

FOUNDATIONS

Wyoming Library

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New ALA fundraising toolkit focuses on relationship-building

ALA President Roberta Stevens' [Frontline Fundraising Toolkit](#) covers the basics of annual funds, memorials and tributes, online giving and planned giving. It will also teach you how to deepen relationships with your donors and move your donors from being one-time givers to long-term library supporters. Remember that successful fundraising isn't about money. It's about relationships, and wise fundraisers understand the importance of nurturing those relationships. Find the toolkit at www.ala.org/ala/issuesadvocacy/advocacy/frontlinefundraising/.

Do you close the elevator speech doors on your donors?

From the *Asking Matters* (www.askingmatters.com) blog, via *Future Fundraising Now* (www.futurefundraisingnow.com): We've all heard of the elevator speech (although there are few buildings tall enough in Wyoming to need one). You have 30 seconds to tell someone about your library foundation – GO! What do you say?

Did you include your donor in the elevator speech, or did you talk only about your own organization? Tom Ahern on *Asking Matters* says that 99 times out of 100, the donor plays no role in the fundraising elevator speech. When you have just a few moments to tell someone what you do, include how donor support matters. Read more in the *Future Fundraising* article, "[Your elevator speech doesn't go to the top floor.](#)"

Punch up your fundraising with great photos

Also from the *Future Fundraising Now* blog are tips on getting great photos. If you don't have a pro to take your pictures, use the brute force method – take pictures all the time. Take enough candid photos and a few will bubble to the top. Get up close, try different angles and avoid harsh flash lighting. A great example of what can happen when you take enough photos were some of the great shots from the 1st Wyoming Snapshot Day in 2010, on Flickr at www.flickr.com/photos/wyomingsnapshot/.

Photos can show the impact of your library in a way that words can't. But unless they're actually in the picture, few people are interested in the "grip and grin" (handshake and a check handoff) or the "stand 'em up and shoot 'em down" (group of people standing against a wall exhibiting varying levels of nervousness.)

WebJunction puts the spotlight on funding in latest newsletter

WebJunction's [latest Crossroads newsletter](#) discusses funding, grant seeking, strategic partnerships and making the case for support, and points readers to specific resources on the WebJunction site. Featured in this May 2011 issue:

- [An overview](#) of current online news and resources on funding.
- [Community relations](#) resources
- [Winning Library Grants](#) presentation – now archived.

WebJunction (www.webjunction.org) is a great source of information on all sorts of library issues, and you can get the Crossroads newsletter delivered to your email inbox. Find past issues of *Crossroads* at www.webjunction.org/crossroads/.

10 ways libraries matter in a digital age

From Greg Landgraf in *American Libraries* online -- a great list of reasons why libraries matter in a digital age. These could be great talking points for advocacy. In a nutshell, the 10 reasons:

1. Libraries serve the disenfranchised
2. Libraries are a gathering place
3. Libraries are a first step to literacy
4. Libraries are there for all ages
5. Libraries help people use the Internet
6. And libraries help people use the Internet better
7. Libraries are interested in your privacy
8. Libraries are hubs for preserving the past
9. Libraries are there in a crisis
10. Libraries offer the human touch

What other reasons can you add to the list? The full article elaborates on each of these. Read it at www.americanlibrariesmagazine.org/inside-scoop/10-ways-libraries-matter-digital-age.

New book on grant writing available from the State Library

Looking for grant funding? The Wyoming State Library has just added this book to its collection:

[Go get that grant! : a practical guide for libraries and nonprofit organizations](#)

Staines, Gail M., 1961-; Lanham, Maryland : Scarecrow Press, 2010.

Books in the Wyoming State Library's collection are available through interlibrary loan. For questions on what's available, contact Susan Mark at susan.mark@wyo.gov, 307-777-5915.

This **Wyoming Library Foundations** newsletter is sent to the Wyoming county library directors for distribution to their library foundation and library board members. Individuals interested in viewing this can bookmark <http://will.state.wy.us/slpub/foundations/index.html>. Comments on the content of this publication or contributions to share with other library foundation board members can be sent to Jamie Markus at jamie.markus@wyo.gov or Susan Mark at susan.mark@wyo.gov. *Please note: Inclusion of links to fund raising websites does not imply endorsement of their products or services.*