Events process from start to finish.

Purpose:

- To raise money
- To generate donor prospects or volunteers
- To increase public awareness
- To reach a different constituency
- To bring attention to your mission or cause
- Some combination of all of the above

Choosing the right event

- Audiences
  - List all possible groups of people you would like to have at your event
- Assets
  - What does your event offer to your audience and participants?
- Vision
  - What is the highest expectation for the event?
- Promise
  - What will each event participant actually take away from the event experience?

More components of the presentation:

- Ready for event checklist
- Event Comparison Chart
- SWOT Analysis
- Timing
- Event Schedule Planner
- Site selection
- Event Committee recruitment
- Finances, Budget & Sponsorship
- Marketing and promotion
- Volunteers
- Food
- After event
  - recognition
  - evaluation
  - wrap up report
  - committee e debrief

Ann's PowerPoint presentation and handout may be found on the FOCAL website.

**"EVENT READY" CHECKLIST**

Ask yourself these questions, prior to embarking on an event...

- Do you need the money?
- Do you have a convincing case for support, appealing both to the heart and the head?
- Do you have the staff expertise?
- Do you have active and highly motivated volunteers to help execute the event?
- Do you have good access to funding sources (sponsors, ticket/foursome buyers etc.)?
- What is the competition up to?  
Is there room for another gala, golf tournament, Run, Walk, etc.
- What would be your USP's (Unique Selling points)?
- It costs money to raise money. Are you willing to make the necessary expenditures?
- What are your organization's fundraising priorities? - Do events fit into the mix?
- How successful have you been with executing your existing events?  
Have they been cost effective/have they been worth the staff investment of time?
- Do you have a positive image in the community?
- Is your organization well known in the community?
- How well does your organization work from a business perspective?
- Do you have an idea as to who the chairperson should be?  
Do you think that person will agree to lead?  
Do they have the right contacts to help you?

## Ontario Library Association Super Conference 2010

### Winning at Fundraising: Creativity + Teamwork = Success

*Presenters:*

*Rob Lavery, Southern Ontario Library Service and Ann Andrusyszyn, Barrie Public Library*

One of the most interesting exercises we did, in this day-long workshop, was to draw a “donor pyramid”. Delegates described what types of fundraising activities they participated in, and the results were written on cards and placed on a pyramid. We also noted what was done by Friends, and what fundraising was done by library staff.

The lesson learned is that Friends groups traditionally do fundraising events at the bottom of the pyramid – book sales, for example. We need to build on the relationships and partnerships that occur at those events, and move up the pyramid. By using a mix of fundraising methods, and attracting more donors, and more committed donors, we are moving up, we start drawing from other funding sources.

- Engage donors at the bottom and try to engage them in other activities that will lead people to greater levels of giving.
- Donor pyramid – use a mix of methods – to feed into other fundraising programs; get different pots of money from your community
- Who is doing what – roles and responsibilities – no one way to do things – staff can work with volunteers – volunteers can work with staff so you can all be successful together

Pyramid

- Bottom - booksales – some mail - events
- Middle - Corporate service clubs
- Top - Capital campaigns

Refer to the FOCAL website to review the examples of fundraising events collected during this workshop, and see where they fit on the pyramid, and who is doing what.

**Topic Tables** – experts led discussion on five topics relating to fundraising.

- Small Town Challenges - Lisa Miettinen
- Mail program - Rob Lavery
- Marketing - Melissa Cameron
- Planned Giving - Ann Andrusyszyn
- Friends and Fundraising - Ingrid Keuper-Dalton

<http://www.friendsoflibraries.ca/Conferences/OLA%202010/OLA-2010-table-topics.html#topic>

### Friends Helping Friends Workshop

Check out our conference website for notes from this interactive networking session.

Fundraising Activities    Publicity and Marketing    Event Planning

### With A Little Help From Your Friends

Ontario Library Service North

*Speaker: FOCAL President Dorothy Macnaughton*

This session explored the reasons why libraries need Friends as one of their primary partners and how your library can benefit from having a Friends group. It also demonstrated how Friends can passionately spread the word about the library's value in the community.

Presentation outline:

- Why have a Friends Group in Your Library?
- What Friends Groups Do
- What are the Benefits to Having a Friends Group?
- What are the Risks?
- Forming a Friends Group
- Planning Events
- Types of Events or Activities
- How Do Friends Spend Their Funds
- Maintaining a Successful Friends Group
- Volunteer Recruitment and Retention
- Revitalizing A Friends Group

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### Friends of Your Library: Passionate Partners

Manitoba Library Association

*Speaker: FOCAL President Dorothy Macnaughton*

Friends of Libraries, organizations dedicated to supporting your libraries, are your **passionate** partners.

**WHY?**

- Friends already value the library and want to support it
- They have indicated by becoming Friends that they are willing and able to donate their time and energy to fundraising, advocating and promoting the library, as needed
- Of all the organizations in your community, these volunteers have chosen your library as their volunteer priority
- Today's volunteers are extremely busy people, but still have a lot to give, even if they can only give a limited amount of time
- If their volunteer experience is a positive, fulfilling one, Friends will tell others about it and you'll gain additional volunteers

View Dorothy's presentation on our website, to view her complete presentation, including:

- How to find Friends
- Why do people volunteer?
- Why people don't volunteer
- 21<sup>st</sup> century volunteers
- Why people stay involved
- Benefits of having a Friends group
- Community partnerships
- Making a difference



Our afternoon working featured round table discussion on a variety of topics. Ingrid Keuper-Dalton is making notes, while delegates continue the dialogue.



Dorothy Macnaughton had a chance to visit with Pe Rabbit in the exhibit hall.



Lahring Tribe, from Random House of Canada, presents FOCAL President Dorothy Macnaughton with a cheque. FOCAL Treasurer Jami van Haften joins in the happy moment.

As our conference sponsor, Random House of Canada makes it possible to provide a rich variety of conference programs, and to spread the word about Friends of Library organizations across Canada.

*Photo credit: Brian Pudden, Media Designer, Ontario Library Association*

Ontario 2010

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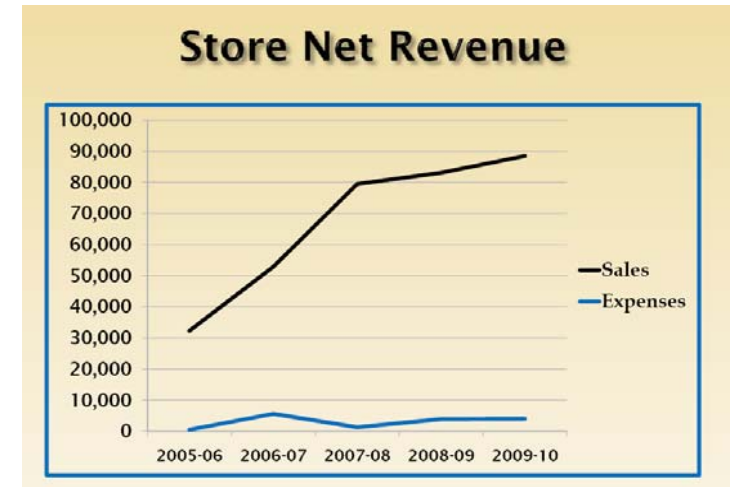
## Ontario Library Association Super Conference 2010

### Make Your Friends Store a Success

Presenters:

Margaret Mitchell, Director Quality Improvement, London Public Library  
Jackie Looper, Bookstore Co-Manager, Friends of the London Public Library

How to measure success



Why a Bookstore?



Success Factors



Key Factors in starting your library store

- Clientele
- Book Selection
- Pricing
- Commitment
- Income
- LPL –Friends Relationship
- Effective Volunteer Management
- Location
- Targeted Product Selection
- Donations
- Professional Merchandising and Promotion
- Pricing, stock rotation and disposal
- Financial accountability

- Start SLOW!!
- KISS
- Library Relations
- Professionalism
- Research Research Research!

