



**Growing the Library Everyday**  
**New Jersey State Library**  
**2016 Trustee Institute**  
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**Library Development Solutions**

1. Getting Started: Create a great product
  - Help people think differently about your library
  - Increase visibility
  - Create opportunities to talk about the library, anywhere and anytime
2. Make Your Case
  - Be clear about what you want to do and why
  - Identify the gaps in funding
  - Gather stories to support your idea
  - Stick your toe in the water
3. Determine the type of campaign you need
  - Capital
  - Endowment
  - Planned giving
  - Annual appeal
  - Project-centric
  - Other
4. Use Your Best Research Skills
  - Identify potential donors
  - Use tools to learn more about their giving
  - Approach every donor with a specific gift in mind
5. Make New Friends but Keep the Old
  - Build relationships
  - Cultivate
  - Try a variety of approaches
  - Communicate, communicate, communicate
6. Open the Tent
  - Enlist others to help

- Rely on each other for support
- Say thanks, often and in many ways
- Make the tent bigger if it becomes too small