

10:45 - noon

Fundraising in the library culture

Speakers: Alanna Keefe, President of Burk & Associates

Workshop outline:

- *What does a Friends group aspire to achieve through fund-raising?*
- *Donor-centred fund-raising as both philosophy and methodology in not-for-profit organizations*
- *Information is fund-raising*
- *Strategic planning as a framework for making decisions and achieving results*
- *Fund-raising programs and administrative structure*

We learned successful fundraising is dependent on two things, acquiring relationships and sustaining them.

Developing an extensive donor base and keeping donors longer than a year can happen by improving methodology. We need to identify our constituents, those who can support our needs, and look for obvious partnerships which can be made. We can promote fundraising by demonstrating what we are there for and how we support the principles of the organization.

Some may feel libraries are supported by municipal governments and therefore don't need money. We need to articulate what the specific needs are, and how Friends support those needs. By specifying what is offered, what are the benefits and what a donor can offer, you eliminate confusion.

Donors like to know they are doing the right
thing at the right time for the right reason

Donor support can be reinforced. Alanna lists donor walls, plaques, pins and buttons as some standard methods of acknowledgment. She referred to a recent survey of 100 donors, who were asked what it is that they need to keep giving, and to increase their giving. One example in a library setting might be a named collection or a photo of an ancestor.

For those donors who are expecting recognition (and some may prefer to remain anonymous) they want:

- prompt acknowledgement
- confirmation that their gift is used as intended
- measurable results communicated over time
- a call within 24 hours
- a mailed receipt
- a mailed thank you letter signed by the President, within 2 weeks
- accurate information
- kept "in the loop" by their preferred method of communication

Members, who see their membership fee as a donation, want perceived value:

- Newsletter subscription
- Invitations to events
- Thank You letter

Alanna raised a "big bugaboo" in fundraising circles - "How much can you spend for each dollar you take in?" For capital campaigns the number might be 10%, to cover salary, marketing and acknowledgment costs. Sustainability means maintaining your existing base of donor support and building on prospects.

"The difference between a successful library and a vibrant library is in the absence of a Foundation or Development Office."

Alanna plays a lead role in marketing donor-centred fundraising and as researcher and author contributed to Thanks!... A Guide to Donor-Centred Fundraising. Since joining Burk & Associates, her strong writing, marketing and research skills have been put to task in the areas of client development and sponsorship research.

A long-time advocate for the arts in Manitoba and in Canada, Alanna is recognized for her unique creativity and imaginative execution of special events. She is an experienced arts administrator, and former General Manager of Winnipeg's Contemporary Dancers. (Alanna Keefe, Director of Business Affairs, Burk & Associates)

Friends' issues:

During Alanna's presentation she surveyed her audience on their key issues. It produced this result:

- Membership development (Winnipeg)
- Budget shortfall of 6% (St. Albert)
- Declining funding (Nunavut)
- Membership (Moose Jaw/Ottawa)
- Revenue - larger donations (Sault Ste. Marie)
- Advocacy and funding (C.N.I.B.)
- Setting up a Friends Group (North Vancouver)
- Funding/grant applications (London)
- Corporate donors (Ajax)
- Community support/facility renovation/collection building (Gimli)
- Amalgamation relationship (Nepean/Sudbury/Ottawa)