



International Public Library Fundraising Conference

PART I: Ready to FUNdraise - Spruce Grove's Toolkit

PART II: Engaging Front Line Staff in Fundraising - Edmonton's Story

Presented by:

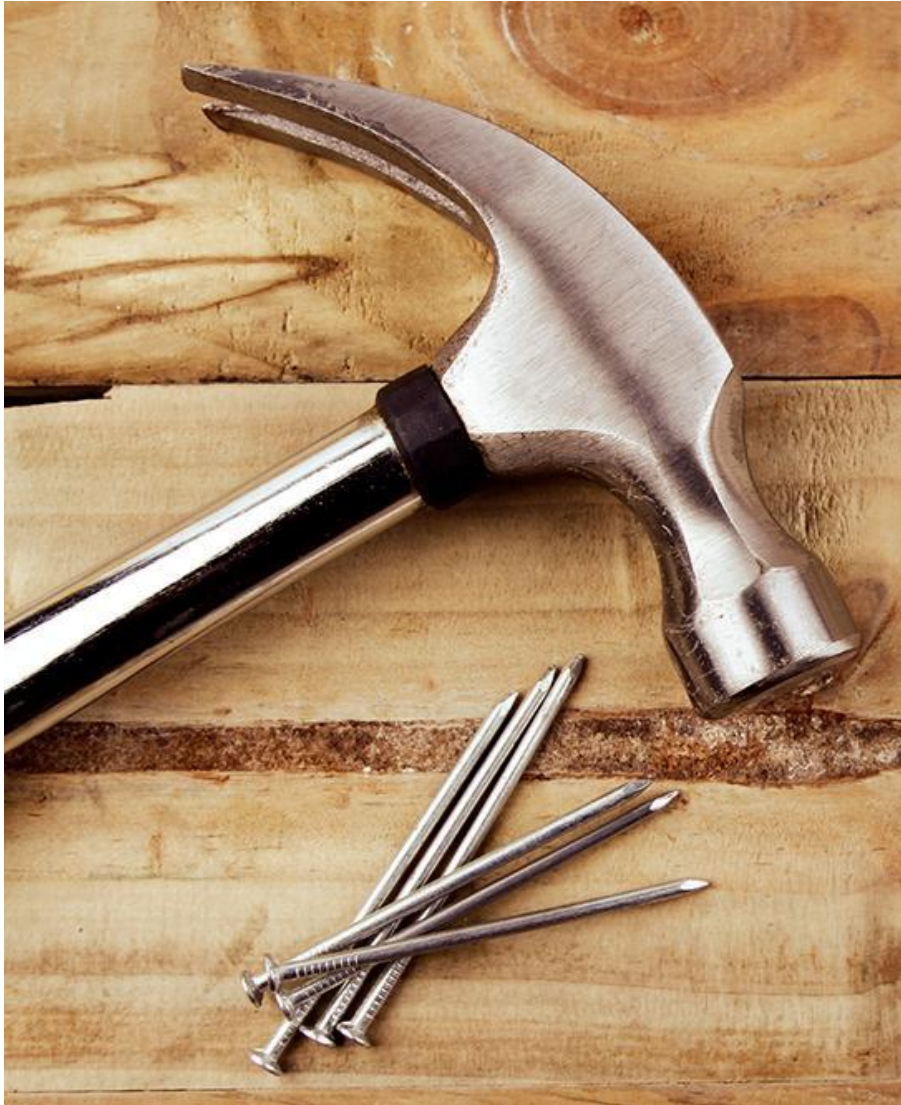


Carl Bloom associates



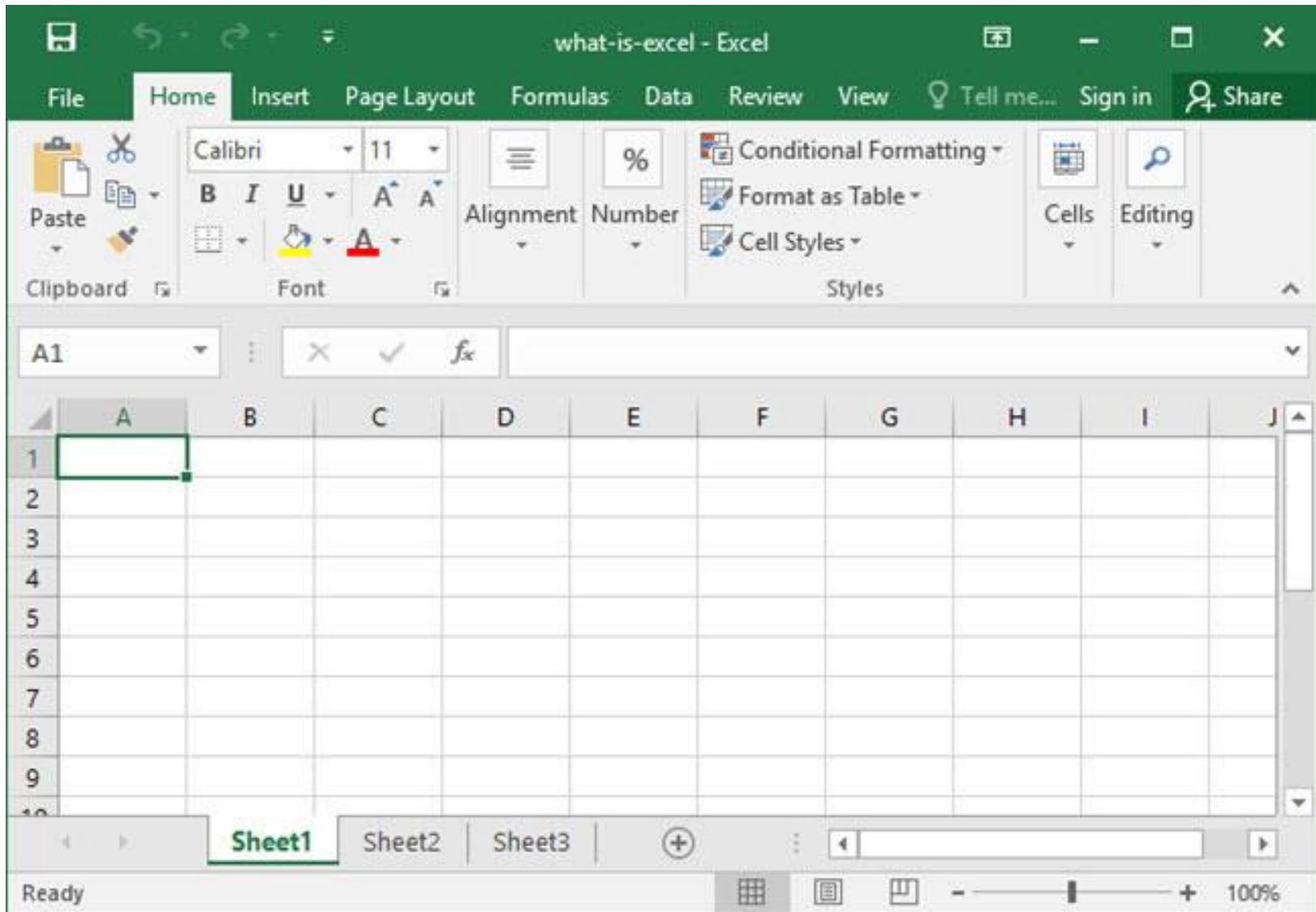
Ready to **FUN**draise: a toolkit





Essential Tools:

- Grant Calendar
 - know what and when funding is available
- Library Information Sheet
 - combine requirements for all applications in one place
- Proposal Worksheet and Checklist
 - organize important details quickly for each application



Incorporated (Legal) Name of Organization

Contact Information

Year Organization Established

Organization Registration Type

Organization Vision

Registration Number

Organization Mission

Registration Date

Organization Mandate (Mission + Vision)

CRA Registered Charity

Address (also mailing address)

CRA 9-digit Registration Number

Telephone

CRA Type of Account

Fax

CRA Specific Account

Email

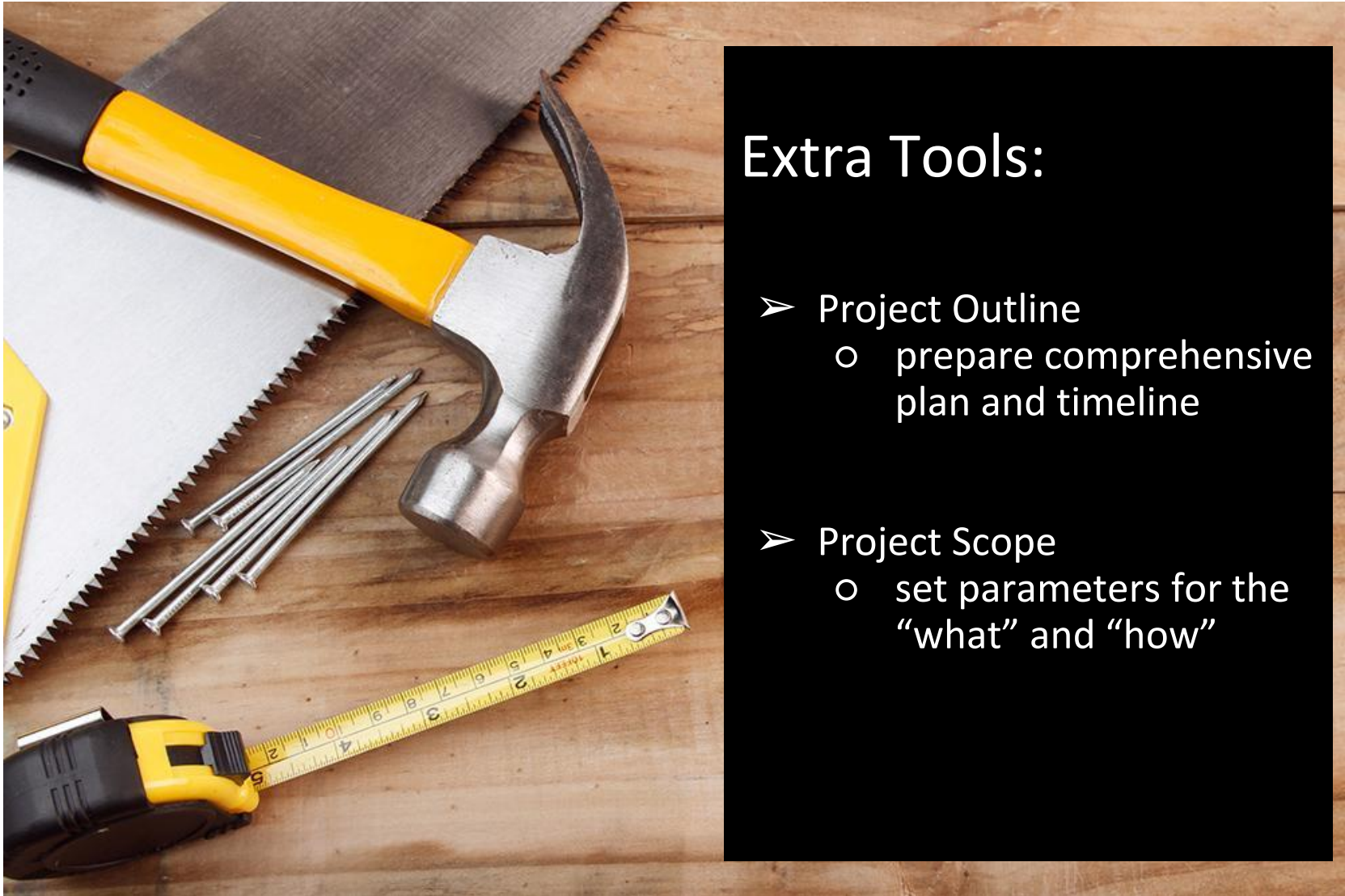
Not-for-Profit Sector

DESCRIPTION: Describe the scope of the project to be funded

IDENTIFICATION: Identify library eligibility for project funds

QUANTIFICATION: Quantify the “ROI” of the funders investment

- Measurable Outcomes
- Description of Tasks
- Work Plan, Milestones, and Timelines
- Priorities of the community/region
- Short and Long-term Impacts
- Organizational Capacity
- Employability skills to be gained
- Candidate Profile
- Orientation and Training
- Project Risk and Mitigation
- Project Promotion & Funder Recognition
- Partnerships and Partner Recognition
- Environmental Impact
- Diversity and Inclusivity
- Indigenous and/or French Component
- Project Sustainability



Extra Tools:

- Project Outline
 - prepare comprehensive plan and timeline
- Project Scope
 - set parameters for the “what” and “how”

- **Project Name**
- **Start Date** **End Date**
- **Management & Qualifications**
- **Scope Summary**
- **Impact & Outcome Statement**
- **Risk Mitigation Statement**
- **Key Performance Measures**
- **Timeline & Milestone Highlights**
- **Partners**
- **Stakeholders**
- **Supporting Documents**

- **The What:**
 - **Objectives**
 - deliverables
 - **Goals**
 - SMART and exclusions
 - **Tasks**
 - potential constraints
 - completion criteria



- **The How:**
 - **Resources**
 - Supporting Information
 - **Budget**
 - Matching dollars
 - **Time**
 - Existing hours

Engaging Branch Staff in Giving

Emmy Stuebing BA, CFRE
Fund Development Manager



Looking back:





Planting Seeds

Shared Goal 2015
Branch Tour 2015
“Up To Speed” Meetings
Internal Marketing
New Staff Orientation
Advocacy Tour 2019
FAQs for everything



Key Messages:

Giving is easy!

All gifts help EPL!

Every Donation Matters!

**Investing in EPL is
investing in Edmontonians!**



Great Libraries Shape Great Cities

Make Edmonton even better. Support EPL.

Cultivating our Team

Branch Challenge 2015

Staff Giving Program

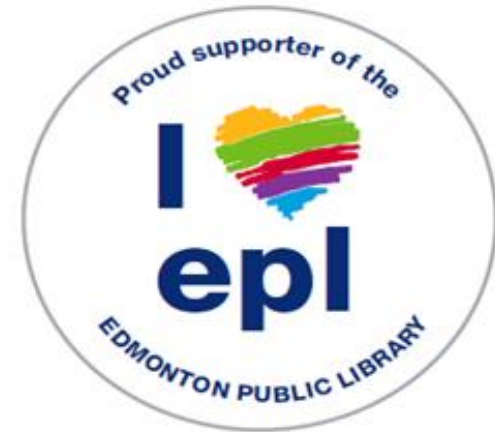
- Goal of 25% participation

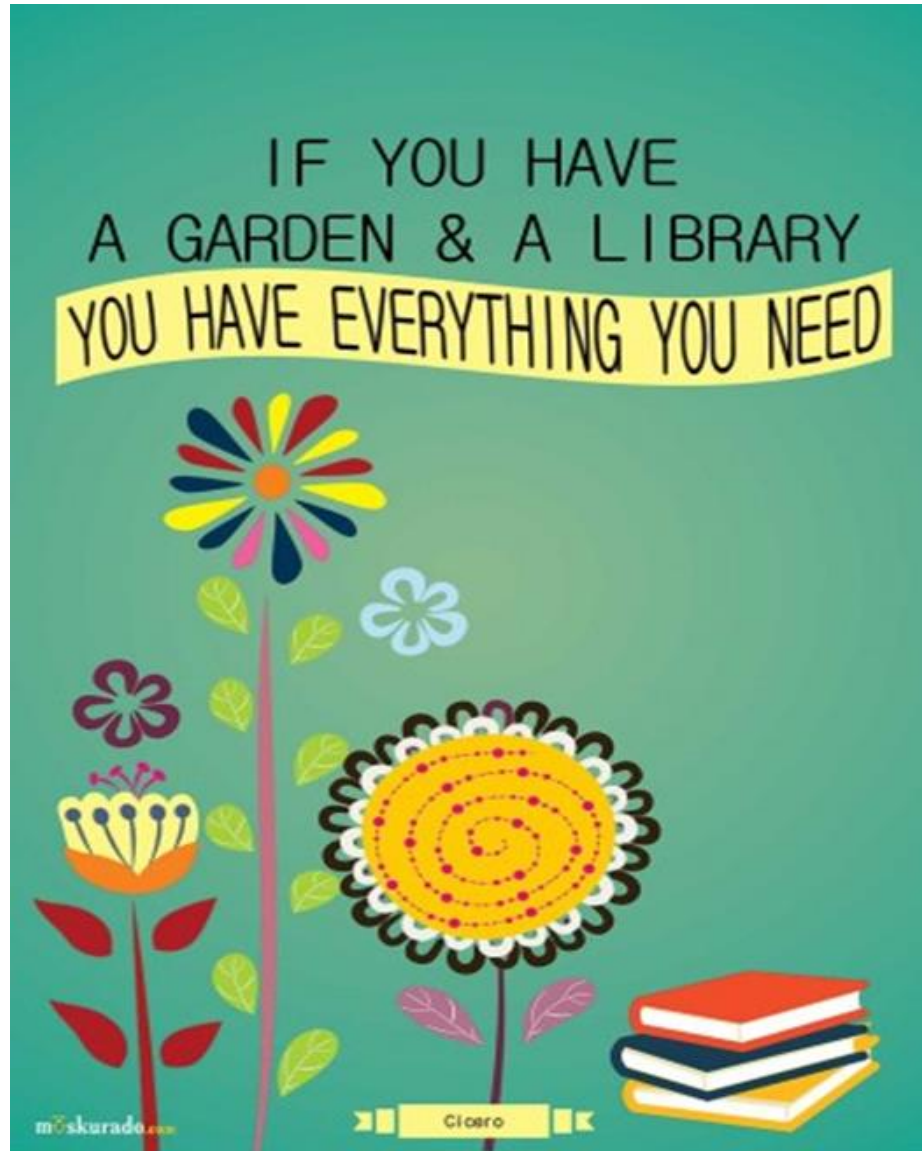
Branch Boxes



Growing Support

Wins and Learnings!
\$83,511 raised from staff!
Increased Branch Giving!





Ideas? Questions? Stories?

Thank you and keep in touch!

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