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

<table>
<thead>
<tr>
<th>Public Wants Libraries to Advance Education, Improve Digital Literacy and Serve Key Groups</th>
<th>Should definitely do</th>
<th>Should maybe do</th>
<th>Should definitely not do</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offer free early literacy programs to help young children prepare for school</td>
<td>88%</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Coordinate more closely with local schools in providing resources to kids</td>
<td>86%</td>
<td>11%</td>
<td>3%</td>
</tr>
<tr>
<td>Offer programs to teach people, including kids and senior citizens, how to use digital tools such as computers, smartphones and apps</td>
<td>78%</td>
<td>16%</td>
<td>6%</td>
</tr>
<tr>
<td>Offer programs to teach petitions about protecting their privacy and security online</td>
<td>78%</td>
<td>18%</td>
<td>4%</td>
</tr>
<tr>
<td>Create service or programs for active military personnel and veterans</td>
<td>74%</td>
<td>20%</td>
<td>6%</td>
</tr>
<tr>
<td>Have more comfortable spaces for reading, working and relaxing at the library</td>
<td>64%</td>
<td>29%</td>
<td>7%</td>
</tr>
<tr>
<td>Create services or programs for immigrants and first generation Americans</td>
<td>69%</td>
<td>29%</td>
<td>12%</td>
</tr>
<tr>
<td>Create services or programs for local businesses and entrepreneurs</td>
<td>62%</td>
<td>25%</td>
<td>13%</td>
</tr>
<tr>
<td>Buy 3-D printers and other digital tools to allow people to learn how to use them to make different kinds of objects</td>
<td>46%</td>
<td>35%</td>
<td>19%</td>
</tr>
<tr>
<td>Move some print books and stack less out of public locations to free up more space for things such as tech centers, reading rooms, meeting rooms and cultural events</td>
<td>50%</td>
<td>40%</td>
<td>26%</td>
</tr>
</tbody>
</table>

Source: Pew Research Center survey March 17–April 22, 2012. N=2,004 Americans ages 15 and older

Pew Research Center
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

Growing Public Support for Libraries Moving Some Books and Stacks to Create Space for Community and Tech Spaces

% of those ages 16+ who answer this question in the following ways

Should libraries move some print books and stacks out of public locations to free up more space for things such as tech centers, reading rooms, meeting rooms, and cultural events?

- 39% Definitely
- 36% Definitely not
- 40% Maybe
- 30% Definitely

Source: Pew Research Center survey March 17-April 12, 2015. N=1,003 Americans ages 16 and older

PEW RESEARCH CENTER
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?

Goals
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 to reimagine the second floor so that it works for you.

WE HEAR YOU

With more than 2,200 visitors each day, Princeton Public Library is at 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 see overhead staff members politely pointing to disappointed community members that all study rooms have been reserved for the day. We are often filled to capacity, making do with spaces reimagined to accommodate basic customer expectations, but no longer meeting needs. In response, we’ve teamed with noted library design firm Archibald Demuren Architects to meet those needs for years to come. Join us to reimagine the second floor.

FOR MORE INFORMATION

Please contact
Lisie Bugar, Executive Director
406-586-6526 or lisie@princetonlibrary.org
Janel Simon, Development Director
406-586-6526 or janel@princetonlibrary.org

PEOPLE NEED TO LEARN MORE...

• Relent on digital and print resources they don’t have at home.
• Expect a variety of print and online resources.
• Require high-speed internet for multiple digital devices that can be pandemic-proof.
• Depend on library resources to help them find a job or launch a new business.
• Trust the library to provide extraordinary free programming 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 development to help manage 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 REIMAGINE SECOND FLOOR PROVIDES:

• A new 40-seat program space, and other spaces, that can accommodate multiple uses.
• Renovated spaces that support the way people work and study today.
• An enlarged long room with moveable 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 technology.
• A more robust wireless network to handle over-increasing digital loads.
• Power outlets to keep laptops, phones and other devices charged.
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.
It’s All About the Ask

Fundraising is not about asking for money

• 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 of the Library

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.

Foundation

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...
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
Library Development Solutions
www.librarydevelopment.com