

# FOUNDATIONS

Wyoming Library

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## The push is on! Time to get on task for end of year giving

Whether it's because it's the Giving Season or the Tax Season, the end of the year is typically the busiest time for donations. Do you have a plan? Are you doing everything you can to maximize this opportunity? Don't miss out!

## Want to raise more funds? Pictures can speak louder than words



*Big Horn County Library*

Wyoming recently held its fourth [Library Snapshot Day](#) on Oct. 15, 2013. The state's libraries collected [more than 700 photos](#) and numerous patron comments. Why did we gather all that? We do it because these are things that show the value of libraries in people's lives. Snapshot Day results are used to advocate for libraries.

You can use these type of materials in your fundraising. Photos and patron stories are powerful, because giving is an emotional experience. Most of your donors give to the library because they want to make a positive difference in people's lives and to enhance your community. Stories and photos connect them to the people who use your services.

Also remember that as a foundation board member, your words about the value of a children's program will not be as powerful as a quote from a young mother whose children are learning to adore books. Photos convey even more than words can – showing the joy on those young children's faces. So if you're not dressing up your appeals with patron comments and photos, consider doing so. It's an effective way to create a strong, emotional connection with donors.

## How to overcome the fear of fundraising – free webinar

There are many reasons why board members might hesitate to do one-on-one asking. The personal appeal is also your best opportunity to bring in serious money. How can you overcome those concerns?

Nonprofit Webinars has a free archived webinar on just that topic: [How to Overcome Your Board's Fear of Fundraising, Once and for All](#). The webinar discusses how to understand and overcome the fear of fundraising, tap into your passion about the library and learn how to ask effectively. If you have technical trouble viewing it, use this [alternate link](#) to see it on SlideShare. Nonprofit Webinars has an extensive [library of archived webinars](#) on nonprofit topics that is worth checking out.

## Fundraising titles from the Wyoming State Library's collection

The Wyoming State Library has materials available to you that may be of interest. These titles on fundraising may be useful to your library foundation board:

- **Asking : a 59-minute guide to everything board members, volunteers, and staff must know to secure the gift** by Jerold Panas. Medfield, MA : Emerson & Church, c2007.
- **Fund raising realities every board member must face : a 1-hour crash course on raising major gifts for nonprofit organizations** by David Lansdowne. Medfield, MA : Emerson & Church, 2007, c2008.
- **Speaking of money [videorecording (DVD)] : a guide to fundraising for nonprofit board members** from BoardSource; Take Aim Productions, Inc. Washington, D.C. : BoardSource, c1996-c1998.

You can log in to to [WYLDCAT](#) with your Wyoming public library card and PIN (contact your library if you don't know your PIN) to place an interlibrary loan request for any of these materials, or request them at your library.

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 [will.state.wy.us/slpub/foundations](http://will.state.wy.us/slpub/foundations). 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](mailto:jamie.markus@wyo.gov) or Susan Mark at [susan.mark@wyo.gov](mailto:susan.mark@wyo.gov). *Please note: Inclusion of links to fund raising websites does not imply endorsement of their products or services.*