



**International
Public Library
Fundraising
Conference**

Is Advocacy in Your Fundraising Future?

Presented by

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WHAT IS ADVOCACY?

- Making needs known to funding bodies
 - “direct” personal awareness
- Relationship building
- Not professional lobbying
- Not complicated
- Grassroots, citizens based
- Advocacy legally allowed for nonprofits, with parameters

LIBRARY SUPPORT

Where does most of the \$\$
really come from?

KEYS TO A SUCCESSFUL ADVOCACY

- Constituent/Supporter based – NOT staff
- Yearlong, ongoing process – NOT crisis
- Done in concert with Library Director
- Be specific with needs & requests
- Ask for base, operating support
- Built on long-term relationships with public officials

FUNDRAISERS AS ADVOCATES

- Multiplies the impact of fundraising
- Powerful connecting private support to public advocacy = greater impact
- Broadens and deepens support
- Allows for recruitment of different profile of board/volunteers
- Connects the fundraising organization more strongly to Library staff

ADVOCACY HELPS YOUR FUNDRAISING

- Opportunities for private/private matches
- Helps overcome donor concerns about supporting a publicly funded agency
- Diversifies board/volunteer pool
- Easier to move “pilot” programs into the operating base
- Can help with public/private partnership in capital campaign
- Creates different profile in the community

A BIT ABOUT THE SAINT PAUL PUBLIC LIBRARY AND THE FRIENDS



SAINT PAUL
PUBLIC LIBRARY



THE
FRIENDS
OF THE SAINT PAUL
PUBLIC LIBRARY

OUR ANNUAL ADVOCACY PROCESS – 1

- Recruit new committee members as needed – at least 2 members from each City Council district.
- Committee members convene early in the year with the Director and the Friends. Committee meets bi-monthly.
- Meetings involve discussion between citizen members and Director regarding needs for library programs, initiatives and funding for the next year.
- Through discussion, the committee arrives at a prioritized list of funding initiatives to address with the City's elected officials for inclusion in the budget.

OUR ANNUAL ADVOCACY PROCESS – 2

- The platform of initiatives is presented to The Friends' Board of Trustees for formal organizational approval.
- Friends' staff convert advocacy platform into position paper format.
- Advocacy Committee Chair and Friends' President present position paper to Mayor in early spring
- Members contact their individual Council representative to schedule appointments to present the advocacy paper. The Friends' President attends each meeting to assure continuity of the message.

OUR ANNUAL ADVOCACY PROCESS – 3

- The Friends issue a press release on the advocacy platform.
- During open public testimony on the City's budget, the Advocacy Committee sometimes shows up (depending on the context and status of request) and in those years dominates the testimony given to the City Council.
- City Council ratifies City and Library budget in December.
- Advocacy/Friends celebrate successes (most years)



Advocacy Platform 2018

A Case for Libraries: Equity through Resources

In order to survive and prosper in our accelerated world, individuals need the right resources to process a massive flood of information.

Libraries are more important than ever when it comes to bridging economic, educational, cultural, and technological access barriers so that all of our community's residents can seek and find the resources they need to interpret vast amounts of complex information and thrive in a knowledge-based society.

The Saint Paul Public Library (SPPL) has a long record of success in helping individuals adapt to and successfully navigate a changing world.

- All Saint Paul Public School students now have access to library resources through Library Go.
- More than one million adults have completed the Northstar Digital Literacy Assessment since 2012.

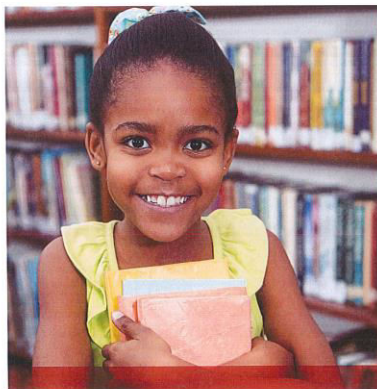
The Homework Center made my grade go from a C+ to an A-

- Sixth grader and daily user of Rondo Library Homework Center

Strong public support ensures that we can serve all Saint Paul residents and bridge equity gaps across our community.

Funding Priorities

The Saint Paul Public Library must invest in transforming its services to meet the demands of our knowledge-based society and serve all individuals, regardless of age, cultural background, or economic circumstance. When we invest in the Library, we invest in the educated citizens and the future workforce that will keep Saint Paul strong.



The Friends of the Saint Paul Public Library requests public support for three high-priority needs. Each request is for one-time funding.

1. **\$350,000** for Collections
2. **\$100,000** for Data Software
3. **\$50,000** for Early Learning Materials and Activities

\$500,000 total

Collections

With an investment of **\$350,000**, the Library can address the growing need for access to information in all forms, and give Saint Paul residents of all backgrounds the opportunity to find the information they seek.

Challenges

About 43% of Saint Paul's low-income residents do not have Internet access at home.

Public school students receive iPads as learning tools, but families must have reliable Internet service if their child is to succeed in school. Access to assignments, homework assistance, and research data all depend on connectivity.

Individuals demand access to information in many formats.

One title must now be purchased in seven different formats. See Figure A

Solutions with Funding

More Saint Paul families can access essential information.

A limited number of mobile hotspots can now be checked out of the SPPL for one week. With increased Collections funding, the Library will purchase 50 additional hotspots.

Saint Paul residents can access information in the format that best meets their needs.

The Library will purchase new materials in the required range of formats and languages.

Cost of one title Figure A

The Underground Railroad
by Colson Whitehead

PRINT x 38 copies	\$26.95
E-BOOK (2 PLATFORMS) x 15 copies	\$65.00
BOOK ON CD x 5 copies	\$36.00
PLAYAWAY x 1 copy	\$71.24
E-AUDIOBOOK x 6 copies	\$76.99
LARGE PRINT x 3 copies	\$27.00
TOTAL COST	\$2,793.18

With the success of the new Library Go program, Saint Paul youth have increased demand for information resources, including:

- Over 42,000 student and teacher records created in the Library database.
- 17,000 library items circulated.
- Nearly 20,000 e-books checked out.
- Increase in online homework help by 15%.
- Increased visits to the youth databases on SPPL website, often by more than 1,000%.

Saint Paul residents are underserved compared to other regional library systems.

SPPL used to have the second highest *per capita* spending on collections among its Metropolitan Library Service Agency (MELSA) peers; in 2016, that ranking fell to the fifth. See Figure B

In 2016, SPPL also had the third lowest collection spending *per library* among its MELSA peers.

Our future leaders can find the information and inspiration they seek to go further.

Funding will allow the Library to meet the increased demand for resources by our City's youth and purchase additional materials in multiple formats.

All residents will have sufficient access to a full range of resources.

The requested funding will help SPPL remain a leader in serving the City's residents.

Data Software

With an investment of **\$100,000**, the Library will be able to efficiently record and analyze important details about how patrons use library services. This will allow the Library to better serve all individuals, particularly the most underrepresented communities for whom access to information is most critical.

Challenges

The Library can't efficiently produce federally mandated reporting.

The Institute of Museum and Library Services (IMLS), requires the Library to record and report on a variety of data to help them shape policy regarding library funding.

Currently, SPPL staff must go through multiple rounds of manual data entry to record the required information.

The Library can't efficiently analyze data to determine how to best serve patrons and the City.

There is not an effective system in place to analyze the recorded data. Because of the cumbersome reporting process, there is no available staff time to put towards this kind of analysis.

Solutions with Funding

Residents will experience better customer service from the Library.

Librarians will spend less time completing spreadsheets and more time helping patrons. This investment will allow library staff in all 13 branches plus the Bookmobile to link to a central repository and enter data directly into a shared management system in real time and will increase efficiency, transparency, and accuracy in reporting.

Saint Paul residents and City staff will be able to make informed, data-based decisions based on new analytic reporting.

With the new system, data will be easily translated for visual reporting and dashboards, which can then be made available to City leaders and the public through the City's data portal.



Early Learning

With an investment of **\$50,000**, the Library will help facilitate the "Talk, Sing, Read" initiative to help our youngest citizens develop language skills that will prepare them for the world of pre-school and kindergarten, and foster the social, emotional, and developmental skills necessary to thrive in the world.

Challenges

Many of Saint Paul's children don't have access to adequate early education.

If you cannot read, you cannot navigate our complex society. Children need access to and support for language and reading as early as possible to build the skills needed to thrive in life. Children also need parents and caring adults to take an active role in their education. But if the adults can't read, they can't be the essential first teachers.

Solutions with Funding

Our kids will build reading skills that set them up for success in life.

The "Talk, Sing, Read" initiative will work directly with very young children and their adult caregivers. SPPL will purchase books in the most commonly-spoken languages in Saint Paul, including Hmong, Spanish, and Somali, and embark on programming focused on two-generation learning, both at the Library and in partnership with other community organizations, like pre-natal care centers, pediatric clinics, WIC offices, and organizations like Think Small, Reach Out and Read, Generation Next, Saint Paul ECFE, and Minnesota doulas.



www.thefriends.org | 651-222-3242

ADVOCACY RISKS

- Not done with Library's consent
- Done solely by staff
- Scattershot – not organized nor ongoing
- Unfocused – strong messages and requests needed
- Rogue committee – citizen-based requires that there is oversight and done with organizational approval

LONG-TERM RESULTS

- Hard to measure, but somewhere around double the financial impact from advocacy than fundraising
- Public/private focus has led to all SPPL facilities being new or renovated
- Library now a high-priority funding item for the City/Mayor/Council

RECENT SUCCESS: Fine Free Library

OUR REQUESTS THIS YEAR:

- Full funding for “trauma sensitive” library
- Base support for cultural liaisons
- Staff position for *Read Brave*
- Increase in collections funding
- 100 new mobile hotspots

All of these requests are related to past or current fundraising initiatives

Discussion & Questions

Thank you!

