



**Leslie Burger**  
**Library Development Solutions**

**What do you want to do?  
What's your vision?**

**How are you going to pay for it?**

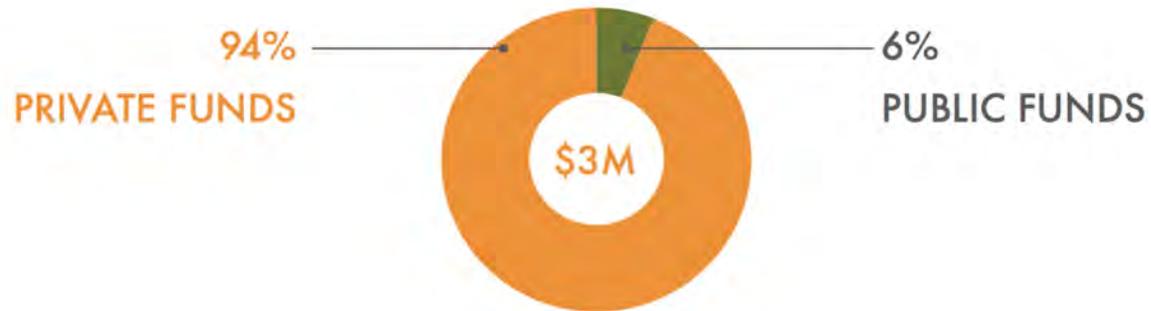
# Possibilities

**Building campaign . . . targeted campaign  
. . . endowment campaign . . . annual  
appeal . . . planned giving . . . other**

**Determine the TOTAL project cost**

## PROJECT BUDGET & FUNDING SOURCES

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- Construction cost
- Architectural fees
- Professional fees
- FF+E
- Escalation
- Design/Construction Contingency
- Other

# **NJ Public Library Construction Bond**

- 50% local match required**
- Guarantee local match in application**
- 90 days +/- from award notice and contract to provide local funds**

# Not all gifts are the same!

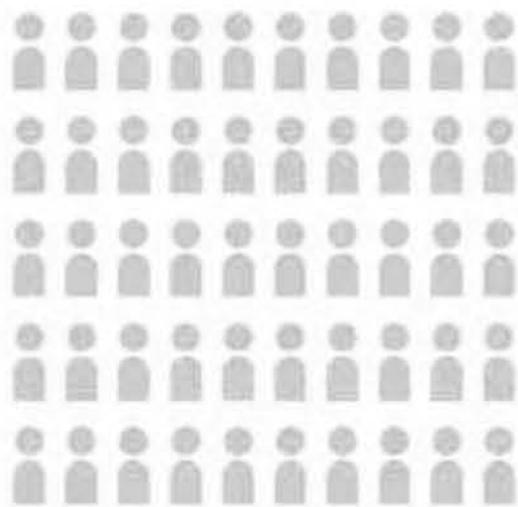
- Pledges  $\neq$  Cash
- Securities  $\neq$  Cash
- Planned gift  $\neq$  Cash
- Municipal bond = Cash
- Cash = Cash

**Make your case, early and often!**

**the number of library cardholders and the library collection have increased substantially since the last expansion in 1969.**

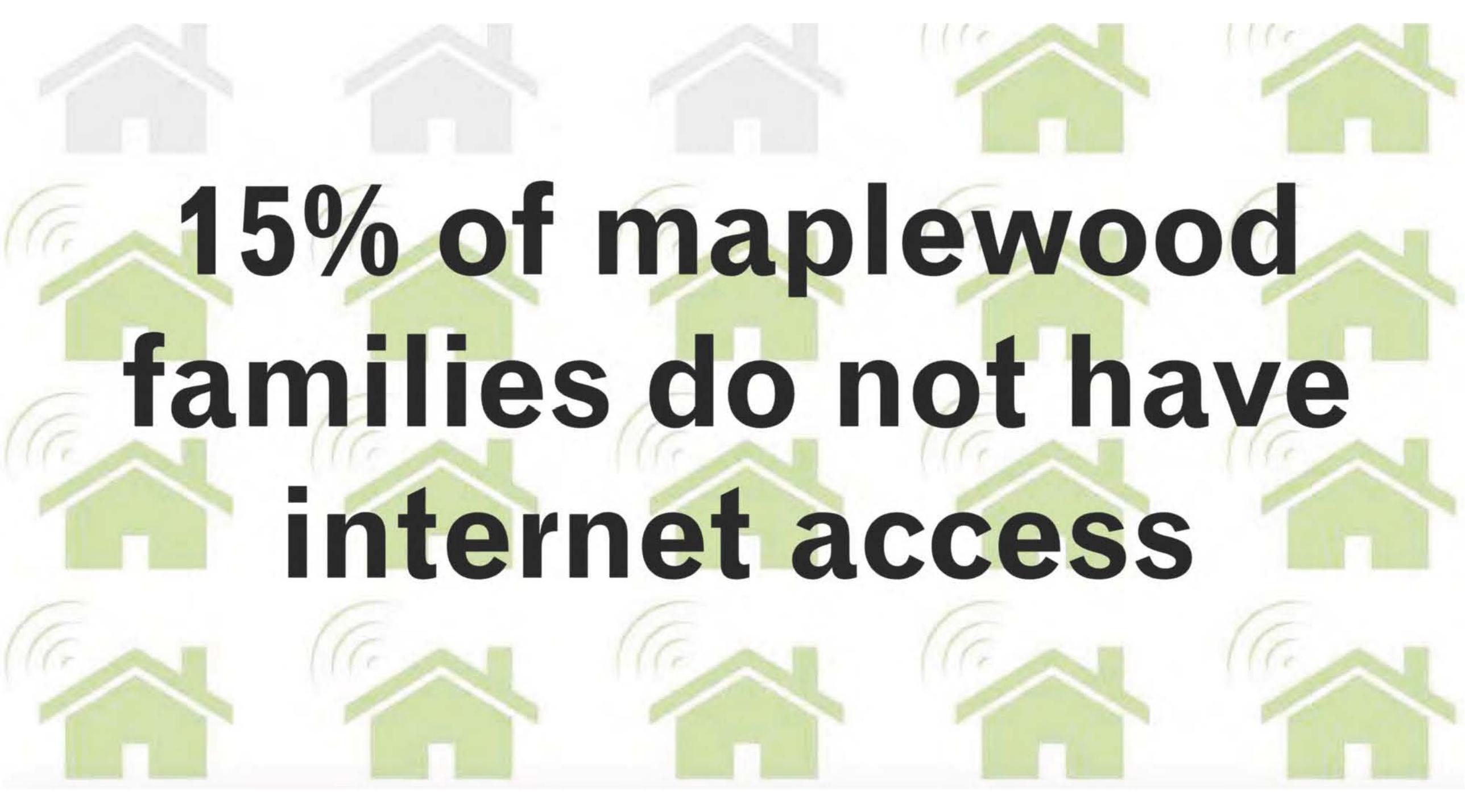
**on average 100 new library cards are registered each month.**

# 1969



# TODAY



The background features a repeating pattern of house icons. The top row consists of five grey house icons. The remaining rows consist of green house icons, each with three curved lines above it representing a Wi-Fi signal. The text is centered over this pattern.

**15% of maplewood  
families do not have  
internet access**

1956

36,300

COLLECTION



1969

60,550

COLLECTION



2016

95,160

COLLECTION



analog



digital

= CHANGE



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.

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2 Reimagine  
princeton 

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SECOND FLOOR  
CAPITAL CAMPAIGN 2015



#### 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.



# Financing your project

- **Municipal bond for 100%**
- **Municipal bond with % payback**
- **Private or bank loan**
- **Library capital funds**
- **Private donations**

**Can you raise private funds?**

Test the waters !



# **? Ask these questions ?**

- Are there people with significant wealth in our community?**
- Are they philanthropic?**
- Where have they given?**
- What connections or relationships do you have to them?**

# **Important to know**

**Most generous donors don't use libraries**

**75% - 95% of donations come from individuals**

A close-up photograph of two hands, palms up, holding several light-colored wooden letters that spell out the word "donate". The hands are positioned symmetrically, with the fingers slightly curled to support the letters. The background is a plain, light-colored surface.

donate

**1. Establish your campaign goal**

## **2. Organize your team**

**Honorary Committee**

**Campaign Committee**

**Researchers**

**Staff support**

**Campaign consultant**

**It takes money to raise money**

# **3. Establish a Campaign Presence**

# WE'VE BEEN CHALLENGED, AND YOU CAN HELP

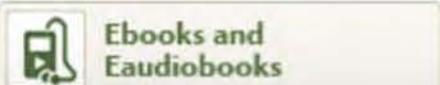
INVEST IN YOUR FUTURE



When you contribute to the Millville Public Library Capital Campaign at the levels indicated, you may name the area in honor of your family or organization.

Area	Amount
The Library Building	\$3,000,000
Main Entrance Lobby	\$100,000
Children's Room	<b>RESERVED</b>
Teen Room	\$70,000
Business Center	\$50,000
Conference Room	\$50,000
Seminar Rooms (3)	\$40,000
Book Store/Café	\$30,000
New Jersey Room	\$30,000
Circulation Desk	\$25,000
Reference Desk	\$25,000
Adult Reading Lounge	\$25,000
Adult Computer Area	\$25,000
Director's Office	\$15,000
Children's Services Office	<b>RESERVED</b>
Circulation Office	\$15,000
IT Office	\$15,000
Technical Services Office	\$15,000
Electronic Message Board	\$10,000
Children's Reading Lounge	<b>RESERVED</b>

- Hours & Directions ▸
- News and Events ▸
- About Maplewood ▸
- Wireless Printing ▸
- Readers' Place ▸
- New Arrivals ▸
- Renew/Reserve ▸
- Publish your eBook! ▸
- Help for Job Seekers ▸
- Summer Reading Lists ▸
- Ideas Festival ▸



## Maplewood Library: Building for the Future



*Find out the latest on our plans to renovate and improve the Maplewood Memorial Library.*

### VIEW THE PRESENTATION AND ARCHITECTS' RENDERINGS OF THE LIBRARY'S CONCEPTUAL DESIGN

For questions about the conceptual design contact **Library Director Sarah Lester** at 973-762-1622 ext. 5003 or [slester@maplewoodlibrary.org](mailto:slester@maplewoodlibrary.org)

For questions about giving contact the **Maplewood Library Foundation** at [maplewoodlibraryfoundation@gmail.com](mailto:maplewoodlibraryfoundation@gmail.com)

For questions about joining or supporting the **Friends of the Maplewood Library** contact [Friends@maplewoodlibrary.org](mailto:Friends@maplewoodlibrary.org)

**Maplewood Library to apply for Library Construction Bond Act Funding**  
On November 7, 2017, New Jersey voters approved the **NJ Library Construction Bond Act**, making \$125 million available for public library construction throughout the state. The application process should open early in 2019.

**Calendar of Events**

<< **October 2018** >>

S	M	T	W	T	F	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3



- Support the Library** 🏠
- Friends of the Library ▸
  - Library Foundation ▸
  - Donate to the Library ▸
  - Volunteer ▸

ASK A QUESTION ?

## 4. Offer a variety of giving a options

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

**5. Research, research, research**

# 6. Get Everyone on the Same Page



## 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.

[MAKE A GIFT TODAY ▶](#)

### COUNCIL MEMBERS 2015

#### Officers:

Melanie Stein  
*President*

Dana Molina  
*First Vice President*

Eric Monberg  
*Second Vice President*

*Secretary*

Peter Ham  
*Treasurer*

Helen Heintz  
*Assistant Treasurer*

#### Council:

Priya Madan Brooke  
Claire Bertrand  
Jessica Deutsch  
Julia Evans

## 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

[MAKE A GIFT TODAY ▶](#)

### FOUNDATION 2015

#### BOARD OF DIRECTORS

##### Officers:

Robert Kisilowicz  
*President*

Carolyn Healey  
*Vice President*

Carolyn Healey  
*Treasurer*

Brett Bonfield  
*Library Director*

*Secretary*

##### Board Members:

Meghan Donikson  
Peter Dougherty

Colleen Goggins  
Mara Franceschi

Florence Kalin  
Stanley Katz

Michele Mintar  
Allen Porter

Kevin Royce  
Betty Santilli  
Jane Silverman

# 7. 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 once in a generation opportunity

# 8. Avoid Fundraising Mistakes

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

# 9. Trustees and Fundraising

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

# 10. Learn from others

Maplewood

Monroe

Millville

Montclair

Princeton

Ridgewood

New York Public Library

Ossining

Yonkers

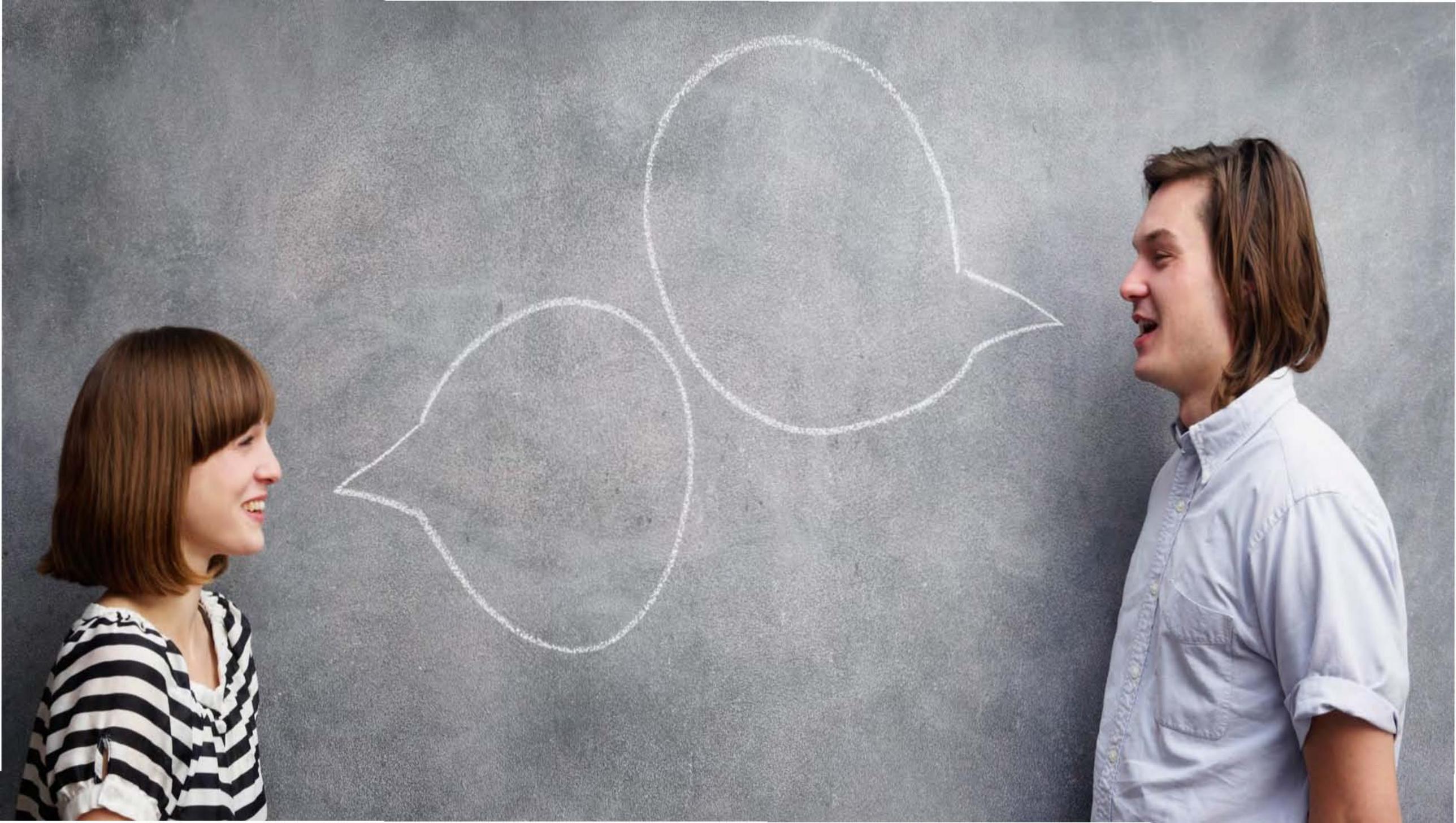
Stonington, Ct.



impossible

# 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



# Need Help? Want to Know More?

Leslie Burger, Partner  
Library Development  
Solutions

[www.librarydevelopment.com](http://www.librarydevelopment.com)

609.273.3299

