



Sally Gardner Reed, Executive Director, ALTAFF (Association of Library Trustees, Advocates, Friends and Foundations)
and Dorothy Macnaughton, FOCAL President

Sally Gardner Reed paid a return visit to the Ontario Library Association Super Conference in 2012, and we are glad she did!

Her first session “*Friend Raising – Fundraising: new innovative approaches*” offered ways to engage “today’s Volunteers to ensure that the library gets the support it needs.

In the afternoon Sally was the Spotlight Speaker at the session hosted by the Ontario Library Boards’ Association, and her talk was titled “*Trustee Power: Innovative Ways to Impact Your Library!*” Trustees learned how important their role is in advocacy and fundraising.

Trustee Power: Innovative Ways to Impact Your Library!

“I think you hold something dear in your hand,” Sally Reed told delegates. “You have a lot of power to make things better for many years to come.” Libraries are more important than ever before, delegates were told, and funders need to understand that library is critical to their community whether they use them or not.

“Never say anything about what the library does without saying why it is important.”

Trustees need to be daily, weekly, monthly advocates for your library. Your funders need to know you. You need to educate them and thank them.

“The biggest challenge facing libraries is the perception of their relevance, and we are never ever going to get over that if you don’t educate about a library.”

Libraries are busier than ever and more important than ever before.

Why it matters – three words of the day

- Open
- Free
- Access

Trustee Power: Innovative Ways to Impact Your Library!

“When you fundraise you have to keep doing it every year; when you advocate the budget increase is there year after year, a gift that keeps on giving.”

Sally told trustees they are in the best position to help to fight budget cuts. If you have stagnant budgets you are in trouble.

How you can be great advocates

- Partner with Friends of the Library
- Use postcard campaign
- Posters
- Newsletter – council and VIPs on mailing list
- Talk on radio
- Talk to council

Friend Raising – Fundraising: new innovative approaches

How to get younger volunteers

Focus on baby boomer generation:

How are boomers different

- More active
- Competitive in the work force
- Better education
- Decisive
- Know what they want independent
- Dedicated
- More fit
- Travel more
- Don't want to sit in meetings
- Short term commitment
- Want to bring expertise to table
- Want to see the results of their effort
- Talents, smart, healthy
- Want to live forever

Friend Raising – Fundraising: new innovative approaches

Structure needs to change

Sally explained how important it is to have a structure, and how the current structure may need to change. By having a structure you are able to stay objective and are not dependant on personality.

You should write short job descriptions, be articulate about what you are asking for and define the time commitment. You will find different kinds of people for different kinds of roles.

Friends can start out with limited goals and planning to meet four times a year. Trustees can help get started but later must back away. Trustees are seen as the boss and they put themselves in the position of micromanaging.

Friends should be autonomous from the Library Board. Subcommittees of board can share membership with Friends, like cross pollination. Friends can attend Library Board meetings.

The Library Director should attend meetings and keep the Friends updated on a regular basis about library goals for service. This helps to keep the friends in alignment with the library's goals. When you do it that way it is more respectful and Friends are part of the vision.

Change the culture

- Been in place for a long time,
- Want new young members
- May-be want new young members but not their new ideas

Look at the legacy – be willing to leave that behind and . . .

- Rethink those meetings
- Don't have to be every month
- Think of your executive teams to be short term leadership team
- Break the year ahead into 4 goals
- Break down the tasks and think of the person you can ask
- Reaching out to a lot more people, but it is much more meaningful experience
- Leader - need someone to have oversight for all of these areas

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