Advocacy and Fund Raising: They Should Go Hand in Hand!

Presented by Libby Post, President
Communication Services
for the Association of Connecticut Library Boards
Pandemic or Not: We Need to Remember

• People used your online services to solve problems
  – Research health concerns (COVID19)
  – How do I teach kids “new math” (Schools closed)
  – I lost my job, now what?

• Libraries are still about community engagement
Pandemic or Not: We Need to Remember

• Your library is a partner in community engagement
  – You have the values: libraries are steeped in the values of democracy and open access
  – You have the motivation: you want to help your community and you want your library to be seen as an essential community partner

• Your library is part of the re-opening of your community
Let’s Start with the Basics

• Libraries need to market and communicate whether we’re in a pandemic or not

• Pre-Pandemic
  – Newsletters, emails, social media, signage, good customer service

• Pandemic and after
  – Newsletters, emails, social media, signage, good customer service
Outreach to Elected Officials

• How do you communicate with your elected officials?
• What are you saying to them?
• How do you convey how important the library has been during the pandemic?
• How are you handling proof of vaccination?
• How are you handling surges?
Keep Positioning the Library As an Essential Service
Did you involve your local electeds in your opening/closing plans?

• Did you meet with them to let them know?
  – That the library is safe
  – That staff are healthy
  – That the library’s programs and services continue
  – That the library continued its role as an essential service even though the building was closed for a while
Did You Maintain Stats?

- Your annual report will still tell your story
- How many calls?
- How many online programs?
- Attendance numbers
- Curb-side pick up
- Testimonials from the community on how the library helped
What Did You Do to Help Local Government

- Did you find out what the Library could do to help the municipality during this time?
- Create a partnership so that the Town is tied to the Library’s activities
  - Together, the Library is providing online services
  - Make the connection between local library funding and what you’re doing
  - Bring them in—virtually and otherwise
What Did You Do to Help Local Government

• The more you help, the more indispensable you’ll seem

• “What do we need libraries for we have Google”
  – Make sure you reach out to those electeds who feel this way with an offer to help with Google searches or any other information gathering
Seekonk Public Library

Our Activity for Fiscal Year 2019

91,435
Library Visits
That’s 308 visits per day!

236,950
Items Circulated

$4,185,167
Total Value of Library Programs and Services

8,676
People Attended

5,772
Public Computer Users

387
Library Programs

5,081
Wireless Sessions

For every town tax dollar invested
$4.42
Return on Investment

1.75% of your total town taxes go to the Library

These numbers come from the Library’s 2020 Annual Report Information Survey (ARIS), administered by the Massachusetts Board of Library Commissioners. The Return on Investment is derived from dividing the amount of town public funding into the total value of library programs and services.
Library Advocacy within Local Financial Struggles

• Did any of you get any Federal funding?
  – CARES, ARPA, IMLS
  – How did you use it?
  – Did you tell your local electeds?

• What’s the status of communicating with your state reps and the Governor?

• Important to understand the impact of the state’s financial situation on local government
Library Advocacy within Local Financial Struggles

• 6/23/21 Governor Lamont signed 2022-23 biennial budget
  – Invests the most local government aid to towns and cities in state history, including an additional $525 million over the next two years through a combination of increased Payment-in-Lieu-of-Taxes (PILOT) and Education Cost Sharing (ECS) grants
  – Expands workforce development support through the investment of $110 million over the next three years in short-term workforce training programs designed to help unemployed or underemployed residents earn high-paying jobs in high-demand industries such as healthcare, IT, manufacturing, and clean energy.
Library Advocacy within Local Financial Struggles

FOR IMMEDIATE RELEASE
WEDNESDAY, DECEMBER 1, 2021

COMPTROLLER LEMBO PROJECTS $894.7M SURPLUS STEMMING LARGELY FROM FEDERAL SUPPORT

Comptroller Kevin Lembo today, in his monthly financial and economic update, projected a General Fund surplus of $894.7 million for Fiscal Year 2022 due largely to financial support from the federal government and the continued recovery from the pandemic.

In November, a new consensus revenue forecast issued by the Office of Policy and Management and the Office of Fiscal Analysis showed a significant increase in state revenue projections. Most of the increase is owed to federal grants, particularly in Medicaid reimbursement and support for health and community-based services. Forecasts for sales tax revenues also improved as consumer spending continues at high levels.
Library Advocacy within Local Financial Struggles

What are you doing to make sure your Library gets a piece of this financial pie?
The Nuts and Bolts of Local Funding

• Do you know the process and the players?
• Are you in a city or a town?
• City: Mayor and City Council
• Town:
  – Board of Selectman
  – Town Manager and Selectman
  – Boards of Finance
  – Town Meeting
The Nuts and Bolts of Towns

Preparing the Budget: Jan-March
- Town Departments submit budget requests to First Selectman
- BOS hold budget workshops
- Board of Education deliberates and approves proposed budget

Reviewing the Budget: March-April
- BOS and BOE present budget to Board of Finance at budget workshops
- BOF deliberates and holds a public hearing to gather citizen input
- BOF approves proposed budget and submits it to a Town Meeting

Adopting the Budget: April-May
- Town Meeting held to vote on proposed budget and send it to a town-wide vote
- BOF sets mill rate
The Nuts and Bolts of Cities

• Mayor proposes a budget
• City Council debates
• Back and forth
• City Council votes and approves budget
Advocacy Message Development

- Empathy/compassion
- Strength
- Fairness
- Fulfillment
- Education
- Prosperity
- Service
- Trust
- Open Communication
- Responsibility
- Protection
- Opportunity
- Freedom
- Community
- Cooperation
- Honesty
- Creativity
- Equal Opportunity
Pandemic Advocacy Message Development

• Using pre-pandemic messaging as a foundation, develop messaging for where you are now and the need for funding
  – Go back to your stats
  – Get testimonials from community members
  – Detail what you’ve done to help the locality and its citizens through the pandemic
Developing Your Message

- In 1992, when James Carville ran Bill Clinton’s first presidential campaign the following phrase was on the white board

**KISS**

Keep It Simple Stupid

Don’t over think.

Remember who your audience is.
Advocacy Tools

• Need to determine what you’re going to do and who will pay for it
• Libraries can use its borrowIT revenue (if there is any) for Outreach
• Friends and Foundations can also pay for Outreach activities
Advocacy Tools to Get Community Involved

• Social Media
  – Facebook
  – Twitter
  – Instagram

• Videos
• Website
• E-mails newsletters

• Direct outreach to local elected officials
  – New/Mode
Advocacy Tools

• Put together a written plan
  – What you’re going to do when
  – What social media channels will you use
  – Calendar for website and social media posts
  – Gather images so you won’t have to look for them
  – Use a Google calendar to track everything and assign tasks
Advocacy Tools

• Gather testimonials from patrons who were served during the pandemic
  – Reviews
  – Videos
  – Social media posts

• They’re your COVID19 advocates who will tell your story
Advocacy Tools

• Your visuals should not have people standing close to one another
  – They should have people wearing masks and social distancing, if you can

• Try to avoid language that evokes crowds, people standing close, etc.

• Inform but don’t capitalize on the crisis
  – No panic or alarms!
First things First:

• As a board, you all have to be in agreement on the advocacy path you’re embarking upon
• Need to speak with one voice
Communicate with the Staff

• Make sure staff knows what is happening
• Give them 3-4 talking points they can use to explain what’s happening
  – Budget issues, what the library needs
• Ask for feedback
  – Make sure the staff is engaged
  – Integrate staff suggestions if possible
• They are your frontline marketers
Communicating with the Community

• Use your website to explain the budget issues in detail
• Make sure that page is easily found on your website
  – Should be a big box on your home page
• Use that information for social media
  – Schedule posts 2-3 times/week
  – Visuals are important

• Topplr
  – Enables you to target Facebook ads directly to voters
    • Increase visibility
  – Need to be approved to place “political ads”
    • Call me!
Communicating with the Community

• Social media
  – Make the posts interesting
  – Use images
  – Short and sweet
  – Links back to website

• Have your staff and community partners share the posts with their networks
Communicating with the Community

- People are spending a lot of time online, on Google
- Google your hometown and an ad for the library comes up on top!
- Google grants
  - [www.google.com/grants](http://www.google.com/grants)
- Up to $10,000/month in free ads
- They’ll help you set things up
Your Advocacy Messaging

• You’ll be saying the same things over and over again
  – It takes 7 times for something to sink in

• Given all the information being thrown at folks, may need more than 7 hits

• Create a few sentences or bullets as your 3 core messages

• Rinse and repeat!
Your Advocacy Messaging

• Include it everywhere
  – Social media
  – Email newsletters
  – Signage (once you re-open)
  – Videos

• Try to break up the message by audience
  – 3 key messages with details pertaining to individual audience
Integrate Your Advocacy Message into Your Fund Raising

• Your message is the core reason to give
• The foundation upon which all asks are based
• Bold, clear, concise and emotional
• People should feel their self-interests are connected to giving
• Talk directly to people in plain language
Your Fund Raising Message

• Message based in values should be emotional, compelling and understandable

• Paul Wellstone:
  – “People respond according to their sense of right and wrong. They respond to a leadership of values.”
Your Fund Raising Message

• Empower people to participate and act
• Have a good feeling from giving
  – Emotional hook
• Inspire people to take action through giving
  – Depends on whether message leaves people feeling hopeful, energized and that their contribution will make a difference
Basic Tools You’ll Need to Start

• Lists
  – You need to have lists of your advocates.
    • Friends
  – If you tracked your supporters in the voter file database, you’ll have their snail mail address
  – If you garnered email addresses from an online petition, match them to the snail mail address
  – If you can update phones—cell and land—that would be great
Basic Tools You’ll Need

• Understanding Who Gives and Why
In 2020, Americans gave $471.44 BILLION to charity.

Where did the generosity come from?*
CONTRIBUTIONS BY SOURCE (by percentage of the total)

- 69% Giving by Individuals
  - $324.10 billion
  - Increased 2.2% over 2019

- 19% Giving by Foundations
  - $88.55 billion
  - Increased 17.0% over 2019

- 9% Giving by Bequest
  - $41.91 billion
  - Increased 10.3% over 2019

- 4% Giving by Corporations
  - $16.88 billion
  - Decreased 6.1% from 2019

* All figures on this infographic are reported in current dollars.

Where did the charitable dollars go?
CONTRIBUTIONS BY DESTINATION (by percentage of the total)

- 28% to Religion
  - $131.08 billion (increase over 2019)

- 15% to Education
  - $71.34 billion (increase over 2019)

- 14% to Human Services
  - $65.14 billion (increase over 2019)

- 12% to Foundations
  - $58.17 billion (increase over 2019)

- 10% to Public-Society Benefit
  - $48.00 billion (increase over 2019)

- 9% to Health
  - $42.12 billion (decrease from 2019)

- 5% to International Affairs
  - $25.89 billion (increase over 2019)

- 4% to Arts, Culture and Humanities
  - $19.47 billion (decrease from 2019)

- 3% to Individuals
  - $16.22 billion (increase over 2019)

- 3% to Environment/Animals
  - $16.14 billion (increase over 2019)

Growth in giving by foundations and individuals is linked to positive stock market performance.

Human services had rapid growth, continuing a pattern seen in years where the U.S. has experienced a crisis.
Who Gives More?

• Volunteers with a relationship to the organization
  – Households with at least one volunteer gives at a much higher percentage than households without

• People who have been engaged in advocacy
  – They are volunteers, after all
You Have Lists, You Want to Raise Money, Now What?

- **Legal Structure**
  - Work through the Friends
  - Create a Foundation
  - Separate 501C3 so that the money is not considered public
  - Join the CT Nonprofit Alliance
    - ctnonprofitalliance.org/

- **Leadership**
  - Who will lead?
  - The chair of the Library Board can’t be chair of the 501C3 board
  - There can be overlap
  - Mission is clear—to support the Library
  - Everyone gives
Where Do You Start?

• Plan
  – Determine what you want to do
  – How much you’d like to raise
  • Be realistic

• Years 1-3
  – Special events
  – Direct mail
  – Online giving
  – Social Media
Events—Most Time Consuming

• What type of event
  – Who are you honoring?
  – What kind of fun do you want to have?
• Honorary Committee
• Corporate Support
• Event Journal
• Invitations
Events—Most Time Consuming

- Logistics
  - Venue
    - Decorations/flowers
  - Food
  - Drink
  - Awards

- Staffing
  - Paying at the door
  - Ability to take credit cards
- Silent auction
- Program
- MC
- Cleaning Up
Invite Package

• Should be professionally done
Invite Package

Saturday, October 22
7:00 p.m. – 9:30 p.m.
Arbor Hill/West Hill Branch
Albany Public Library
148 Henry Johnson Blvd.,
Albany

RSVP by Oct. 17, 2016

For more information, please contact
Holly McKenna
518-427-4367
president@albanypubliclibraryfoundation.org

Name:
Address:_________________________ City:_________ State: _____ Zip: ________
Phone: _________________________ Email: _______________________

__ Yes, I/we will attend Literary Legends. Please reserve ____ ticket(s) at $75 each.
__ Yes, I/we will attend the event and join the Honorary Committee.

Please reserve ______ ticket(s) at $125 each. Names will be highlighted in the evening's journal.

__ No, I/we cannot attend the event but would like to make a contribution.

Enclosed is a check in the amount of $__________ Payable to: The Albany Public Library Foundation.

Please charge my credit card in the amount of $__________.

__ VISA  __ MasterCard  Credit Card Number: ________________________________
Expiration Date: _______________ Security Code # on the back of card: ____________
Name as it appears on the card: _______________________________________________

You can pay for your tickets online at www.albanypubliclibraryfoundation.org/news-and-events/

Contributions to Literary Legends are tax-deductible to the extent allowed by law.
Invite Package

CELEBRATING THE ACCOMPLISHMENTS OF:

• MARION ROACH SMITH •
• DR. LEONARD A. SLADE, JR. •
Annual Appeal/Direct Mail

- Renewable, reliable source of income
- Long-term commitment
- Opportunity to reinforce message and “tell your story”
- Build donor/member base
- Build relationship
Dear Dan,

When she was just ten years old, her mother said “I know you love reading fiction, but it’s time to expand your horizons.” The little girl told the Children’s Librarian at her local public library what her mother said. In turn, the Librarian introduced her to the biography section, filled with stories of powerful women who made history. Stories about Harriet Tubman, Ruth Bader Ginsburg, Malala Yousafzai, and her favorite one of all… Marie Curie.

Fast forward forty plus years to 2014, and that little girl is now Hudson’s Mayor, Tiffany Martin Hamilton. The Mayor reads her local public library with who she is today—a dedicated public servant. Hudson Area Library’s Summer Reading Program opens the same doors for the thousands of children who participate each year.

Joining what the Summer Reading Program can do for any child—be they poor, the middle class, or the wealthy—is a commitment to the Hudson Area Library. Please join me in giving another gift to the Library’s Annual Appeal—let’s help support our annual Summer Reading Program.

A $25 donation helps underwrite 2 children coming to the program. $50 enables us to provide 10 free books for “library” kids to take home and keep. $100 supports our annual Summerfest on Saturday, July 12th where families from across the city come for a fun-filled day of activities, games, prizes and food.

Your support will ensure that our Summer Reading Kids maintain and improve their reading skills over the summer. We both know, as does Mayor Hamilton, reading provides a window to the world through which children can expand their horizons far beyond the city’s limits. More than 1,000 of Hudson’s elementary school children participate in the Library’s Summer Reading Program. It’s a proven, free activity available to any of our city’s children.

So, we are asking you, Dan, to join the Summer Reading Program in dedication for the thrill. Your gift to the Hudson Area Library’s Summer Reading Program helps our children by your best. Don’t miss out—perhaps even hundreds of our great kids and beyond.

Reading and comprehension are essential to our children’s future success. The Summer Reading Program provides both. Please join me in supporting this vital program for Hudson’s children.

Sincerely,

Miranda Barry
President, Hudson Area Library Board of Trustees

55 Please take a moment to send your contribution to the summer program. If you’d like to give online, we’ve got a new portal for you to see. Just go to www.daclibrary.org.

☐ Yes, I want to contribute to Hudson Area Library Annual Appeal
Enclosed is my contribution of:
☐ $50  ☐ $100  ☐ $250  ☐ $500  ☐ Other $ __________

Please make your check payable to Hudson Area Library and mail it with this form, in the enclosed envelope, to 51 N. 1st Street, Hudson, NY 12534

Dan Connors
56 Warren St.
Hudson, NY 12534

> MESSAGE : WHAT YOU SAY
> STRATEGY : HOW YOU SAY IT
> RESULTS : THEY SPEAK FOR THEMSELVES!
The Package

• The Envelopes
Opening the envelopes and booking the contributions is the really fun part!
Online Giving

- Website with donate button on homepage
Online Giving

- Donate page

Donate

The New York State Animal Protection Federation Education Fund is the 501c3 arm of the Federation. Our work centers on protecting companion animals, strengthening shelters and creating new opportunities.

Your support of the Education Fund furthers our mission and puts you on the ground floor of creating new opportunities for the state’s network of animal shelters.

Please take a moment today and send in your contribution which is tax-deductible to the fullest extent of the law.

DONATE NOW

This contribution page is directly linked to our bank merchant account. It’s not as fancy as other donation pages but it is as effective. Thanks for your support!
Online Giving

• Online Giving Portal
Options

- Online Giving and Donor Tracking
  - ABCharities
  - Network for Good
  - DonorPerfect
  - eTapestry/Blackbaud
  - Salsa
  - Raiser’s Edge
  - Rally
Online Fund Raising and Social Media

• You have to be on social media
  – Facebook
  – Twitter
  – Instagram

• Make sure your webpage is connected to your Facebook page

• Make sure your Facebook page lists your website
Online Fund Raising and Social Media

Facebook page

New York State Animal Protection Federation
@nysapf

MESSAGE: WHAT YOU SAY
STRATEGY: HOW YOU SAY IT
RESULTS: THEY SPEAK FOR THEMSELVES!
Online Fund Raising and Social Media

Help Me Support the NYS Animal Protection Federation Education Fund

Donate
- Invite
- Share
- More

$2,640 raised of $2,500
Fundraiser ended

Created By
Libby Post
On Facebook since 2008
4,207 friends

Message: What you say
Strategy: How you say it
Results: They speak for themselves
Strong Advocacy.
Stronger Fund Raising

• You have the lists
• You have the resources
• You have the ability
• It’s time plan and raise $$!
Contact Information:

• Libby Post, President & Strategist-in-Chief
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• www.commsservices.net
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