
Book Drives, Beer and Budding Entrepreneurs

How the Calgary Public Library Foundation is Engaging the Next Generation of Donors



MONDAY, JULY 29 | 4:00PM – 5:00PM
INTERNATIONAL PUBLIC LIBRARY
FUNDRAISING CONFERENCE

COURTNEY MCLAUGHLIN
Manager Direct Response and Social Enterprise
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libraryfoundation.ca



Locked Library | February 2, 2019
Central Library



A person wearing a dark trench coat and a wide-brimmed hat is centered in the frame. The image is monochromatic, with a dark purple or black color scheme. A white hexagonal outline is superimposed over the person's chest area. Inside the hexagon, the text "ANSWER:" is written in a pink color, and "SEVEN HUNDRED" is written in white below it.

ANSWER:
SEVEN HUNDRED



— Forbes Magazine
8/15/18

*“Millennials will
be the largest
demographic
in the American
workforce by
2020.”*



SOCIALLY RESPONSIBLE CONSUMERISM

PEER-GENERATED ENDORSEMENTS

ENGAGING EXPERIENCES



**SOCIALLY
RESPONSIBLE
CONSUMERISM**

LIBRARY Store

HOME SHOP SUPPORT LOCAL DONATE ABOUT THE CAUSE



NEW ARRIVALS



CENTRAL LIBRARY JIGSAW PUZZLE

\$35.00



CENTRAL LIBRARY EAST VILLAGE VIEW

MAGNET

\$3.00



CENTRAL LIBRARY C-TRAIN MAGNET

\$3.00



BOOK SLOTH SOCKS

\$15.00

Real Reviews From Real Customers

★★★★★ 133 Reviews < >

★★★★★ 2020/10

Bottles



Perfect and beautiful... I loved them A.

★★★★★ 2020/10

Service was excellent and even



Service was excellent and even personalized goods shipped to our local library so wonderful! Can't wait to see the book on my shelf...
Read More

★★★★★ 2020/10

Baby socks



Fun, soft and perfect!
Jane T.

REVIEWS



Contact Us



LOOK:



100% of the proceeds support the Calgary Public Library
CALGARY PUBLIC LIBRARY
LIBRARYSTORE.CA







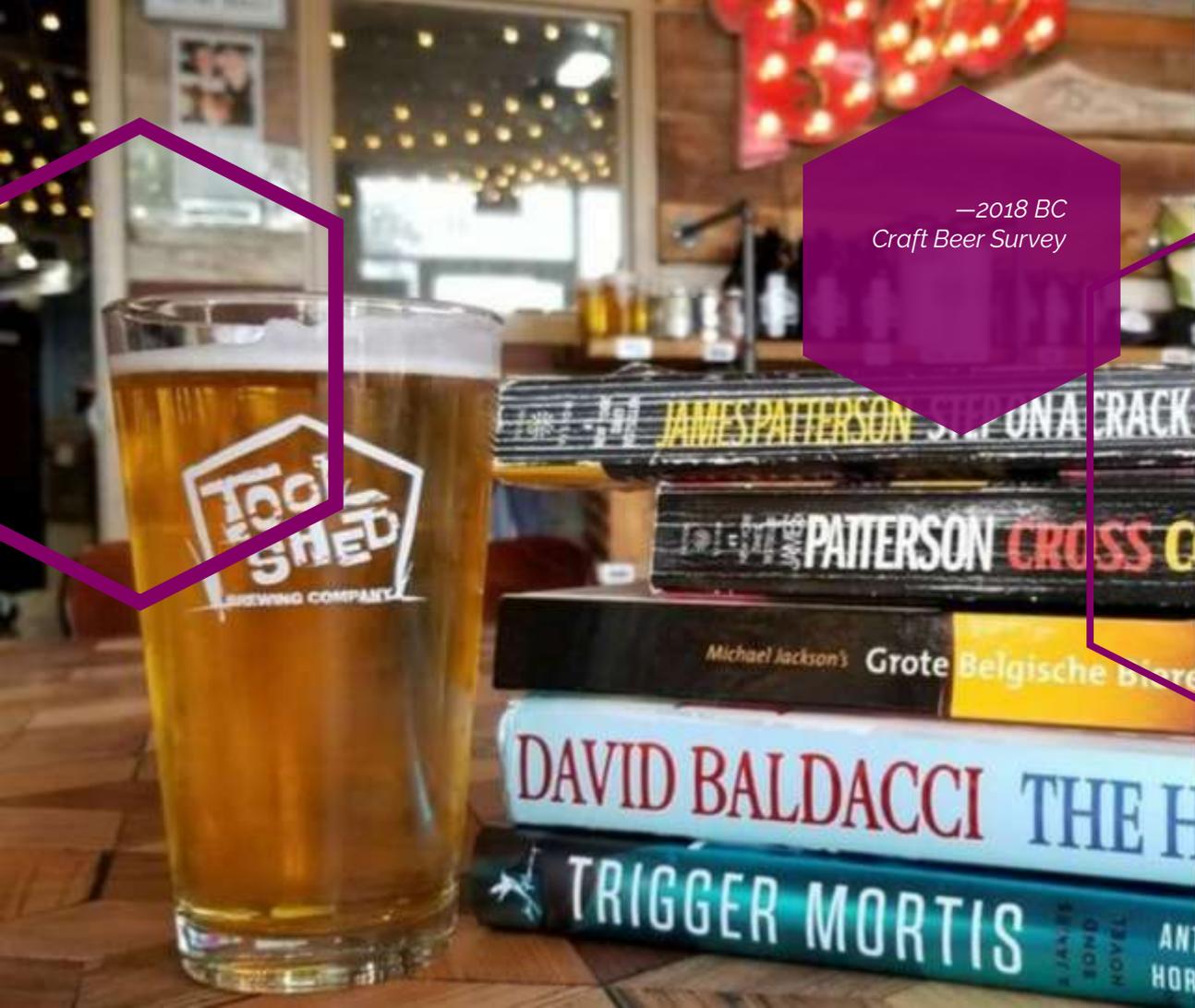
SOCIALLY-RESPONSIBLE CONSUMERISM

Local Laundry

The Canadian Women's bob sleigh team models a custom Library sweater designed by a Millennial-owned local business.



**PEER-GENERATED
ENDORSEMENTS**



—2018 BC
Craft Beer Survey

"Craft beer consumers are educated, affluent and young, with more than 50% under the age of 42."



PEER GENERATED ENDORSEMENTS

Tool Shed Brewing

Tool Shed Brewing's tagline, 'best served with a story', made them an obvious choice for a Library partnership!



Library Foundation Team
Tool Shed Brewing Company



**ENGAGING
EXPERIENCES**



CALGARY FLOOD
JULY 2013





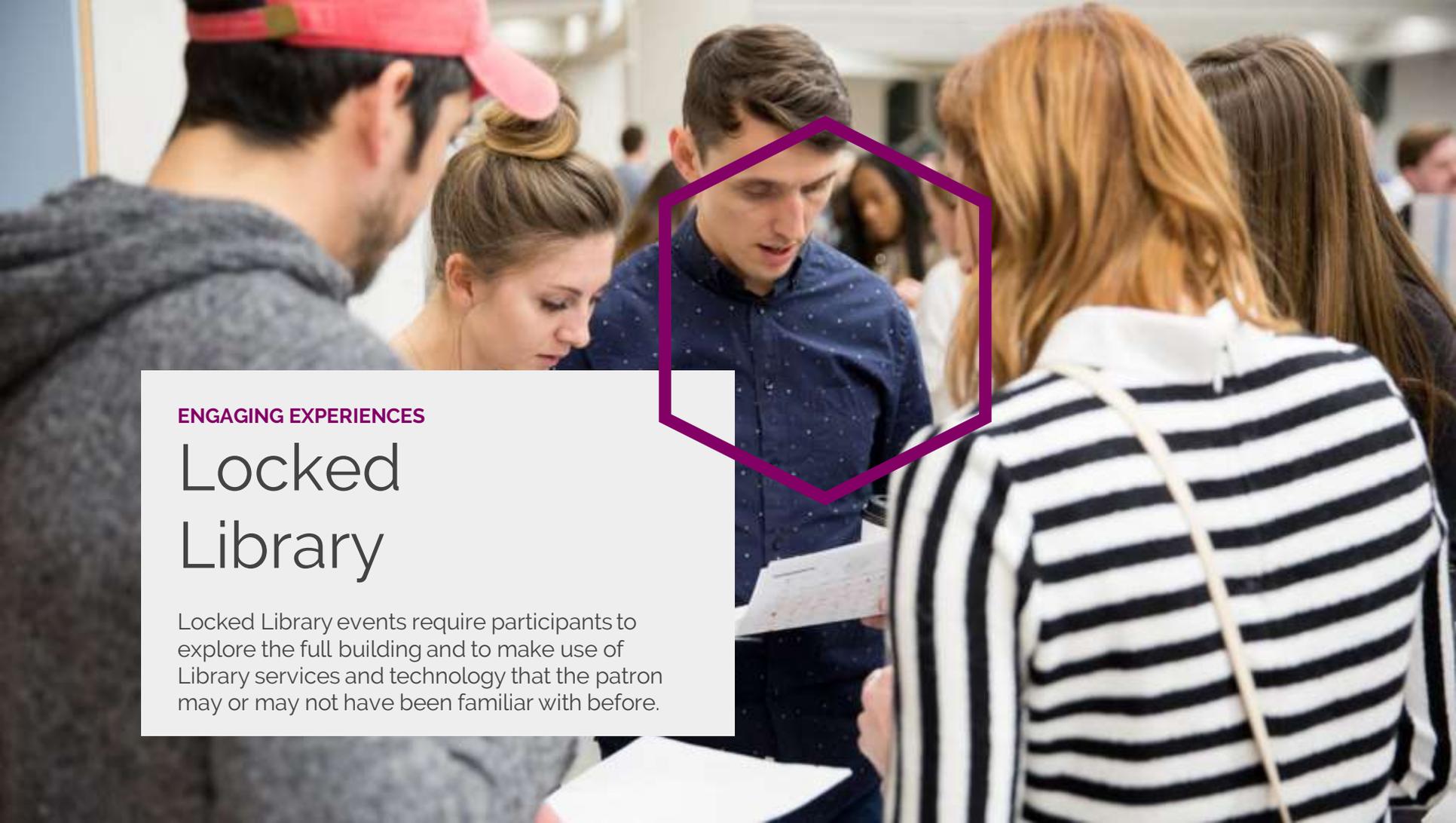
ENGAGING EXPERIENCES

Book Drive

Our annual book drive puts Millennial contributions into action through both book donations and volunteerism.



20,000 BOOKS UNDER THE BOW
BOOK DRIVE 2013



ENGAGING EXPERIENCES

Locked Library

Locked Library events require participants to explore the full building and to make use of Library services and technology that the patron may or may not have been familiar with before.



SOCIALLY RESPONSIBLE CONSUMERISM

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Thank You.



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