

# FUNDRAISING IN PUBLIC LIBRARIES

OALT/ABO Conference: Poetry in Motion

May 2, 2019

Kathryn Drury, CEO & Chief Librarian, Grimsby Public Library



# FUNDRAISING IN PUBLIC LIBRARIES: AGENDA

- Why Grimsby Public Library?
- Grimsby Author Series: Current State
- History of Grimsby Author Series
- Sponsors and Benefactors
- Other examples at GPL
- Fundraising how to
- Idea generation
- Best practices
- Other ideas for raising funds



# WHY GRIMSBY PUBLIC LIBRARY?



GRIMSBY PUBLIC LIBRARY

# GRIMSBY AUTHOR SERIES

Current State



GRIMSBY PUBLIC LIBRARY

# GRIMSBY AUTHOR SERIES

17<sup>th</sup> Season  
2018/2019



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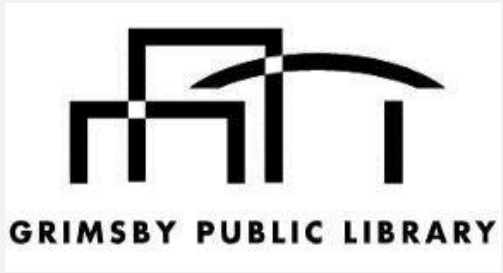
Shelley Wood and Andrew Pyper – G.A.S. - April



## A SPECIAL EVENT







# HISTORY OF GRIMSBY AUTHOR SERIES

How did this all get started?

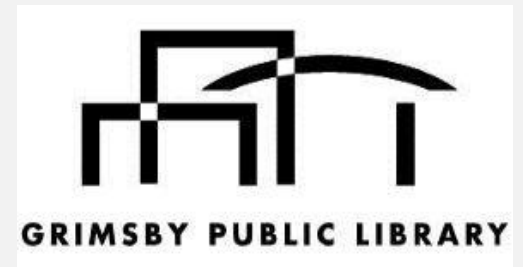


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## IN THE BEGINNING.....

- New facility planned for Grimsby Public Library
- Invite an author
- Repeat
- The 'Pumphouse' series was born
- Ongoing success
- @the library series
- Community support



# SPONSORS AND BENEFACTORS

Grimsby Author Series



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# SPONSORS/BENEFACTORS/PARTNERS

- Local businesses
- Financial support
- Door prize donations
- Wine donations/sponsorship
- Book Sales
- Ticket sales partnership



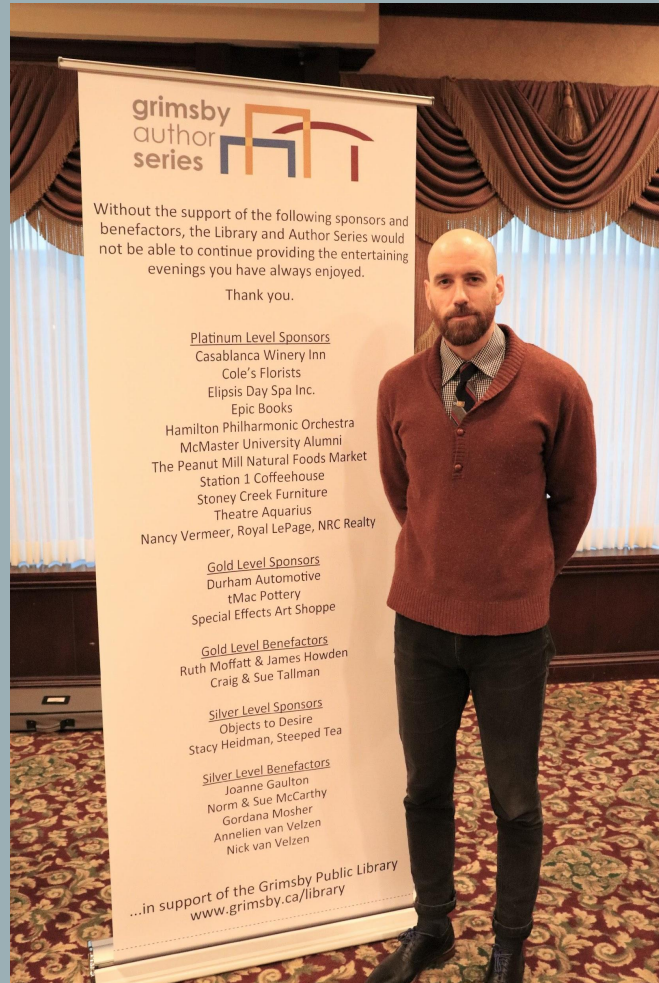
Andrew Pyper @ G.A.S. – April 15, 2019



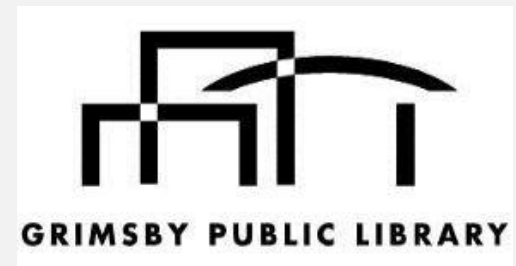
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# ACKNOWLEDGEMENT AND RECOGNITION



- Banner
- Levelled sponsorship
- Announcement during welcome
- Blog posts
- Letters of thanks
- Charitable Donation receipts
- Free event tickets
- Annual 'Appreciation' Event
- Ad and articles in local paper
- Local cable 'Your TV'
- Say Thank you!!
- What else?



# SPONSOR EXPOSURE

**Grimsby Author Series**  
*Spring Season 2019*

WEDNESDAY, MAY 1, 2019  
Refreshments 7:00 PM Reading 7:30 PM

**BUSH PILOT**  
Brewing Company

CRAFT BEER SPONSOR: BUSH PILOT BREWING CO.  
Program subject to change. No refunds or exchanges.

**Casablanca Winery Inn**  
4 Windward Drive, Grimsby

**ESI EDUGYAN**  
**WASHINGTON BLACK**  
A NOVEL  
FINALIST FOR THE HAN BOOKER PRIZE  
FROM THE AUTHOR OF HALF-BLOOD BLUES

*In conversation with Giller Prize winner Esi Edugyan*

Thanks to our sponsors and benefactors  
for supporting the Grimsby Author Series

**THE PEANUT BUTTER**  
NATURAL FOODS MARKET

**Nancy**  
ROYAL LEPAGE

**Cole's**

**CASABLANCA**  
Winery Inn

**Durham Automotive**  
PROFESSIONAL AUTOMOTIVE SERVICE  
SINCE 1971

**STATION 1**  
COFFEEHOUSE

**THEATRE AQUARIUS**  
FOR EDUCATION AND COMMUNITY

**elipsis**  
day spa

**Special Effects Art Shoppe**  
www.special-effects.ca

**DOFASCO** Centre for the Arts

**objects TO DESIRE**  
Art & Gift Gallery  
1111 Lakeshore Avenue, Grimsby, ON

**tMac Pottery**

**HPO** Hamilton Philharmonic Orchestra

**Stained Tea**  
INDEPENDENT CONSULTANT  
STACY HEIDEMAN

**Epic Books**

**McMaster University**  
ALUMNI

**STONE CREEK FURNITURE**  
Est. 2004

Ruth Moffatt & Jim Howden  
Sue & Norm McCarthy  
Annelien van Velzen  
Joanne Gaulton

Sue & Craig Tallman  
Nick van Velzen  
Gordana Mosher

grimsby author series

@GrimsbyLibrary  
#GrimsbyAuthorSeries

Grimsby Public Library  
18 Carnegie Lane  
Grimsby, Ontario  
www.grimsby.ca/library  
905-945-5142

# G.A.S. BLOG

## GRIMSBYPUBLICLIBRARY

### Shelley Wood and Andrew Pyper at the Grimsby Author Series

Posted on April 17, 2019



Last Monday we hit the mid-season mark of the Spring 2019 Grimsby Author Series. On this sunny spring evening we were so delighted to welcome our two guests, Shelley Wood and Andrew Pyper, to the Casablanca Winery Inn. Our wine sponsor for the evening, [Sue-Ann Staff Estate Winery](#), provided delectable selections for us to sample from their Fancy Farm Girl line including their rich Flamboyant Red and their crisp and fruity Frisonesque Sauvignon Blanc. With a great glass of wine in hand, a packed house and two amazing authors, we knew it was going to be a night to remember!

#### ABOUT OUR BLOG

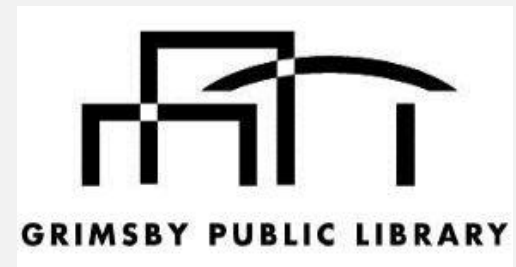
Welcome to the Grimsby Public Library's blog! Here you will find all kinds of goodies including details about upcoming events, new services and programs, as well as event photos and wrap-ups. Get a front row seat to the innovation, discovery, and cultural growth of your local Library right here.

#### SEARCH OUR BLOG

#### HOURS & INFO



<https://grimsbypubliclibrary.wordpress.com/>





## THE DETAILS

- **Revenue**

- Ticket sales:
  - \$75 per person/3 events
  - 250 tickets sold per event
  - @the library event (once or twice yearly)
    - 175 tickets at \$20.00 each

- **Expenses**

- ½ wine
- Food
- Venue
- Promotional materials
- Tickets
- Author fees
- Dinner with the Authors.....



# POLICIES AND PROCEDURES

- Library Board Policies
  - Grimsby Author Series Policy
  - Donations, Gifts and Sponsorship Policy
  - Volunteer Policy
- Grimsby Author Series Steering Committee



# VOLUNTEER, SPONSOR & BENEFACTOR APPRECIATION EVENT





# WHAT ELSE?

Other examples at GPL



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## CHILDREN'S PROGRAMMING

- Summer Reading
  - TD Summer Reading materials
  - Grimsby Evening Rotary
  - Many supports via prize donation
- Special Event Programming
  - Named events for the lead sponsors
  - Monies support special guests and program materials for activities
  - Building Literacy Fair and Family Literacy Day
  - Meridan Comic Book Fair



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# MERIDIAN COMIC BOOK DAY

Sponsorship and active participation

Photo: Meridian staff and volunteers



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Phelps Homes Family Literacy Day – January

Phelps Homes Building Literacy Fair – June



# FUNDRAISING

In 3 easy steps?



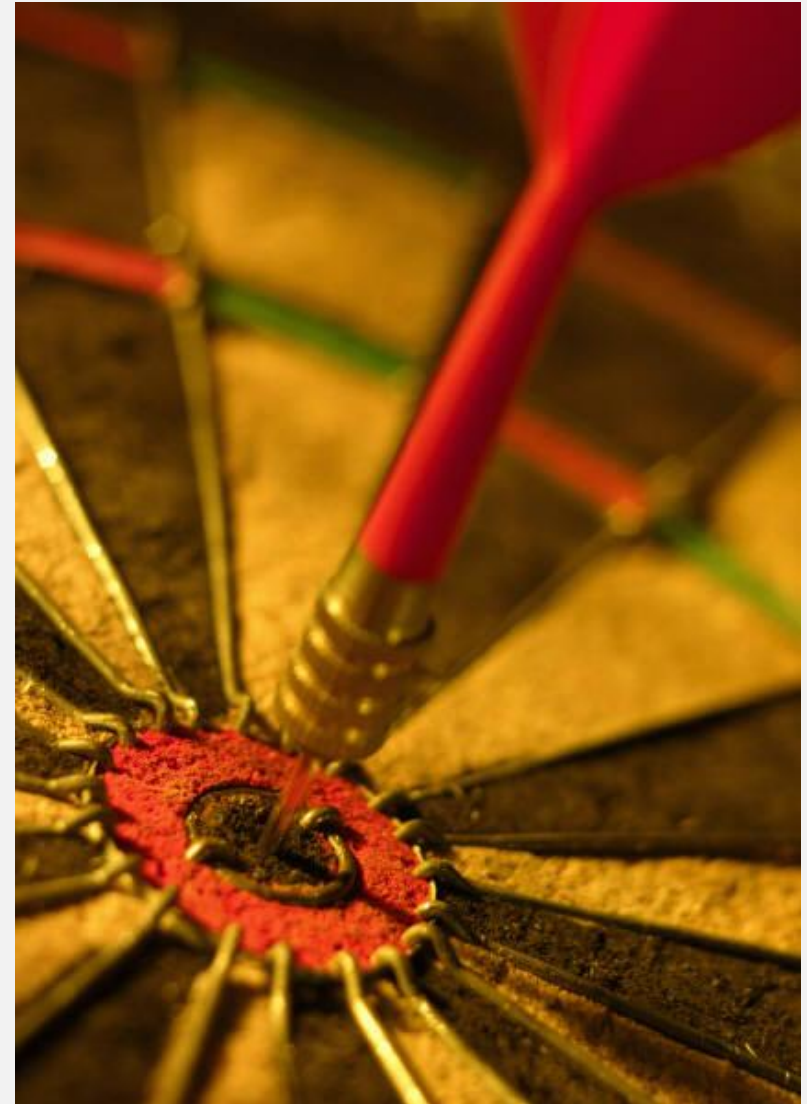
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## 3 STEPS

Relationships

Connections

The Ask





# RELATIONSHIPS

- Friends of the Library
- Community partners
- Library Board members
- Social media followers
- Local Heroes

# RELATIONSHIPS

- Get their attention
- Build the Relationship
- Explain the investment
- Emotional connection
- Stories

# CONNECTIONS

- Who can you reach out to?
  - What is your library's mission, vision?
- Know the specifics of your 'event'
- Do your missions/visions/goals and/or objectives align
  - Service clubs
  - Corporations
  - Local businesses
  - Individuals



## EXAMPLE

- Sports related activity or program
- Who in your community or area supports this?
  - Do you know anyone who has connections there?
  - Check their website:
    - Corporate profile
    - Community efforts or supports
    - Specific information on how to apply for funding



## JUMPSTART (CANADIAN TIRE)

### “WHAT QUALIFIES FOR A CDG?

CDG funding is offered to qualified donee organizations for recreational programming costs including transportation, registration and equipment. Eligible programs are sports or physical recreation programs for kids between the ages of 4 – 18 years meeting the following requirements:

- Run for a minimum total of 5 hours in length

- Consist of at least 5 sessions

- Include a minimum of 25 participants

- Must remove barriers to participation for kids from families in financial need”



# THE ASK

- Relationship and research comes first!
- Meet them where they are most comfortable
- Practice
- Be specific, be real
- What if they say 'No'
- Follow through
- Say Thank you



**GRIMSBY PUBLIC LIBRARY**



# IDEA GENERATION

What is working at your library?



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# YOUR FUNDRAISING IDEAS

- Share Examples
- Fundraising events
- Sponsorship opportunities

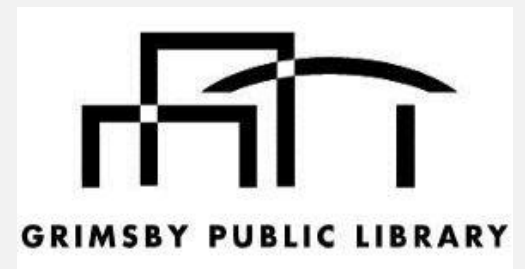
# BEST PRACTICES



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# FUNDRAISING BEST PRACTICES

- Plan
  - Have a clear picture of what you are asking for
  - Who else in the community shares your values
- Build relationships
  - Use existing connections
  - Grow new relationships
- Do your research
  - Find alignment
- Ask for support
- Thank you





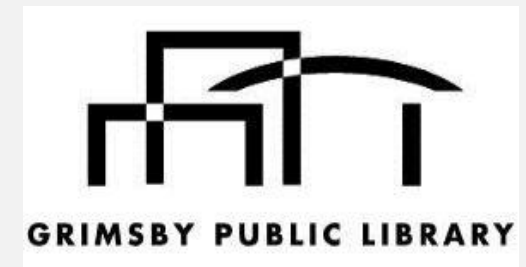
# OTHER OPPORTUNITIES



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## OTHER OPPORTUNITIES

- Legacy/Planned Giving
  - Wills, bequests, life insurance, gifts in memory
- Donations
  - Money
  - Prizes or product
  - Talent
- Adopt-a-book
  - Money to purchase books for collection



QUESTIONS?



THANK YOU.

Kathryn Drury, CEO & Chief Librarian

Grimsby Public Library

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905-309-2065

[www.grimsby.ca/library](http://www.grimsby.ca/library)