Growing the Library Everyday: Fundraising, Capital Campaigns, Foundations + More

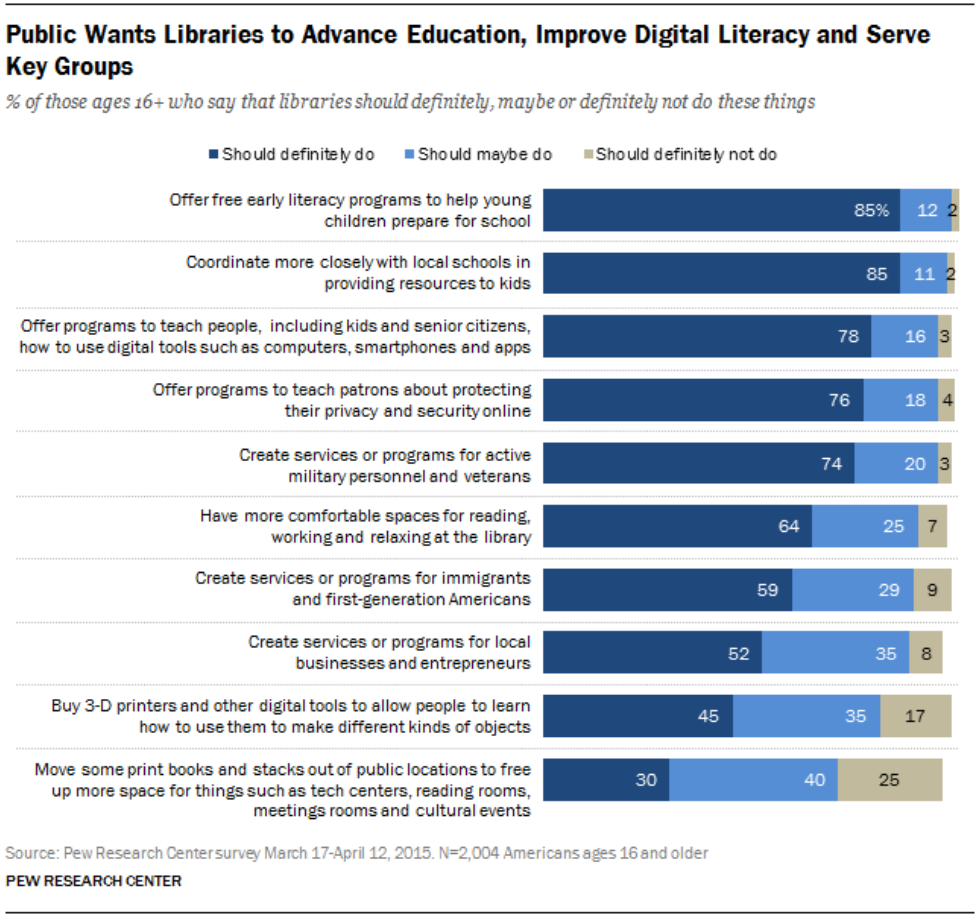
Leslie Burger

Library Development Solutions

www.librarydevelopment.com

Show Us the Money, Please!

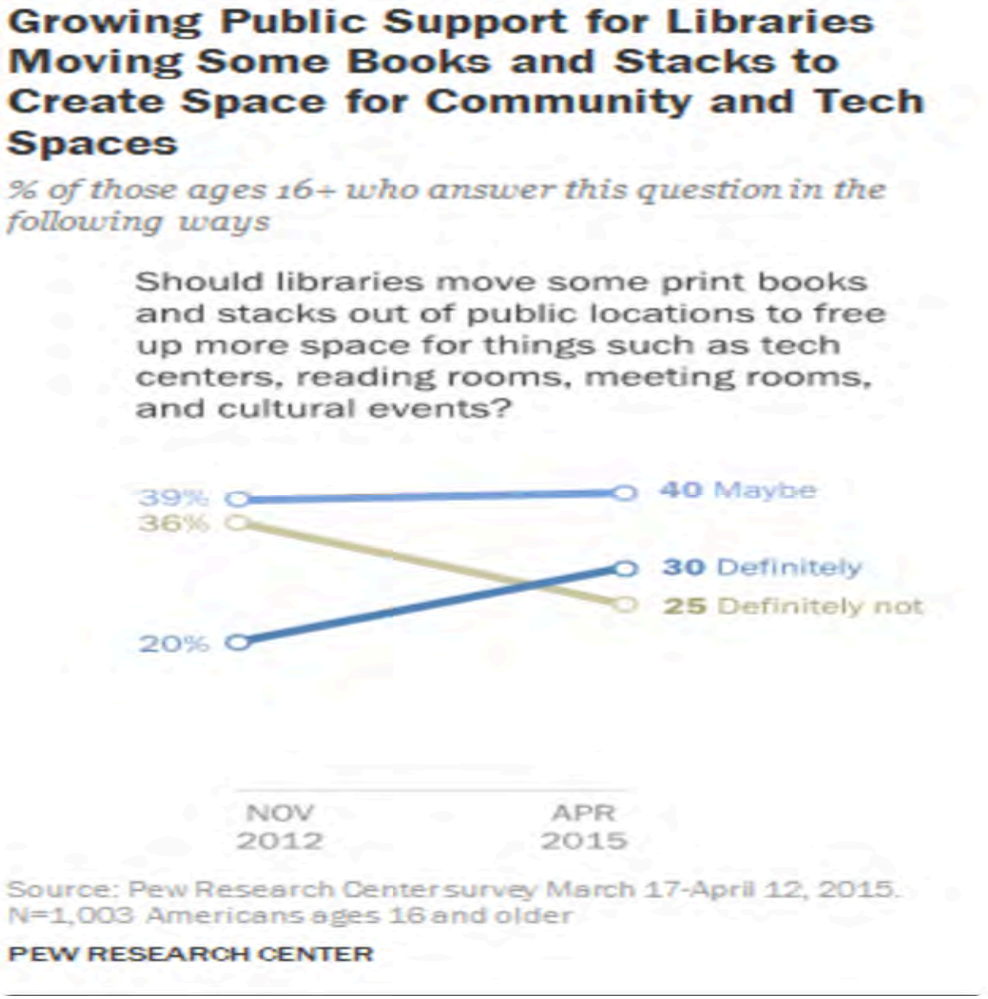
Libraries are more important than ever



U.S. Public Library Use (Source: IMLS, 2013)

- 9,091 public libraries
- 24 billion items loaned
- 1.5 billion visits
- 333.9 million computer sessions
- 96.5 million program attendees

Changes in Use



A Perfect Storm

Let’s talk about Private Support

Many Ways to Give a Gift

- Grants
- Major gifts
- Small donations
- Bequests
- Events
- Goods and services
- Others: late fees, rentals, rounding up

You’re Ready to Launch a Campaign: Now What?

Make the Case

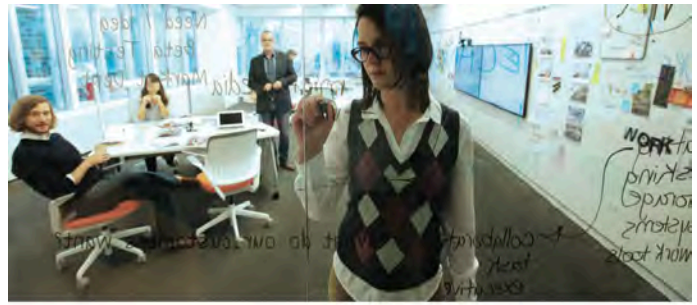
2Reimagine princeton

SECOND FLOOR
CAPITAL CAMPAIGN 2015

In 2004,

these John Witherspoon Middle School students were newborns, and their public library was brand new. After more than a decade of rapid change, now is the time for Princeton Public Library to

grow with them.



To support the lifelong learning needs of every generation, the library must adapt its second floor, balancing books and quiet areas with spaces that support collaboration, learning, critical thinking and creativity. The time has come 2Reimagine the second floor so that it works for you.

WE HEAR YOU

With more than 2,200 visitors each day, Princeton Public Library is the center of community engagement. You see that in the standing-room-only events in the Community Room, but also when you visit the second floor, where books and digital content are used by people of all ages to learn, work and dream. You may notice that seating is scarce or that our popular Tech Center classes are overcrowded. Perhaps you've overheard staff members politely point out to disappointed community members that all study rooms have been reserved for the day. We are often filled to capacity, making do with space rearranged to accommodate basic customer expectations, but no longer meeting needs. In response, we've teamed with noted library design firm Andrew Berman Architect to meet these needs for years to come. Join us 2Reimagine the second floor.

FOR MORE INFORMATION about 2Reimagine, please contact

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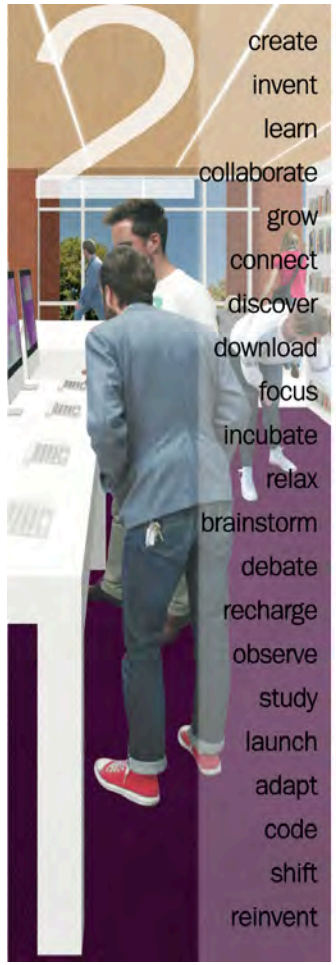
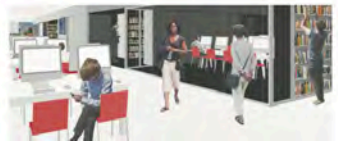


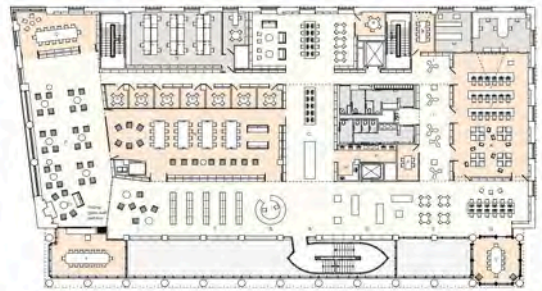
PEOPLE WHO USE LIBRARIES NOW...

- Rely on digital and print resources they don't have at home.
- Expect a variety of print and online materials.
- Require high speed Internet for multiple digital devices that can be powered-up anywhere.
- Depend on library resources to help them find a job or launch a new business.
- Trust the library to provide extraordinary free programs that enrich, educate and expand their understanding of each other, our community and the world.
- Need spaces to meet with tutors, book groups, colleagues and clients.
- Desire access to powerful digital reference tools and professional librarians to help navigate their research.
- Crave community connection and rely on the library to provide opportunities for meaningful civic engagement.
- Believe the library can enrich their lives and help them to realize their dreams.

THE 2Reimagine SECOND FLOOR PROVIDES:

- A new 40-seat program space, and other spaces, that can accommodate multiple uses.
- Redesigned spaces that support the way people work and study today.
- An enlarged living room with more lounge seating.
- More collaboration rooms and spaces for small groups.
- A new dedicated 60-seat quiet reading room.
- The Newsroom, a new dedicated space for print and digital news media.
- The Resource Hub, a discovery center for hands-on digital exploration and instruction from library professionals.
- A business center equipped to support work away from home or office.
- The Technology Lounge, a new area supporting larger classes, collaborative learning and group activities using the latest technologies.
- A more robust wireless network to handle ever-increasing digital loads.
- Power everywhere to keep laptops, phones and other devices charged.

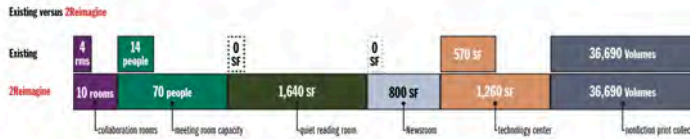




2Reimagine design by Andrew Berman Architect

2Reimagine princeton

A ENTRY
B INFORMATION
C RESOURCE HUB
D BOOK DISPLAY TABLES
E TABLES AND CHAIRS
F LOW BOOKCASES
G COMPUTERS
H BUSINESS CENTER
I CASUAL SEATING AREA
J TECHNOLOGY SEMINAR AREA
K TECHNOLOGY LOUNGE
L STAFF AREA
M SERVER ROOM
N QUIET READING ROOM
O FIREPLACE LOUNGE
P READING/EVENT AREA
Q PRINCETON ROOM
R COLLABORATION ROOM
S THE NEWSROOM
T STAFF AREA
U STAFF OFFICE
V CONFERENCE ROOM



The library is the community's living room, and its second floor has developed into a place where innovators, writers, researchers and entrepreneurs develop ideas that enrich all of Princeton. Make a gift to the $2.9 million 2Reimagine Capital Campaign and your gift will be matched dollar-for-dollar through a $750,000 Challenge Grant from the George and Estelle Sands Foundation. Invest in current and future generations of Princetonians.

TIMING: 2Reimagine is expected to be completed within six months of the start of construction.

SUCCESS
STRATEGIES

It’s All About the Ask

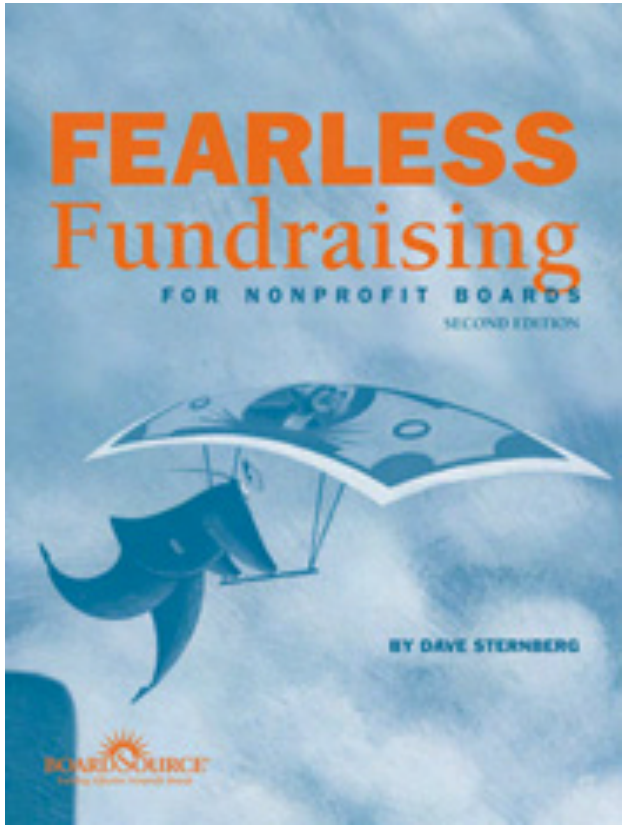
- Relationships matter
- Plan your conversation
- Know your prospective donor
- Connect on a personal level
- Make them feel part of something BIG

Avoid Fundraising Mistakes

- Mass market asks
- Asks at events
- Asking to soon
- Once and done
- Failure to build relationships
- Unfocused vision

Trustees and Fundraising

- Leadership, vision and resources
- Contribute
- Ambassadors
- Donor identification
- Fundraising Support



Friends and Foundations

Friends of the Library

MAKE A GIFT TODAY ▶

The Friends of the Princeton Public Library is a volunteer organization that supports, enhances and promotes the work of the library.

The Friends contribute more than $250,000 annually to the library for materials, public programming, community outreach, and staff development. The Friends raise these funds by organizing events such as the Beyond Words Benefit, Evenings with Friends, Excursions with Friends, and the Annual Book Sale. They also operate the used book store on the first floor of the library.

The Library Council oversees the work of the Friends. This group has won several national honors for its work, including the Gale Cengage Library Development Award; the 2011 Baker & Taylor/ALTAFF Friends of Library Award; and the Association of Library Trustees, Advocates and Friends Best Friend Award.

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Eric Monberg
Second Vice President

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Peter Ham
Treasurer

Helen Heintz
Assistant Treasurer

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Claire Bertrand
Jessica Deutsch

Foundation

MAKE A GIFT TODAY ▶

Welcome to the Princeton Public Library Foundation.

The Princeton Public Library Foundation supports the library's mission to connect people with ideas, information, technology, resources and each other in ways that enrich their lives and help them to realize their dreams.

The library has a tradition reaching back more than 100 years, but the strength of the library is its ability to remain meaningful and contemporary in an ever-changing world. A gift to the Foundation will provide the support necessary for the library to continue to meet the challenges and needs of the next century.

ABOUT THE FOUNDATION

The Princeton Public Library Foundation was established in 1996 by a group of citizens who realized that the annual $1 million gap between public support

FOUNDATION 2015

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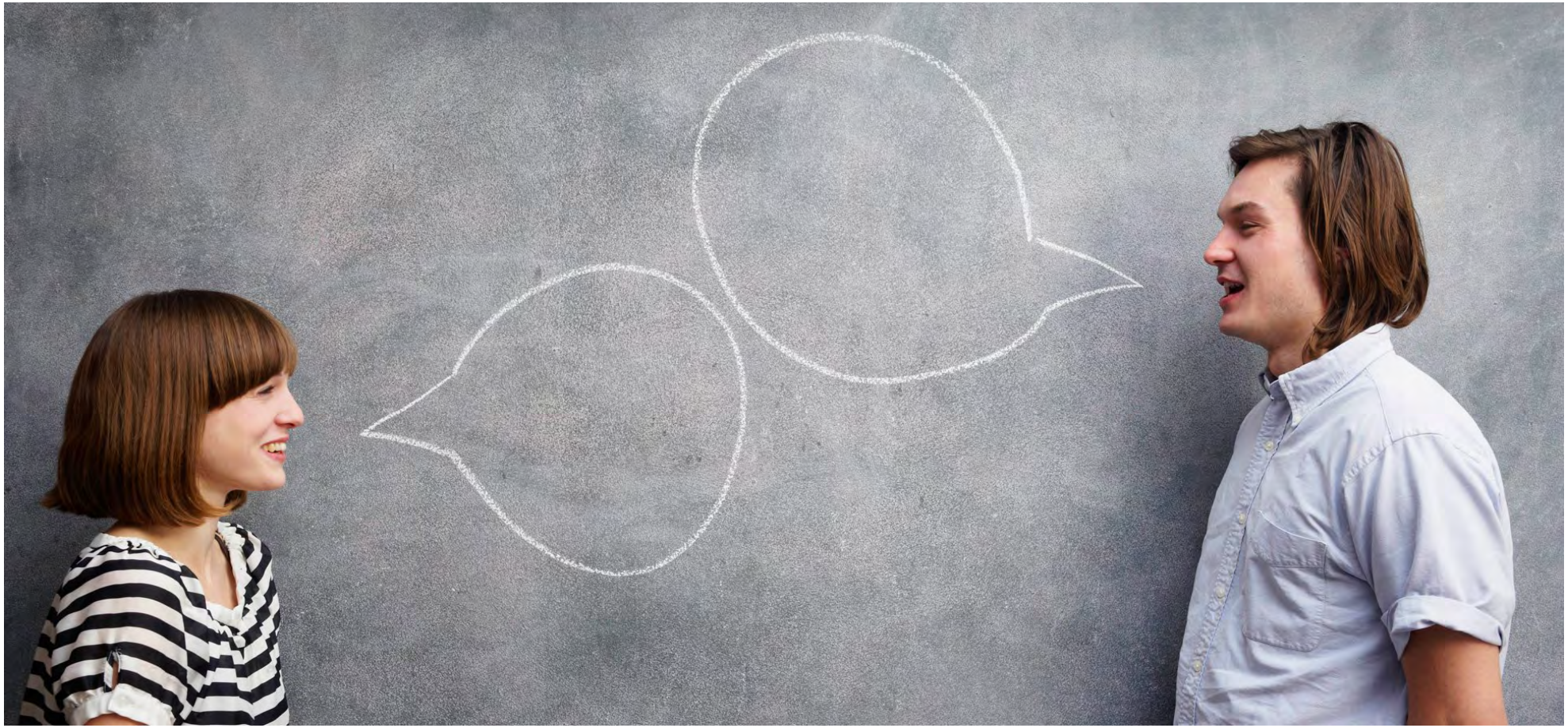
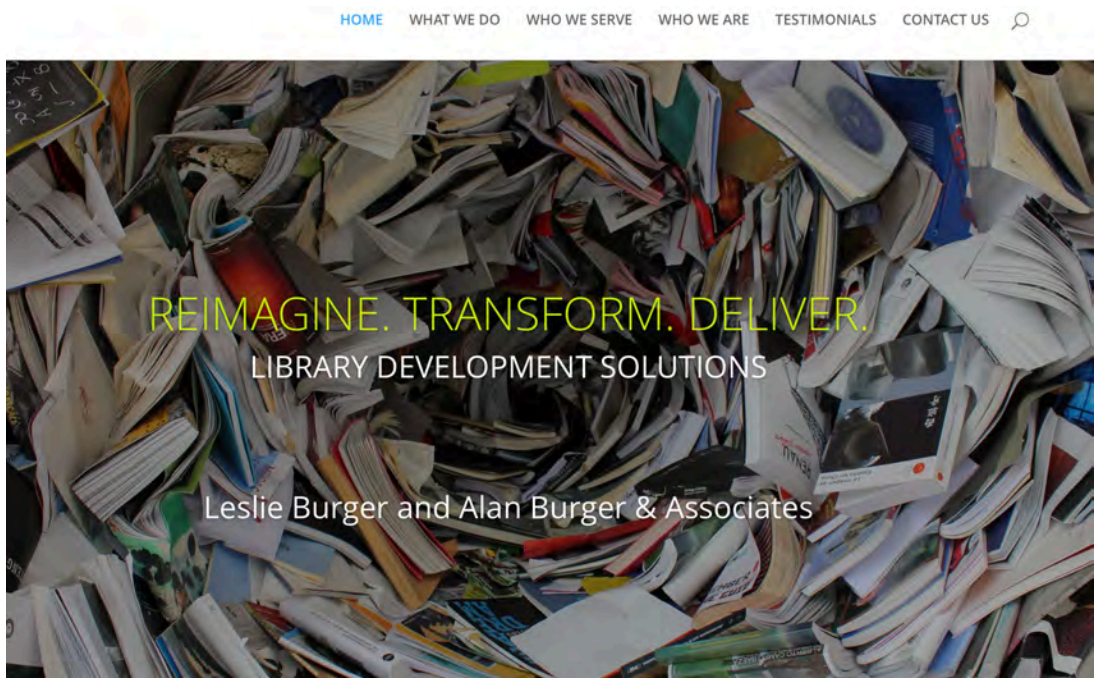
Millions Later: Lessons Learned

- Be proud
- Tell your story
- Don’t be shy
- Shamelessness allowed
- Quiet campaigns first
- Individual giving is essential
- Relationships matter
- Deadlines are your friends
- Celebrate your successes
- Think big –start small
- Never give up
- Thank you

Let’s Have a Conversation



Need Help? Want to Know More?

Leslie Burger, Partner
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