

FOUNDATIONS

Wyoming Library

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Frontline Fundraising kit available from American Library Association

ALA has created the *Frontline Fundraising Toolkit*, a 65-page overview of how to raise funds. The guide 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. The guide may be found at www.ala.org/ala/issuesadvocacy/advocacy/frontlinefundraising/

Greek Festival in Seattle pulls off “Best church fundraising ever”

Or so it was called by the *Future Fundraising Now* blog. From the blog post:

It's a single sheet of paper, included in the church newsletter. **Headline: Your Help Is Needed for our Greek Festival.** It invites parishioners to help underwrite the up-front expenses for the Festival, then goes on to list those expenses, most of them food. The list ranges from expensive (500 gallons of olive oil for \$5,500) to affordable (10,000 plastic spoons for \$70)...This is powerful fundraising because of the specificity. It's not asking people to stand with the idea of the festival. It's not trying to make the philosophical case for the festival. It's not working to put the festival into a larger context. It's just giving people a chance to do something specific.

See the entire blog post at www.futurefundraisingnow.com (Sept. 13). This fundraising appeal wasn't polished or fancy, but you can imagine the donors attending the festival knowing the kalamari or olives were there thanks to their contribution. Your library has plenty of opportunities for specific giving. Using a menu of items and donation amounts gives donors the opportunity to walk into their library and see the results of their generosity.

The problem with facts in fundraising

Also from Jeff Brooks on the *Future Fundraising Now* blog (Sept. 6 post) – a quote from Seth Godin: “A statement of fact is insufficient and often not even necessary to persuade someone of your point of view.” Brooks points out: “Nonprofits so often ignore this truth, and make their fundraising efforts recitations of facts. It doesn't work.” While it might work accidentally sometimes, it's not a reliable way to motivate giving. “If you want to get people to act, tell stories,” Brooks explains. “Stories that show need and the opportunity for change. It's the only way that works.”

Free webinars on corporate giving and one on one fundraising

The Foundation Center is offering a free “[Introduction to Corporate Giving](#)” webinar on Monday, Sept. 26 from 1-2 p.m. This is an introduction to the world of corporate support for nonprofits and funding research tools to help you identify corporate prospects. More information on this and other Foundation Center webinars on the GrantSpace Training calendar at www.grantspace.org/Classroom/Training-Calendar/Live-Webinars.

On November 8 at noon, GrantWorks is offering “[One-on-One Fundraising: Why Personal Matters](#),” a free webinar with Tom Iselin. In this seminar, learn how to develop a one-on-one fundraising strategy to create the most efficient and effective method of building relationships with major donors and raising big money. This is part of a five-part “First Things First” webinar series on fundraising. Learn more at:

blog.giftworksconnect.com/2011/07/first-things-first-a-free-webinar-series-by-tom-iselin.html

What are your plans to tap into end of year giving?

A donor, caught up in the holiday spirit, writes checks in December to her favorite charities. A grantor calls with money they need to give out by year-end; they want a proposal faxed to them that day. A businessman walks into a library foundation office in January and says his accountant told him to donate \$500.

Year-end giving, for whatever the reason, can be the biggest opportunity of the year to raise funds for current needs and build toward your endowment. It’s not too early to think about how you can maximize your fundraising so if you haven’t already, get started now. Identify your potential major donors. How connected are they to your library? Do they have the desire and capacity to give? What informational materials do you need to create to hand them? For your smaller donors, make sure your mailing list is up to date and start thinking about what you will send out for your year-end appeal.

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.*