International Public Library Fundraising Conference

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# Library Giving Day

## The Concept, the Pilot, the Future

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# 2016 Convening

## Situation

- How to replace a $300,000 Spring Campaign and not have the risk associated with the loss of a “sponsor”
- Success running digital campaigns and fundraising in partnership with SPL
- Access to other Library development professionals looking for opportunities
- Willing partner in Carl Bloom Associates to help

## Opportunity

- Help public libraries raise money more effectively and grow philanthropy by sharing tools, learning, and uniting staff, patrons and donors

## Concept

- A fundraising campaign built around a designated point in time to encourage people who care about their library to donate
- Pilot a Library Giving Day in Washington State and share what we learn with our conference cohort

## Key Stakeholders

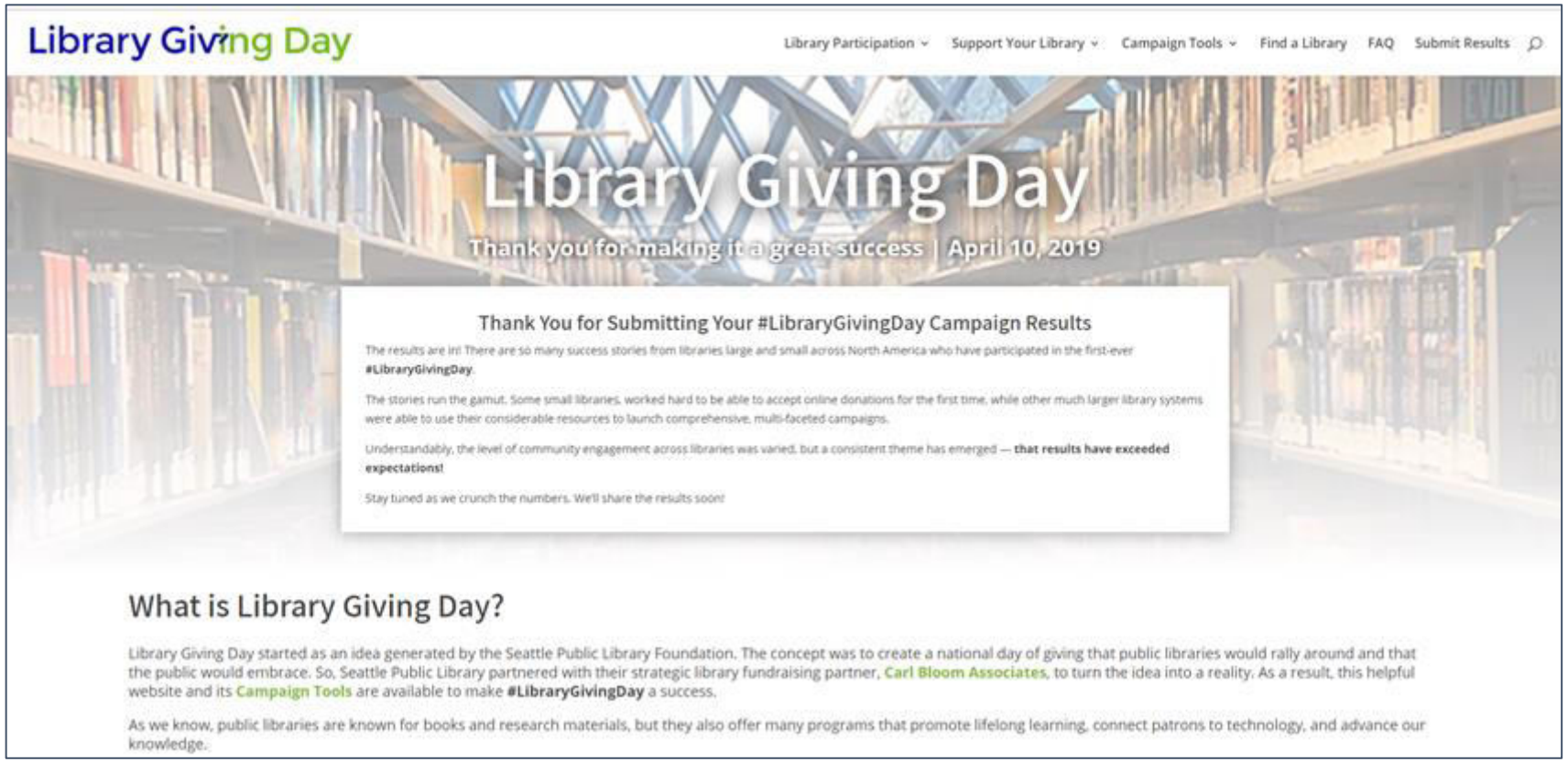
- Peer interest - King County Library System Foundation, Pierce County Library Foundation
- Support of Marcellus Turner and Library Directors of Washington, WLA, State Librarian
- PLA, ALA, UFL, Outside the Lines

## Key Endorsement

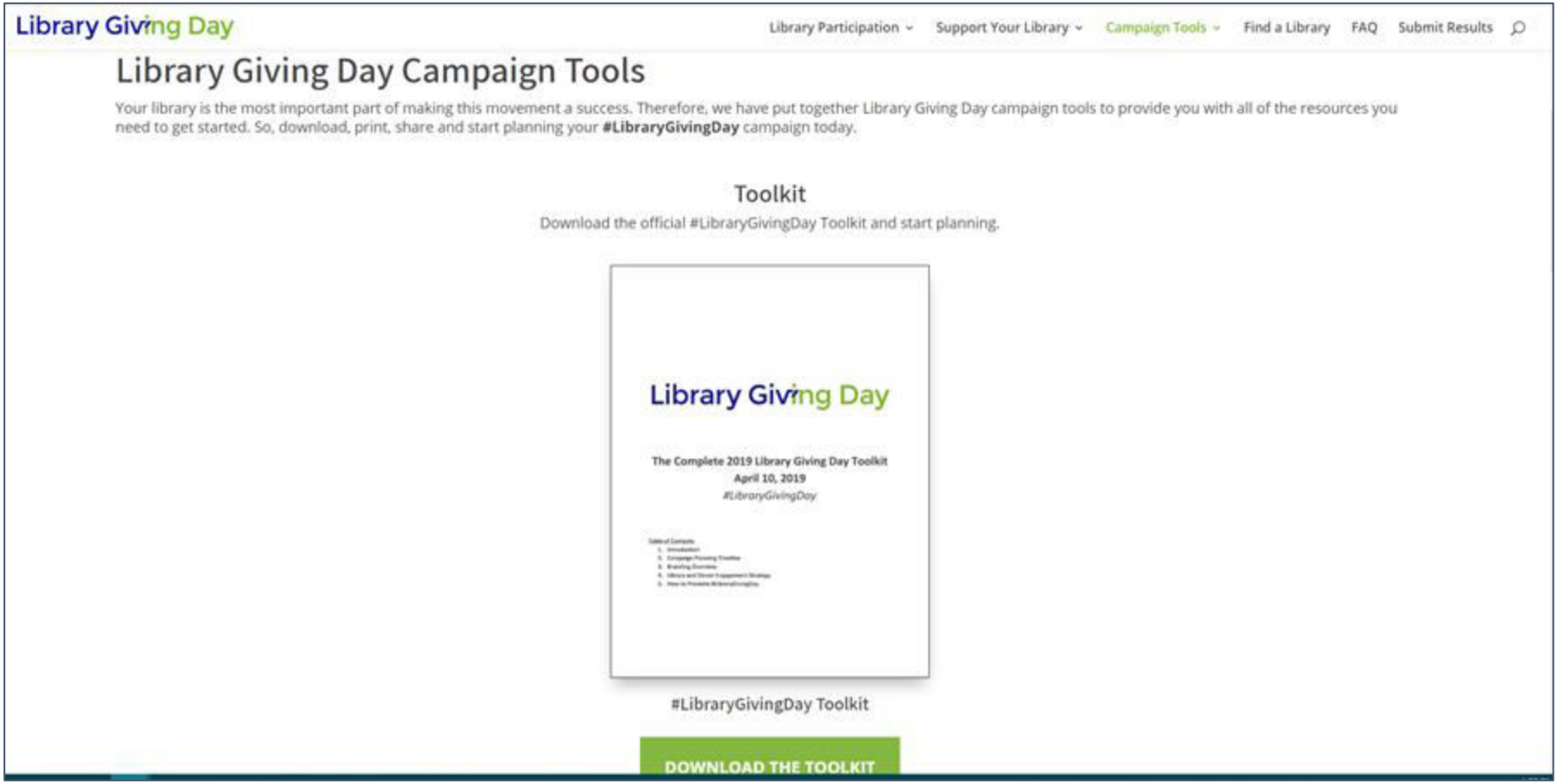
- Recognition during ALA Library Awareness Week

# Library Giving Day

# librarygivingday.org



# Toolkit & Webinar



# 192 Libraries have Signed Up

# Case Study

# Case Study: King County Library System Foundation

KCLSF staff, doughnuts, and our Giving Tree

**Unlocked partnership with KCLS**
July 2018 Shared with leadership
Oct. 2018 Briefed managers
Dec. 2018 Engaged web & social mngr
April 2019 Branch & dept. decorating
May 2019 Gratitude brigade

**LGD Champions, Matching Pool**
Feb. DM to mid-level donors ($250 - $1k)
Total raised $19,000
No. of Donors 46
Avg gift $398

**Library Giving Day e-blasts**
Open rate: 25% compared to 20.6%
Click-thru: .55% compared to 0.4%

**Total Raised: $44,500**
No. of Donors 255
New Donors 52
Avg Gift $170 compared to $95
Avg New Donor Gift $91 compared $62

# Case Study: King County Library System Foundation

## #Give2KCLS

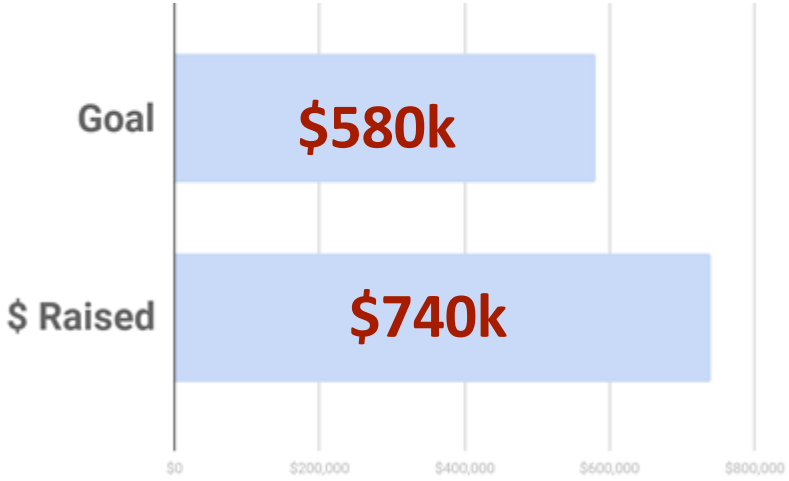
20 submissions

Winner 2 tix to 2020 Literary Lions Gala

# Lesson Learned & Looking Ahead

- Partnership with SPLF and Pierce was key
- Staff participation, need champions across system
- Gala timing challenging for staff / Lapsed Gala donors gave via LGD
- Corporate or Fdn Sponsorship requires data & time

# LGD Promotional Highlights



# How do we get so much support?

## Libraries Provide Access to the Internet

**100%**

offer access to the Internet, and nearly 100% offer free wifi and computer use at no cost

## Libraries Strengthen Local Economies

**73%**

assist with job applications and interviewing skills

**68%**

help patrons use databases to find jobs

**48%**

provide entrepreneurs with business information

**36%**

offer work space for mobile workers

## Libraries Make Communities Healthier

**77%**

of public libraries offer online health resources

**59%**

provide programs for finding health insurance

# The Libraries!

RDPL
RED DEER PUBLIC LIBRARY

OKOTOKS PUBLIC LIBRARY
Heart of the Community, Key to the World

GWINNETT COUNTY PUBLIC LIBRARY

NPL|F
Nashville Public Library | FOUNDATION

MONTEREY PUBLIC LIBRARY

Spruce Grove Public Library

CHICAGO PVBLIC LIBRARY FOUNDATION
DEDICATED TO THE CURIOUS

Carnegie Library of Pittsburgh

ANCHORAGE LIBRARY FOUNDATION

CHARLOTTE MECKLENBURG LIBRARY
FOUNDATION

VPL
Vancouver Public Library FOUNDATION

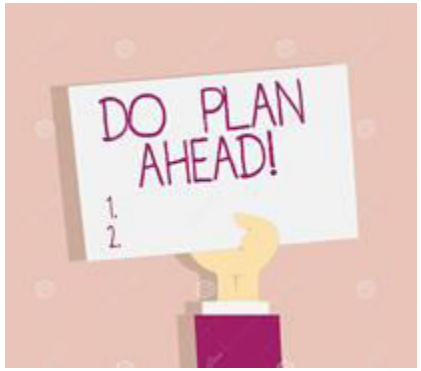
The Seattle Public Library Foundation

DULUTH LIBRARY FOUNDATION

PIONEER LIBRARY SYSTEM FOUNDATION

2019 Library of the Year!
LA COUNTY LIBRARY

# Key Takeaways for a Successful LGD Campaign



# Q&A (find evangelists in audience)

## What is Next

- Every Library - no matter how small are large can build a base of support
- Effective way to raise awareness and funding
- Tuesday April 19 or Thursday April 21

## What to Do

- Commit to participate
- Set a goal / collective goal
- What do you need to run a campaign
  - Online gift form
  - Buy-in with Library leadership Help all public libraries raise money more effectively and grow philanthropy by sharing tools and learning
  - Create a plan and start early

## Blue Sky

- Find a national media sponsor /celebrity endorsement to elevate

# Don’t forget to sign up for 2020 LGD!

Thank you!

https://librarygivingday.org/library-participation/#join