

## Next Steps: The rest of the fund raising process

### A Strategy and work program for FOWPL

#### Key Dates to keep in mind:

November 21, Silent Auction

November, December: Book sale and Pancake breakfast

January: beginning of new tax year

April: referendum language

June: referendum vote

#### Activities by meeting date:

##### November 2:

- **The Waterboro Library Gala and Silent Auction**—short progress review and discussion of major issues.
- 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,

November 9

- **Progress Report:** Silent Auction to do list reviewed. A review of free tickets to be given out will occur at this time.
- **Draft reviews:** Review drafts of brochure, Elevator speech, Ambassador Program description, and logo. After reviews and input, items will be finalized.
- **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.

November 16

- **Progress Report:** Silent Auction to do list reviewed. Special focus on ticket sales and what we can do to boost (hopefully, we won't have to do anything).
- **Letter Campaign.** Materials are reviewed and finalized.
- **Focus on Earmark:** We will invite someone from either the House or Senate site, depending on who came to the November 9 meeting.
  - **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.

November 23

- **Deep Breath Meeting.** Lets slow down a little and review:
  - Progress Report: Download on the event
  - While doing, envelope stuffing for letter campaign

- Focus on follow up media activities

## **November 30**

- 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

## **December 7**

- 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
    - October: the upcoming Gala
    - November: the outcome of the Gala
    - December: Letter Campaign
    - January: event for month
    - February: Progress so Far
    - March: Importance of Referendum—what it means to you
    - April: Progress so far—fund raising
    - May: all out press
- The regional opportunity: Is there one out there that could mean additional funding. How do we get there?

## **December 14**

- Progress Report and Christmas Party

### **January 11**

- Progress Report
- Next Steps Planning