

MESSAGE ► STRATEGY ► RESULTS

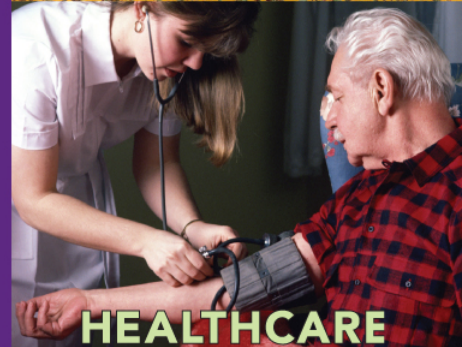
COMMUNICATION SERVICES

—► SINCE 1984

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

Presented by Libby Post, President
Communication Services
for the Association of Connecticut Library Boards

BRANDING
STRATEGIC
COMMUNICATIONS
MARKETING
GRAPHIC DESIGN
and WEB DESIGN



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

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

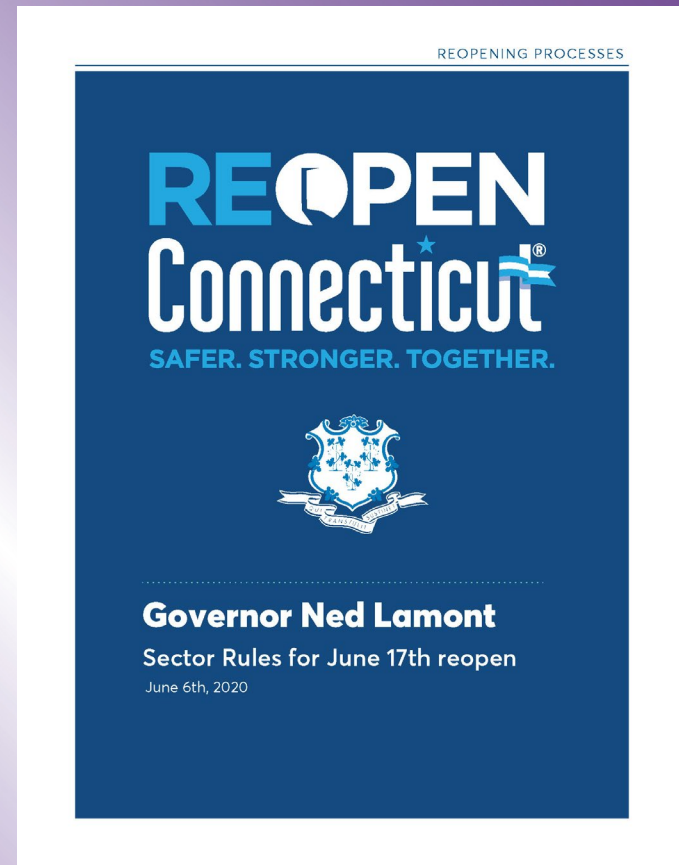
- How do you communicate with your elected officials?
- What are you saying to them?
- How do you convey how important the library has been during the pandemic?
- How are you handling proof of vaccination?
- How are you handling surges?

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?

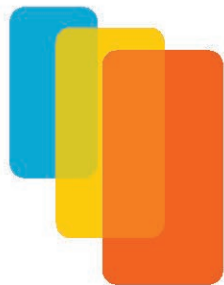
- Your annual report will still tell your story
- How many calls?
- How many online programs?
- Attendance numbers
- Curb-side pick up
- Testimonials from the community on how the library helped

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

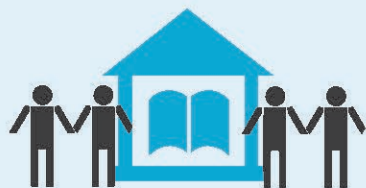
What Did You Do to Help Local Government

- 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



Total Value of Library
Programs and Services

\$4,185,167



8,676

People Attended

387

Library Programs



5,772

Public Computer Users

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

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



News From

COMPTROLLER KEVIN LEMBO

BIO | ABOUT THE OFFICE | PRESS KIT | LEGISLATIVE TESTIMONY



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 presents 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
- 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

ONLINE GIVING REACHED ITS HIGHEST SHARE OF TOTAL GIVING ON RECORD, PROVING TO BE AN IMPORTANT STRATEGY FOR MANY NONPROFITS IN 2020.

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

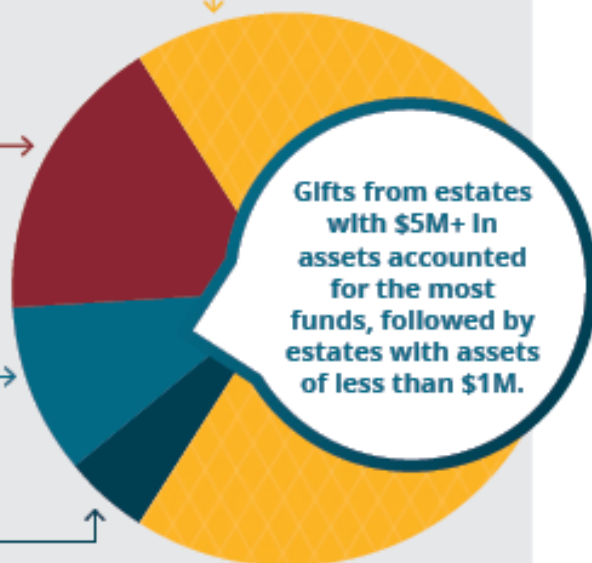
↑ Increased 10.3% over 2019

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?

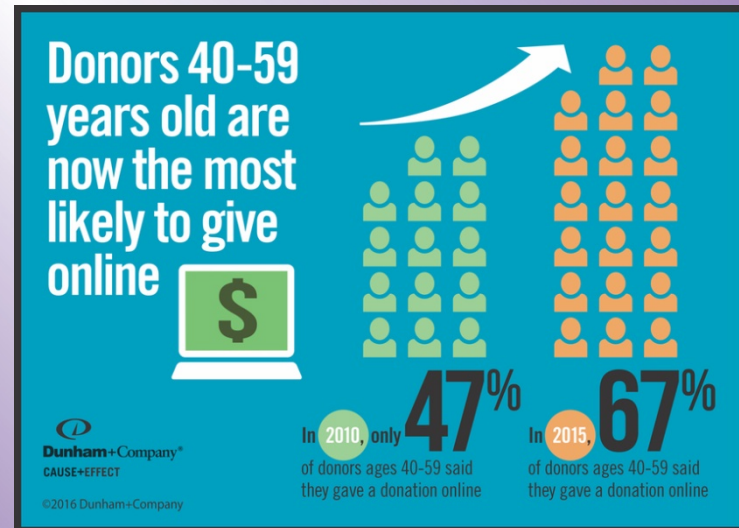
- Volunteers with a relationship to the organization
 - Households with at least one volunteer gives at a much higher percentage than households without
- People who have been engaged in advocacy
 - They are volunteers, after all

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

A VERY SPECIAL THANKS TO OUR LITERARY LEGENDS SPONSORS

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RECOGNIZING OUTSTANDING LOCAL AUTHORS, ILLUSTRATORS & PUBLISHERS
FOR THEIR EXTRAORDINARY CONTRIBUTIONS TO THE ART OF LETTERS

CELEBRATING THE LITERARY TALENT OF LOCAL AUTHORS

• MARION ROACH SMITH •
• DR. LEONARD A. SLADE, JR. •

SATURDAY, OCTOBER 22, 2016

• ARBOR HILL / WEST HILL BRANCH •
ALBANY PUBLIC LIBRARY

• HONORARY CO-CHAIRS •

HON. DANIEL AND ALESSA McCOY HON. DARIUS SHAHINBAR AND HON. NOELLE KIRSCH

• LITERARY LEGENDS 2016 HONORARY COMMITTEE •

| | | |
|---|--|---|
| ELLEN M. BACH, ESQ. AND ROBERT V. KELLY III | STEVE AND LUCIA FISCHER | MICHAEL AND DIANA O'BRIEN |
| ANDREW AND MARIA BECHARD | ANDREW GAYLE | DANIEL O'CONNELL |
| HON. NEIL BRESLIN | ROGER GREEN | JO PAGE |
| BILL GALLER | TAMMIS GROFF | JOE AND LILEEN PAPPARDONE |
| CATHERINE CAVANAUGH | DR. GEORGE HENDRICK AND FAMILY | MARY-ELLEN PICHE |
| CENZIA CERA | PATRICE HOLLMAN | LEONARD RUCCHITTI |
| BERNARD F. CONNERS | MICHAEL AND AMBER HURT | EILEEN ROACH |
| HON. RICHARD CONTI | MEZZI J. LAWRENCE | ROBERT SCHOFIELD AND REBECCA MURPHY |
| SUSAN D'ENTREMONT AND JOHN B. JONES | GREGORY MACITRE | HON. KATHY SHEEHAN |
| DONNA DUDON | HON. JOHN McDONALD III | KEN AND MARGGIE SKINNER |
| SUSAN J. DUBOIS | KATHLEEN McDONOUGH AND M. LOUISE McNELLY | KAREN AND TODD STRONG |
| LINDA AND RON DUNN | HOLLE MCKENNA | I. DAVID SWARTZ, OMNI DEVELOPMENT CORP. |
| MARY ELLEN EHLERS AND FRED VENDITTI | PAUL NANCE AND GLENNA SHITZE | DR. MAURICE THORNTON |
| | KATHLEEN M. NAUGHTER | |

Honorary Committee members are invited to a pre-event reception with the honorees that starts at 6:00 p.m.

THE ALBANY PUBLIC LIBRARY
FOUNDATION
CORDIALLY INVITES YOU
TO CELEBRATE OUR
2016 LITERARY LEGENDS

ALBANY PUBLIC LIBRARY
LITERARY LEGENDS

• MARION ROACH SMITH •
• DR. LEONARD A. SLADE, JR. •

FOR THEIR CONTRIBUTIONS
TO THE ART OF LETTERS

Event | Saturday, October 22, 2016
7:00 P.M. – 9:30 P.M.
Arbor Hill / West Hill Branch
Albany Public Library
148 Henry Johnson Blvd., Albany

Food | Café Capriccio
New World Bistro
Saati's
Students of the Abtsookin Career and
Technical Center Culinary Arts Program
Yono's

Enjoy | Wine, Beer & Soda
Live Entertainment & Silent Auction

Tickets | \$75 per person
| Honorary Committee \$125 per person

RSVP | by Monday, October 17

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



Albany Public Library Foundation
161 Washington Ave.
Albany, NY 12210

CELEBRATING THE
ACCOMPLISHMENTS OF:

- MARION ROACH SMITH •
- DR. LEONARD A. SLADE, JR. •



Albany Public Library Foundation
161 Washington Ave.
Albany, NY 12210

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



The Package

- The Letter

HUDSON AREA LIBRARY

51 N. 5th Street · Hudson, NY 12534 · 518-828-1792

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, Betsy Ross, Louisa May Alcott, 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 credits 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.

Knowing what the Summer Reading Program can do for any child—the doors it opens, the minds it expands—fuels my commitment to the Hudson Area Library. Please join me in giving another gift to the Library's Annual Appeal—a gift that helps support our annual Summer Reading Program.

A \$25 donation helps underwrite 2 children coming to the program. \$50 enables us to provide 50 free books for Albany's kids to take home and keep. \$100 supports our annual SummerFest on Saturday, July 12th where families from all over 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 barrier-free activity available to any of our city's children.

Sports are great. So is summer camp. But the Summer Reading Program is recreation for the mind. Your gift to the Hudson Area Library's Summer Reading program helps our children be the best they can be... perhaps, even leaders of our great city 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

P.S. Please take a moment now to send in your contribution in the envelope enclosed. If you'd like to give online, we've got a new portal for you to use. Just go to www.hudsonare.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. 5th Street, Hudson, NY 12534**

Dan Conuteson
56 Warren St.
Hudson, NY 12534



2017-2018
ANNUAL
APPEAL



Support Our
Community's
Center



donate
it's easy

2017-2018
ANNUAL
APPEAL

The Package

- The Envelopes

**HUDSON
AREA
LIBRARY**

51 N. 5th Street
Hudson, NY 12534

Support Our
Community's
Center

**HUDSON
AREA
LIBRARY**

51 N. 5th Street
Hudson, NY 12534

Opening the envelopes and booking the contributions is the really fun part!



Online Giving

- Website with donate button on homepage

The screenshot shows the homepage of the New York State Animal Protection Federation Education Fund. At the top, there is a navigation bar with links for HOME, THE EDUCATION FUND, DONATE, NEWS, and CONTACT US. The main content area features a large banner with a silhouette of a dog and a cat, and the text "NEW YORK STATE ANIMAL PROTECTION FEDERATION EDUCATION FUND". Below the banner, there is a news article titled "Good News for 5 Pit Bull Pups" with a sub-headline "Posted on April 12, 2018". The article text reads: "A few weeks back, our sister organization, the New York State Animal Protection Federation and its Division of Animal Cruelty Law Enforcement received a request from the Humane Society of the United States. HSUS was working with a well-established downstate law enforcement agency to help coordinate the emergency placement of five dogs seized through an ongoing animal fighting investigation. Three of the Fed's members got involved to create a pathway to safety for these dogs. The dogs can't remal...". To the right of the article is a video player with a play button and a progress bar. Below the video player is a section titled "WHAT IS THE EDUCATION FUND?".

Call us: 518-813-9176

Search...

NEW YORK STATE
ANIMAL
PROTECTION
FEDERATION
EDUCATION FUND

HOME THE EDUCATION FUND DONATE NEWS CONTACT US

Good News for 5 Pit Bull Pups

Posted on April 12, 2018

A few weeks back, our sister organization, the New York State Animal Protection Federation and its Division of Animal Cruelty Law Enforcement received a request from the Humane Society of the United States. HSUS was working with a well-established downstate law enforcement agency to help coordinate the emergency placement of five dogs seized through an ongoing animal fighting investigation. Three of the Fed's members got involved to create a pathway to safety for these dogs. The dogs can't remal...

BRING 'EM IN FROM THE COLD CAMPAIGN

NEW YORK STATE
ANIMAL
PROTECTION
FEDERATION

00:00 01:35

WHAT IS THE EDUCATION FUND?

MORE

Online Giving

- Donate page

The screenshot shows the website for the New York State Animal Protection Federation Education Fund. At the top, there is a header with a logo featuring a dog and a cat, and the text "NEW YORK STATE ANIMAL PROTECTION FEDERATION EDUCATION FUND". To the right of the header is a search bar and a phone number: "Call us: 518-813-9176". Below the header is a navigation menu with links for "HOME", "THE EDUCATION FUND", "DONATE" (highlighted in blue), "NEWS", and "CONTACT US". The main content area is titled "Donate" and contains the following text:

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!

On the right side of the page, there is a video player with the title "BRING 'EM IN FROM THE COLD CAMPAIGN". The video player shows a thumbnail with the same dog and cat logo and the text "NEW YORK STATE ANIMAL PROTECTION FEDERATION". Below the video player is a section titled "WHAT IS THE EDUCATION FUND?".

Online Giving

- Online Giving Portal

The screenshot shows the AB CHARITIES online giving interface. At the top, there's a navigation bar with 'AB CHARITIES' on the left, 'Recent' and 'Dashboard' on the right, and a menu with 'Edit', 'Stats', 'Clone', and 'More'. Below this, the main content area features a fundraising goal titled 'Help Libby Reach Her Birthday Fund Raising Goal!'. The text describes Libby's 62nd birthday and her goal to raise \$6200 for the Ed Fund's work with animal shelters. A second paragraph mentions her recent stay at the Niagara County SPCA. A 'Help Libby reach her goal today! Thanks.' message is at the bottom of the text. To the right, the 'Choose an amount:' section offers preset options (\$25, \$100, \$250, \$1,000) and a custom input field. Below that, the 'Make it monthly!' section has two buttons: 'Yes, count me in!' and 'No, donate once' (which is selected). The 'Checkout' section includes a link for ActBlue Express accounts and a large yellow 'PayPal' button. At the bottom, there are logos for VISA, Mastercard, American Express, and Discover, along with a blue button labeled 'Continue with credit or debit'.

Options

- Online Giving and Donor Tracking
 - [ABCCharities](#)
 - [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

Home

About

Like Follow Share ...

Donate

Online Fund Raising and Social Media

The screenshot shows a Facebook fundraiser page for the "Help Me Support the NYS Animal Protection Federation Education Fund". The fundraiser is marked as ended with a green banner that says "This fundraiser has ended Thanks to everyone who donated!". The main image is a golden retriever puppy resting its head on a red blanket. Below the image, the fundraiser title and description are visible: "Help Me Support the NYS Animal Protection Federation Education Fund Fundraiser for New York State Animal Protection Federation Education Fund by Libby Post". A blue "Donate" button is prominent. Below it are buttons for "Invite", "Share", and "More". A progress bar shows "\$2,840 raised of \$2,500" and "Fundraiser ended".

On the right side of the page, there is a section for donors, showing a grid of 10 circular profile pictures and the text "Janis, Todd and 48 other friends donated." Below this, statistics are displayed: 65 donated, 572 invited, and 170 shared. The "Created By" section identifies the organizer as "Libby Post", who has been on Facebook since 2008 and has 4,207 friends. There is an "Edit Organizers" link. At the bottom right, there is a "Fundraiser Questions" section with a "Learn More" link and three questions: "How do nonprofits receive donations?", "How do taxes work?", and "How do fees work?".

Strong Advocacy. Stronger Fund Raising

- You have the lists
- You have the resources
- You have the ability
- It's time plan and raise \$\$!

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