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
- 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 ≠ Cash
- Securities ≠ Cash
- Planned gift ≠ 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.
15% of maplewood families do not have internet access.
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.
create
invent
learn
collaborate
grow
connect
discover
download
focus
incubate
relax
brainstorm
debate
recharge
observe
study
launch
adapt
code
shift
reinvent

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
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.

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

For questions about giving contact the Maplewood Library Foundation at maplewoodlibraryfoundation@gmail.com

For questions about joining or supporting the Friends of the Maplewood Library contact 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.
4. Offer a variety of giving options:

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

COUNCIL MEMBERS
2015

Officers:
Melanie Stein
President
Dana Moises
First Vice President
Eric Merberg
Second Vice President
Secretary:
Peter Horn
Treasurer
Helen Heintz
Assistant Treasurer
Council:
Priya Medlen Brooker
Clare Bertrand
Jessica Deutsch

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
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 to 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.
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
609.273.3299