

# FOUNDATIONS

Wyoming Library

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## **Wyoming Legislature appropriates \$3 million more for endowments**

The 2011 Wyoming State Legislature has approved an additional \$3 million in state matching funds for public library endowments. This brings total state funding available to \$15.1 million, effective July 1, 2011. So far, the state's library foundations have raised \$2.65 million, which has been matched by \$7.23 million in match and incentive funds. Total state funding available per county is now \$656,522.

New fund raising goals are \$185,507 for 3:1 counties, \$278,261 for 2:1 counties and \$556,522 for 1:1 counties. At this time, there has not been any extension of the deadline: gifts, pledges and transfers for the challenge money can be received by the library through June 30, 2013. Receipt of any pledge or transfer has to be completed no later than December 31, 2014.

Get all the endowment information and see the current status of fundraising at <http://www.wyla.org/endowment/>.

## **Take your fund raising to the next level**

Now that there's \$3 million more on the table, it's time to take your fundraising to the next level. Fremont County has seen a big increase in its endowment momentum, and Carol Chidsey, the foundation's Director of Development offers her tips on how they got there:

- Evaluate your community's strengths. Go through the phone book thoroughly to develop your prospects list for major gifts.
- Quietly get the big donations first to get momentum. If the banks and largest businesses lead the way, the larger community will follow with its donations.
- Meetings with potential big donors are a team event – two on one or three on one. The board members are critical. Bringing a librarian is also helpful.
- Don't just go to them – bring them into your library to show them the energy and the exciting things that are happening there. (Laramie County has also had success with this strategy.)
- Accepting pledges over time – three to five years – is a good way to get larger donations. The donor that balks at a gift of \$1,000 might be more inclined to give \$200 a year for five years.
- Don't be afraid to accept restricted gifts, as long as they fit with the mission of the library.
- Big donors know why you are calling on them, and are honored. Beware of asking for too little. They can always say no.

And have courage! The library builds the community by serving every person in the county, meeting needs such as employment and health. Library endowments are an investment in the future, and donors know that.

### **Martinis for Money at Sublette County**

Sublette County Library has created an occasional “Martinis for Money” event for networking and fundraising. On Fridays at 5, they offer martinis, appetizers, wine and non-alcoholic beverages. Guest bartenders volunteer from around the community and create a signature martini for each event. A three-foot tall martini glass serves as a donation jar. Although it’s not a huge fundraiser, the event is very popular. Online publicity for Martinis for Money is at <http://sublettecountylibrary.org/Fridaysat5.htm>.

### **Upcoming webinars from the Foundation Center**

The Foundation Center ([foundationcenter.org](http://foundationcenter.org)) offers free web training on more than grants. Upcoming webinars that may be of interest for your foundation fund raising efforts include:

- **[Your Board and Fundraising: An Introductory Class](#)**: Wed, March 30, 11 a.m. to noon. This webinar covers the role of your board; why board members may be reluctant to fundraise and how to overcome these concerns; ways the board can participate in fundraising activities; and tips for strengthening your fundraising board
- **[Introduction to Fundraising Planning](#)**: Thurs. April 7, noon – 1 p.m. If your organization needs to develop a fundraising plan or calendar, this session is for you. It provides an overview of the process of strategically thinking through the components of a fundraising plan. You'll learn how to conduct an assets inventory, develop a case statement, identify funding partners, and prepare a fundraising plan and calendar

### **GrantCraft now on Foundation Center**

GrantCraft is now part of the Foundation Center. GrantCraft collects practical wisdom from grantmakers and turns it into guides, workshops, videos, and other tools to help you be more effective. To learn more, visit GrantCraft at [www.grantcraft.org](http://www.grantcraft.org).

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 [jmarku@wyo.gov](mailto:jmarku@wyo.gov) or Susan Mark at [smark@wyo.gov](mailto:smark@wyo.gov). *Please note: Inclusion of links to fund raising websites does not imply endorsement of their products or services.*