



**International
Public Library
Fundraising
Conference**

**Your Biggest Fundraising Event is Election Day: Understanding How
Foundations Build Advocacy for Libraries**

Presented by:

Sarah Bain, Director of Development, Spokane Public Library Foundation
Patrick “PC” Sweeney, Political Director and Co-Founder, EveryLibrary

Carl Bloom^{associates}





Spokane Public Library
FOUNDATION

2017 Levy Campaign



Your Biggest Fundraising Event is Election Day



SPOKANE MEASURE NO. 1 PUBLIC LIBRARY LIBRARY OPERATIONS LEVY

In 2013, Spokane citizens passed a levy lid lift with 66.17% approval. Since then, the library has provided expanded operations and services to the community.

On April 25, 2017, voters will be asked to approve or reject City of Spokane Measure No. 1, which renews the existing levy lid lift for the Spokane Public Library.

If renewed, the levy lid lift will continue the existing levy at the current rate for a duration of seven years (2018–2024).

IF THE RENEWAL PASSES

The Library will continue the expanded operations and services put in place with the passage of the original levy lid lift in 2013, including:

- Expanded days and hours of operation
- Expanded reading, learning and technology services
- Expanded purchase of books, eBooks and other resources

IF THE RENEWAL FAILS

The Library will experience diminished operations, including:

- Reduced days and hours of service
- Reduced access to reading, learning and technology services
- Reduced access to books, eBooks and other education resources

Ballots mailed: April 5
Ballots due: April 25

Visit www.spokanelibrary.org/levy for more information.



2018 Bond Campaign



✓ **YES for SCHOOLS**
✓ **YES for LIBRARIES**



WHAT'S NEXT?

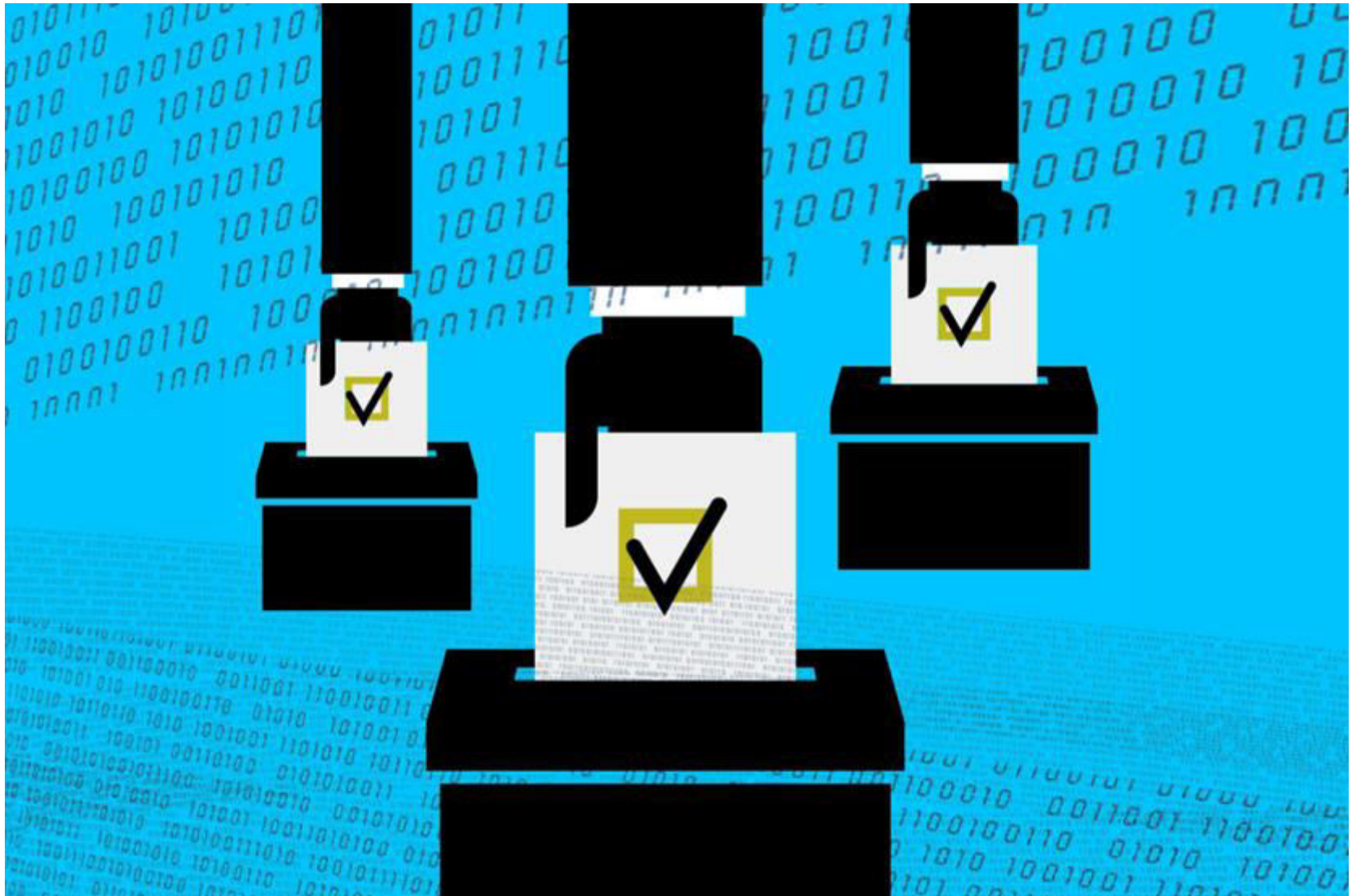
Your Biggest Fundraising Event is Election Day



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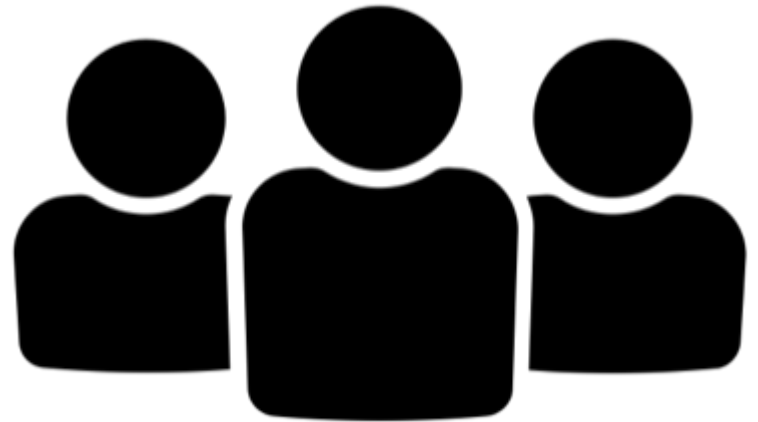
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An
EARLY START
is a **SMART**
START

You only have three resources in politics.





**What
can we
get?**

Surfacing



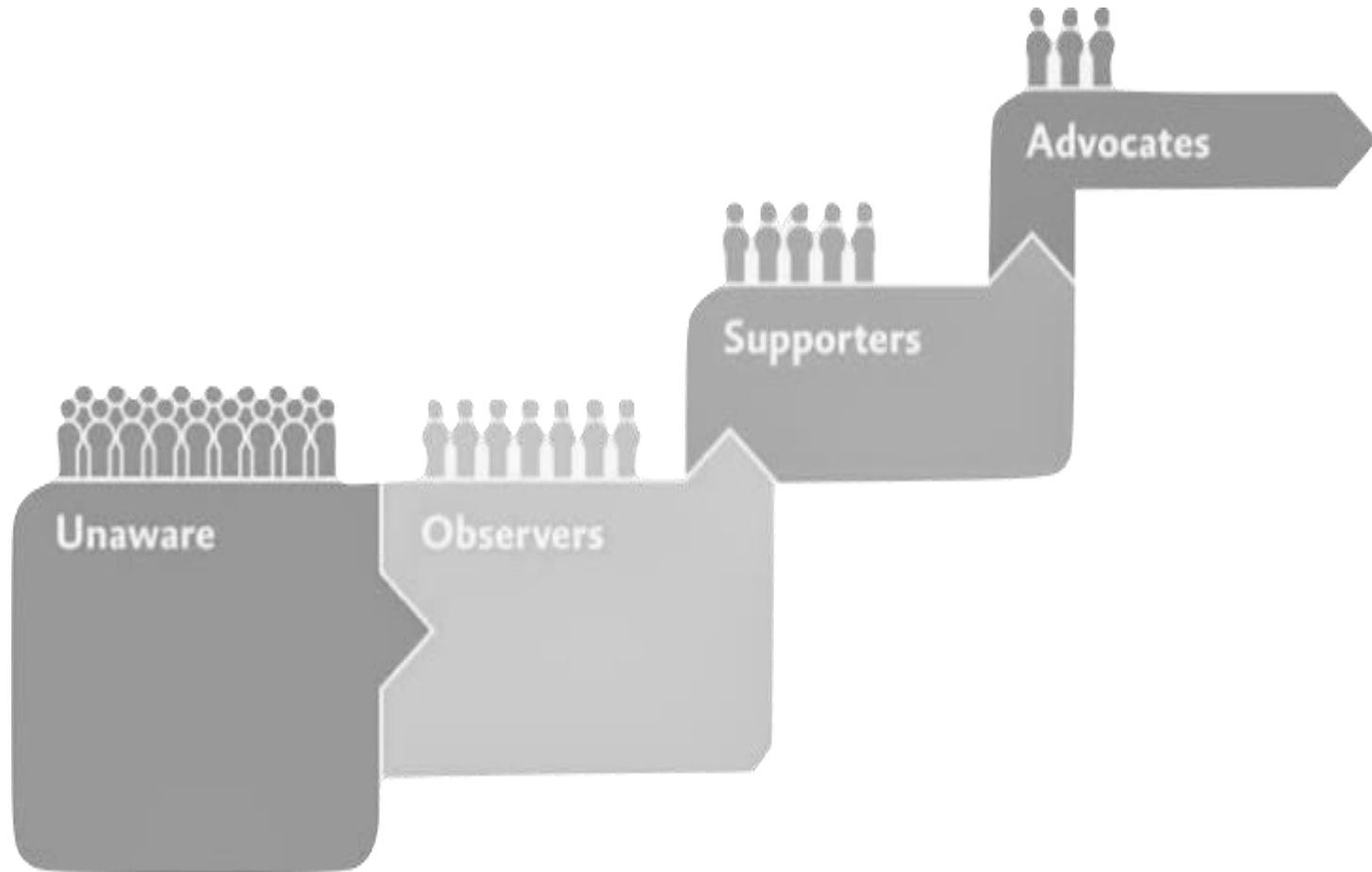
Make decisions based on ROI



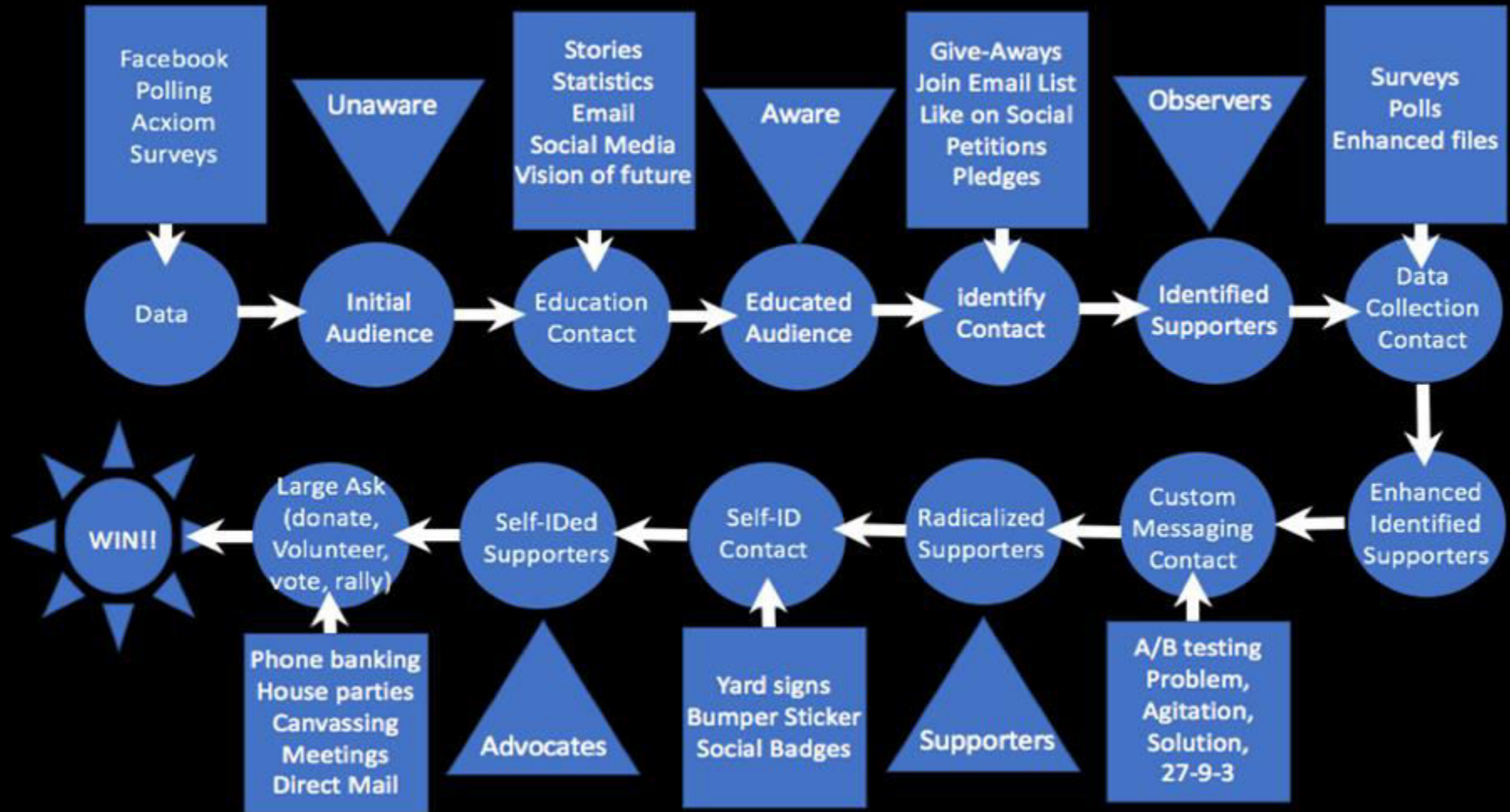
Identify, Cultivate and empower Super Supporters

A significant bright spot in the research is that support among library Super Supporters— a small but mighty group—is largely unchanged. This segment’s loyalty should not be taken for granted, but rather nurtured and protected. In addition, library leaders can consider how to engage and leverage this group as library ambassadors to advocate with decision makers and influence other segments of the population that might be more disconnected or skeptical.

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Thank you!



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