

FOWPL
Agenda 11-2-09

Organizational Business

1. Minutes of 10-26 – attached
2. Treasurer –
 - Credit Card status
 - Budget needed for event
3. Event insurance –
FOWPL as licensee
111 Maine St proof of general and liquor liability to FOWPL, Heritage Cop and town public hearing probably 11-10-09

The New Waterboro Public Library Gala and Silent Auction

Key Gala decisions that need whole group ?

Break into two groups until 8:30 ish: Gala and Major Donor planning

Gala Issues -

Donor Planning

- Break into two groups for an hour or so; one focused on the Gala and the other to begin the donor solicitation issues, as follows:
- **Name of Campaign: The New Waterboro Public Library....** This is meant to be a short brainstorming session to establish a tag line that we can stick with. Please review previous meeting notes to see some of the ideas you already have come up with (particularly Terry's email which had *Connect with your Neighbor, Connect to the World, Spark your Imagination, Find your Bliss, Inspire ... Excite ... Imagine the Possibilities, More than Books ... it's an Adventure! Explore your passion at the Waterboro Community Library.* Big deal is it needs to be short, sweet and roll off the tongue
- **Donor program levels**—tiered strategy of recognition. Establish levels of giving, title and develop a generic fund raising letter to accompany. Need to have available for the event just as a hand out. Think in terms of funding levels and with library like labels attached (for example, \$10,000+: The Steven King Level)
- How to **manage payments**, particularly credit card payments (Rick indicated that we would need an account with the bank to do that. Gail spoke with SIS and is working with them to set it up. We have our accounts there.). This is needed to be in place by the event
- Establishing the **Ambassador program** as a communications system. We want to establish the ambassador program by describing its purpose. An elevator letter thanking those that wish to participate will provide them the necessary information they need to

talk about the library. It will also be a "how you can help fund raise section" in the brochure.

- **Logo permanently established.** We will settle on a logo. In thinking about this, is it fair to say that the present one is already recognizable (the one with the library in the background. I think that is a good one to use and especially if it is already recognized in the community).
- **Brochure Development.** This is meant to be a clean informational piece. This will include a strategy that creates an easily updated brochure based on the stage we are in. At a minimum, we will have a brochure for advertising the event, a brochure about the library project that can be placed around town, and a brochure that would accompany an ask. This meeting will focus on what should be in the brochure. Eaton Peabody will produce the brochure in house. We will brainstorm on what should be in the brochure. We will also review costs, EP will handle production.
- **Elevator speech.** In conjunction with brochure, a one page piece for use by Friends members,