

**FOWPL
Agenda
11-23-09**

1. Minutes
2. Treasurer's Report
 - Brief initial report on Gala finances; full report in a week or two
 - Do we move CD's to Biddeford Savings? all money?
3. Review of Gala and Silent Auction
 - general reactions
 - what went well; suggestions to improve for next year
 - work left to be done:
 - complete accounting of income and expenses
 - Thank you letters
 1. all donated items
 2. from those who registered – add to donor list any not on mailing list
 3. those who purchased items – add those not on mailing list
 4. you thank personally anyone you wish- I have not cards with me
 - who are potential ambassadors? create list who contacts them
 - any potential donors- create list which we will feed into list of donors

Setting Priorities

4. what are our next steps in our capital campaign? I think we need to look at the options and decide where to put our efforts

- a. do we do a direct mailing? to whom? for what purpose? how personalized should the letter be? what should be in the envelop?
- b. approaching local donors who can pledge XXX over 3 years (by 12/2012) how do we do this process?
- c. other sources of funding: Pingree meeting, state monies if any; foundations
- d. Selectmen dialogue - Meeting with Selectmen and Mathew; discussion of focus and who should be there?
- e. Meeting dates: 11/30 –no Mathew; 12-7; 12-14;

Picking up on Mathews to do list:

- Please bring a list of 10 people you want to contact and provide information about the project. Provide in writing a brief description of who they are and what they might bring to the process. I will ask each of you to talk about three of these people: one who has money, one who is active in local politics, and one who might serve as our honorary director (the last may very well come from out of Town, but I would like to get an idea of the charismatic leaders in town and how they can help us).
- Please bring the names of five businesses to the meeting, including the owner and contact. I realize they may not be that many, but want to get a sense of the network and its potential.
- Please bring me the name of one person who works at Poland Springs, their role in the company, and their phone number. The person can be a resident of the company, or live out of town (ps: I have one.)

Donor Planning

- **Name of Campaign: The New Waterboro Public Library....**
- we have the logo and name of campaign; looking for the tag line
- **Donor program levels**—tiered strategy of recognition. Establish levels of giving, title and develop a generic fund raising letter to accompany.

Donor Levels Terry suggested list

Top Level \$50,000 (or More)– **Lake Ossipee** the jewel of Waterboro
 other town landmarks or things that describe the Town and giving level
 \$25,000 (or more) Mount Ossipee
 \$10,000 Taylor House
 \$5,000 Community
 \$1000 Main Street/ Sokokis Trail
 \$500 NEED NAME
 \$250 Volunteer
 \$100 Friend & Neighbor
 All donations under \$100 Citizen

- How to **manage payments**, - moving toward on-line payments; permanent credit card use for donations????
- Establishing the **Ambassador program** – next steps here
- **Brochure Development.**
 an easily updated brochure. 1. a brochure for advertising an event, 2. a brochure about the library project that can be placed around town,
 3. and a brochure that would accompany an ask.

Elevator speech. In conjunction with brochure, a one page piece for use by Friends members,

- **Focus on Earmark:** ask someone from the Pingree office to attend session (Joe the lead? Note: EP has strong connections with each of the offices and can contact directly.)
- **Letter Campaign** before end of year: We will review what should be in the letter, the mechanics of getting it out, the personal touch campaign. Word of warning, this is not as easy as it seems and requires a lot of work from the friends, so the purpose of this is who is our audience, how do we mail out, etc. The process and letter will be finalized the following week, so that it can come out right after the event.

NOTE: we can send out 450 letters to people who have donated via Giftworks now; need to make decisions regarding the recipients, i.e. local small businesses

- **Foundation Work:** This discussion will be broken down into small foundations and large foundations with a review of due dates. Responsibilities for how we might proceed will be discussed, with attention given to any immediate programs.
- **Progress Report: the media.** This is a focused session on how we are fairing in the media. Who is hearing about us and how. We follow the discussion by formulating a media program. Waiting until this date will allow us to see how we were covered with the event, both during and after. It will also prepare us for the following meeting, which will go into more detail
- **One on One campaign:** This will be a strategy meeting to focus on how to roll out our one on one "ask" campaigns. We will need to coordinate this with the letter campaign, but the roll out would be after the holidays. This is where your list of names is critical. We will update the elevator speech, so everyone is on the same page. We will also discuss how our ambassador program is working and whether there is a roll in this process for them.
- **Event Activities Planning**
 - Goal: to have one public activity per month
 - Special event in March
 - Special event in May
 - Contact with Poland Springs: sponsor event, fund raising
 - Contact with Hannaford: Sponsor special event at Hannaford store
- Presentation to Selectmen: update on where we are, when we should do this

- Grants for Libraries:
 - Large and small, organize by date and responsibility
- The Library as the Village core: when launched, will mean update in most materials and focus; is there still a roll for this discussion?
- Focused Media events
 - Press Release once per month
 - Letters to the editor
 - Topics for Release

5. Administrative issues that emerge from the event:

Evaluation of Giftworks as a donor tracking program

keep it and purchase updates?

alternatives? and cost

need to put the program on server with a couple of us having administrative access

can we do that with website server?

6. Creating a comprehensive mailing list that is user friendly

- we have a list on Giftworks of people who have donated

- can access patron list – will need to be cleaned up; accuracy is fair

- can access property owners list – needs to be cleaned up due to duplicates

7. Review Engagement with Eaton Peabody in January 2010