

# FOUNDATIONS Wyoming Library

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*March 2014*

## **No changes to the Endowment Challenge in this year's Legislative Session**

Although Gov. Matt Mead recommended an additional \$300,000 for the Wyoming Library Endowment Challenge, the Legislature did not approve it. There were no changes made to the Endowment Challenge this year.

## **State Treasurer's office offers tips on keeping the records straight**

Jeanne Hartman in the [State Treasurer's Office](#) offers a few reminders to libraries and their foundations on the accounting end of things. By law, the money goes to the library first and is then transferred to the foundation. Because of this, both entities share responsibility. Due diligence is critical, as is working together to find and fix any discrepancies. It is highly recommended that a reconciliation be done quarterly or at least annually between the foundation and the library. This will help to find any discrepancies. It's best to find them yourself before the auditor does!

One important thing Jeanne pointed out is that each time you submit a request for payment, it's essentially like closing the books. You can't make changes to the accounting afterwards. You can only make changes in a new submission.

Jeanne also requested that any libraries that have not yet submitted an inception to date tally to please do so. This is standard now when you submit. More on this in the [August 2013 Foundations](#) newsletter. The State Treasurer's office is always happy to assist when libraries and library foundations have questions about the process. Contact Jeanne at [jeanne.hartman1@wyo.gov](mailto:jeanne.hartman1@wyo.gov) or 307-777-8602.

## **Library foundations nearly 2/3 of the way to fundraising goals**

Library foundations have raised and submitted \$5.87 million to date in the Wyoming Library Endowment Challenge. This has been matched with \$12.64 million in state match and incentive funds, for a total of \$18.51 million added to library endowments since the challenge began. Track the progress at [will.state.wy.us/statistics/Public/WYlib\\_endowment\\_status.pdf](http://will.state.wy.us/statistics/Public/WYlib_endowment_status.pdf).

## Will you make this your Year of the Donor?

Reprinted with permission from [Future Fundraising Now](#).

Network for Good Non-Profit Marketing Blog has some suggestions for you at [7 Ways to Make 2014 the Year of the Donor](#):

1. Have a solid plan.
2. Send an amazing thank you.
3. Keep the conversation going.
4. Clearly articulate your impact.
5. Invite donors for their feedback.
6. Regularly test and improve.
7. Create feel-good moments.

I hope you'll make 2014 the Year of the Donor. Because when you see how doing so improves your fundraising results, I think you'll make 2015 another Year of the Donor. And every year after that. Making the donor your focus is the best way to succeed at fundraising.

## Upcoming webinar on writing a direct mail package

From the Wild Apricot blog

[www.wildapricot.com/blogs/newsblog/2014/02/24/free-non-profit-webinars-for-march-2014](http://www.wildapricot.com/blogs/newsblog/2014/02/24/free-non-profit-webinars-for-march-2014)

[How to write a stunning direct mail package piece by piece](#)

Wednesday, March 26, 2014

1:00 PM – 2:00 PM (Mountain)

Do you want to learn the tactics of great appeal copywriting that will help people tear open your envelope and GIVE? Now you can learn how to write a stunning direct mail package, piece by piece. In this 4Good webinar led by Mazarine Treyz, you'll learn how to make your appeal letter, step by step, from start to finish. We'll look at all of the different kinds of envelopes, and which ones have gotten the greatest return. You'll learn what headers work and why. We'll look at the top nonprofit mailers in the US and talk about what works best.

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.*