

FOUNDATIONS

Wyoming Library

A publication of the Wyoming State Library

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Musical fundraiser in Albany County

Peter Queal and his trio play for Jazz Night @ the Depot, an event put on by the Albany County Public Library Foundation on April 13. The event raised about \$8,000 for the Endowment Challenge.



Campbell County's "Cabin Fever Reliever" raises \$6,467

In an effort to cure the winter blues in Campbell County, Campbell County Public Library hosted Cabin Fever Reliever, a series of endowment fundraising events. It began with "Art in the Stacks" on Friday, February 24. CCPL boasts one of the most extensive art collections around. Next up was a "Scavenger Hunt" March 2-9 where teams solved riddles and collected items from local businesses. Then there was a (nearly) 5k Run/Walk on March 24 that started and ended at CCPL and featured challenges to complete along the way.



Left to right: Tara Collins, Tia Martin (baker), Samantha Ortiz. Cupcake was Chocolate Chip Cookie Dough

Cabin Fever Reliever wrapped up April 12 with Cupcake Wars. Fourteen bakers (we could have had more) baked 300 mini cupcakes each to compete for Judges' Choice and People's Choice awards. Bakers were judged on taste, texture, presentation, and originality. The evening also featured music performed by the local guitar guild, a puppet show, and free gourmet coffee.

Each event was generously supported by local businesses and individuals who donated nearly \$2000

for prizes and supplies. All together, Cabin Fever Reliever events raised \$6,467 toward The Library Foundation's goals in The Wyoming Public Library Endowment Challenge Program.

Send YOUR county's fundraising photos and success stories to the State Library

Albany and Campbell counties both shared their latest fundraising photos and stories – we'd like to see yours! The Wyoming State Library is collecting photos of and information about local endowment fundraising for a presentation next year to show the great efforts being made around the state. We also like to include them in the *Outrider* (www.wyominglibraries.org/), on Facebook and in this *Foundations* newsletter. Any time you have an event, please send your pictures and other information to Susan Mark at susan.mark@wyo.gov.

More funding means your endowment goals need to be set higher

As discussed in the last issue, the Wyoming Legislature added another \$3 million to the Wyoming Library Endowment Challenge. For 3:1 counties, this means another \$43,478 must be raised to take full advantage of Challenge monies (total goal \$228,986). The goal for 2:1 counties has been upped by \$65,218 (total goal \$343,478), and 1:1 counties have an additional \$130,435 more to raise (total goal \$686,597). The deadlines for raising these funds have not changed. The endowment status spreadsheet on the Wyoming Library Association website at www.wyla.org/endowment/ does not yet reflect the new funding; new goals will be updated on July 1 when this funding takes effect.

Wyoming Snapshot Day set for October 16, 2012

On Tuesday, Oct. 16, we want to collect your library's stories and photos for Wyoming Library Snapshot Day to show the tremendous impact that the state's libraries have on Wyoming residents every single day. Snapshot Day will provide tools to use for advocacy with Legislators, Commissioners, local elected officials, donors and the public. For more information, visit wyomingsnapshot.weebly.com

Learn fundraising from the pros with free videos from CauseVox

Most library foundation boards are not professionally trained fundraisers so it doesn't come naturally. CauseVox is launching a free 7-part web video series on fundraising fundamentals. The series of short videos is taught by Ruthellen Rubin, an NYU Professor of Philanthropy and Certified Fund Raising Executive with over 30 years of professional nonprofit fundraising experience. Video topics include the basics of fundraising appeals, finding donors for your startup, getting repeat donors, creating annual donors, collecting email addresses and email fundraising strategy. To get these valuable lessons, sign up for free at <http://www.getdonors.com>.

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.*