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