

FOUNDATIONS

Wyoming Library

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LIBRARY ENDOWMENT CHALLENGE: WHAT'S WORKING IN YOUR COMMUNITY

Nine months into the Wyoming Library Endowment campaign, more than \$1 million has been raised, and it's been matched by more than \$2 million in state funds. We want to know how fund raising is going in your community, so we can share your tips with the rest of the state. What strategies and methods have worked? What hasn't gone so well? Any pitfalls you've encountered? Success stories? Please let us know! Email Susan Vittitow at svitti@state.wy.us with your fund raising stories.

MORE THAN HALF OF DONORS TO MAINTAIN GIVING LEVEL

Even with the stock market sagging, 52% of donors in a recent survey said they planned to donate as much to charity in 2009 as they did in 2008. This is even though more than 40% of those surveyed has lost their jobs or taken a pay cut, and nearly 60% had seen their investments drop in value. Only 17.5% said they would reduce their giving. The survey of more than 17,000 donors was conducted by Cygnus Applied Research in January, and was featured in a March 13 *Chronicle of Philanthropy* news update at <http://philanthropy.com/news/monthlyupdates>.

Of particular interest to libraries: 40.3% said they would be willing to give to an organization for the first time if it would help people who have been hit by the recession. Libraries have recently been in the news across the country as recession-hit job seekers and bargain hunters fill the stacks and computer labs, while at the same time, budget woes force cuts in staff, materials and service. Although Wyoming's economy has not seen as steep a downturn yet as the rest of the country, public library use is booming. Circulation increased 12% in the fourth quarter of 2008, as compared with the fourth quarter of 2007. Circulation from January to March of 2009 is already up nearly 11% over the first three months of 2008, with the quarter not complete yet.

On the other hand, Jason Dick at *A Small Change* fundraising blog cautions fund raisers to not focus too much on "recession" as a reason to give. Donors give for hope and change, not doom and gloom. Read his entire post, "Recession? What Recession?" at <http://www.asmallchange.net/recession-what-recession/>.

Comment: The lessons for library foundations? Stay focused on community needs, not organizational needs, and show donors how their dollars will benefit library patrons. Despite the economy, donors still want to make a difference by giving to organizations whose mission aligns with their passions.

USING ONLINE GIVING TO REACH DONORS

The Grantsmanship Center's February *{Centered}* newsletter reports that even small organizations can use online giving to their advantage. The following six tips are cited from the article, "Online Fundraising Strategies for Small Budgets" from the January/February 2009 *Grassroots Fundraising Journal*:

1. Let donors give with just one click – put a "donate now" button on every web page.
2. Keep your website updated with new and exciting content.
3. If you have donors who've opted in for email updates, keep them in the loop with regular emails. Include a donation link in every email.
4. Put your foundation on networking sites like Facebook and MySpace to connect with your donors.
5. Register (for free!) with online charitable giving sites like Network for Good or JustGive.
6. Use viral marketing: post compelling stories, photos, video, etc. that people will forward to their friends.

Visit www.tgci.com, and click on the "Resources" button to access the *{Centered}* newsletter and the link to the full article, or access the article at <http://www.tgci.com/newsletter/pdf/Online%20Fundraising%20Strategies%20for%20Small%20Budgets.pdf>.

Comment: New to social networking? Check out the Wyoming State Library's resources and archived webinars on social networks and other online tools at <http://getonthebuswyoming.wordpress.com/>.

SO WHO DONATES ONLINE, ANYWAY?

A recent analysis by Target Analytics reports that online donors are younger and have higher incomes than donors who give through traditional means. They give larger gifts, but are less likely to become repeat donors. Donors in the southwest and mountain regions are more likely to make their gifts online. Online giving is growing, but is still only a fraction of direct mail donations. Access the entire report at <http://www.blackbaud.com/targetanalytics/benchmarking/dcinternet.aspx>. Target Analytics is also offering a free webinar on April 16 to discuss the findings of this survey – registration information may be found on this same web site.

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 Jerry Krois at jkrois@state.wy.us or Susan Vittitow at svitti@state.wy.us.