



Library Giving Day

The Concept, the Pilot, the Future

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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

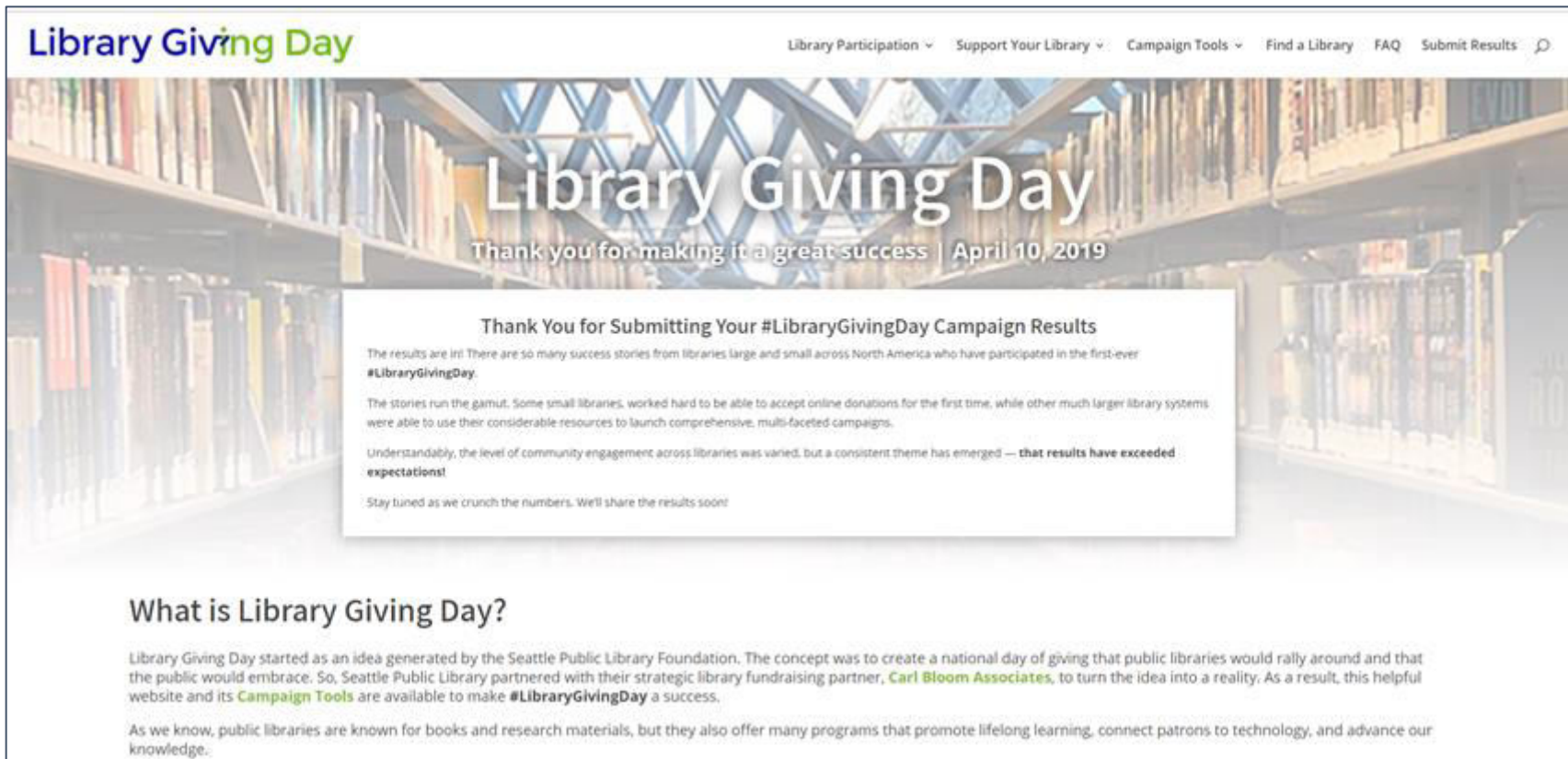
Key Endorsement

- Recognition during ALA Library Awareness Week



Library Giving Day

librarygivingday.org



Library Giving Day Library Participation Support Your Library Campaign Tools Find a Library FAQ Submit Results

Library Giving Day

Thank you for making it a great success | April 10, 2019

Thank You for Submitting Your #LibraryGivingDay Campaign Results

The results are in! There are so many success stories from libraries large and small across North America who have participated in the first-ever #LibraryGivingDay.

The stories run the gamut. Some small libraries, worked hard to be able to accept online donations for the first time, while other much larger library systems were able to use their considerable resources to launch comprehensive, multi-faceted campaigns.

Understandably, the level of community engagement across libraries was varied, but a consistent theme has emerged — **that results have exceeded expectations!**

Stay tuned as we crunch the numbers. We'll share the results soon!

What is Library Giving Day?

Library Giving Day started as an idea generated by the Seattle Public Library Foundation. The concept was to create a national day of giving that public libraries would rally around and that the public would embrace. So, Seattle Public Library partnered with their strategic library fundraising partner, **Carl Bloom Associates**, to turn the idea into a reality. As a result, this helpful website and its **Campaign Tools** are available to make #LibraryGivingDay a success.

As we know, public libraries are known for books and research materials, but they also offer many programs that promote lifelong learning, connect patrons to technology, and advance our knowledge.

Toolkit & Webinar

Library Giving Day Campaign Tools

Your library is the most important part of making this movement a success. Therefore, we have put together Library Giving Day campaign tools to provide you with all of the resources you need to get started. So, download, print, share and start planning your **#LibraryGivingDay** campaign today.

Toolkit

Download the official #LibraryGivingDay Toolkit and start planning.



#LibraryGivingDay Toolkit

[DOWNLOAD THE TOOLKIT](#)

192 Libraries have Signed Up



Case Study



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



Russell Wilson ✓

@DangeRussWilson

Follow



Thank you @melindagates! DREAM BIG!
Libraries = Strong Communities.

#NationalLibraryWeek, #LibraryGivingDay,
#Give2KCLS, #WhyNotDREAMBIG,
@WhyNotYouFDN



Melinda Gates ✓ @melindagates

One of the many reasons I love libraries? They help students dream big. In partnership with @KCLS—@DangeRussWilson, @ciara and @WhyNotYouFDN are preparing students to be tomorrow's leaders. #NationalLibraryWeek

10:35 AM - 10 Apr 2019

13 Retweets 102 Likes



1



13



102



Tweet your reply

#Give2KCLS

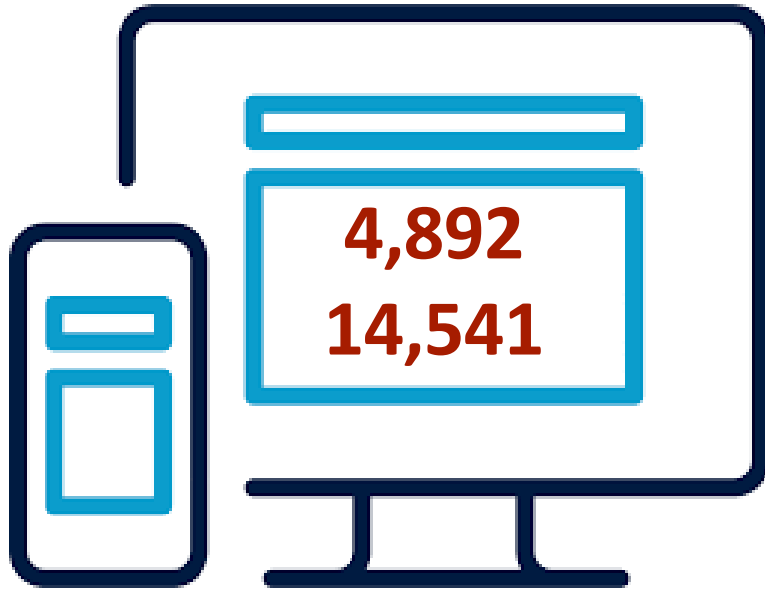
20 submissions

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



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

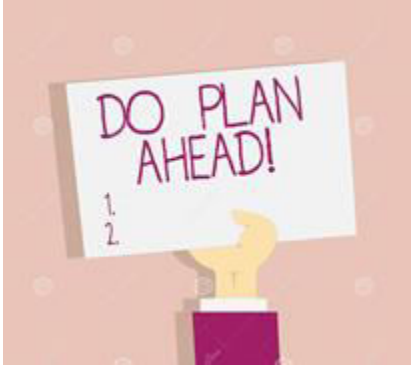
59%

provide programs for finding health insurance



GWINNETT COUNTY
PUBLIC LIBRARY





Library Giving Day



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>
