



# International Public Library Fundraising Conference

## Fundraising and Advocacy: A Winning Combination

Presented by:

Lauren Arana, Director of Individual Giving, Development, Brooklyn Public Library

Katie Weingarten, Account Project Manager, Carl Bloom Associates, Inc.

Carl Bloom associates

- 43 years of serving the nonprofit community
- Public libraries, public media, museums, animal welfare groups, and more
- Nonprofit research, direct mail, digital and analytics
- New York Public Library Friends group



Online



Email



Direct Mail



Creative



Production



Insight

Carl Bloom associates

# Bklyn Public Library

## About BPL

- Independent 501c3 nonprofit
- FY20 Budget: \$136M
- 85% comes from City funds
- \$5.7M raised in FY19
- 60 branches
- Local population: 2.6M residents

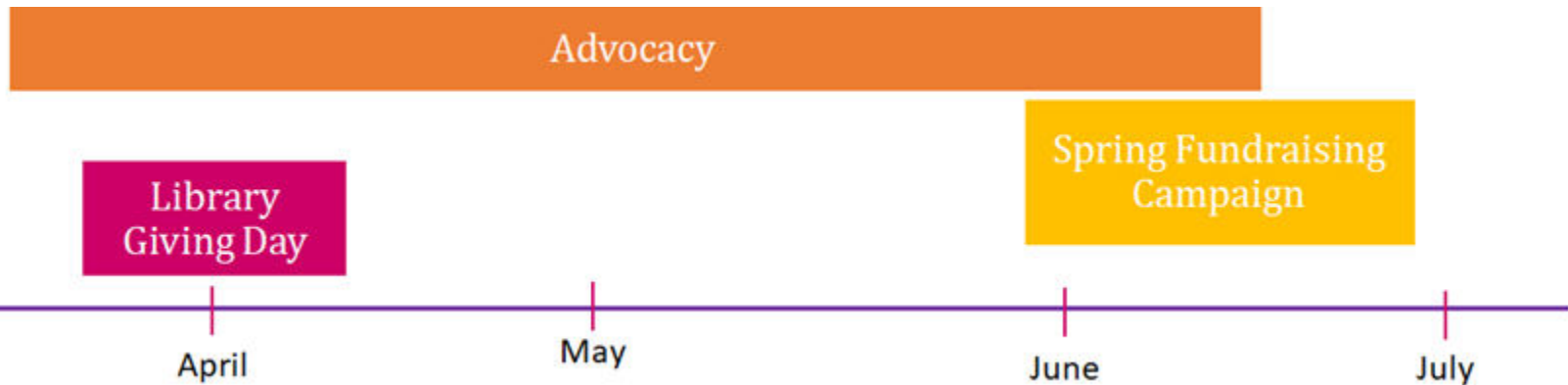
**At risk:** \$5M in city funding

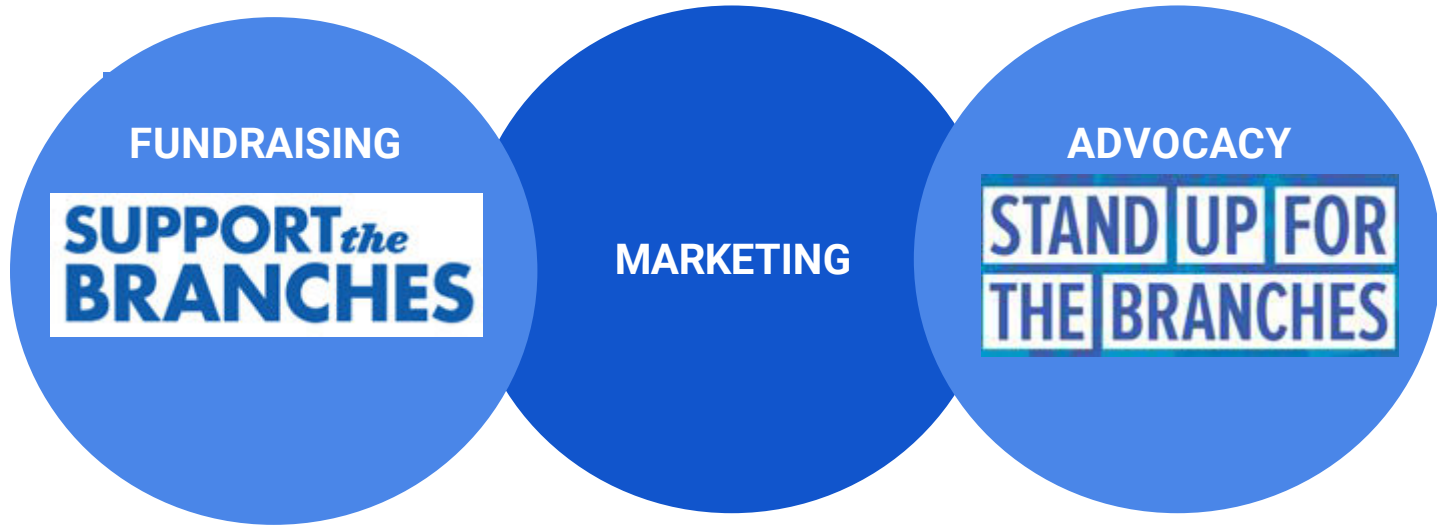
**Impact:** without additional funds,  
collections, staffing and hours would  
suffer



## Goals

- Fundraising:
  - Spring Campaign: \$160,000 in small gifts under \$5,000
  - Library Giving Day Campaign: \$5,000 match
- Advocacy:
  - \$9.7M increase in City funding
  - 10,000 letters





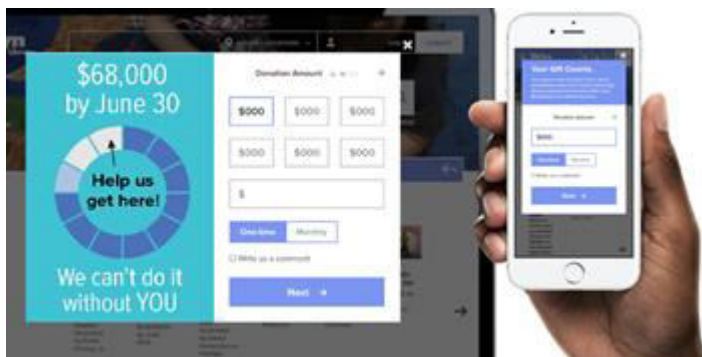
Working in harmony:

- Flexibility
- Use urgency to your advantage
- Segmentation
- Thanking supporters

# SUPPORT *the* BRANCHES

## Fundraising

- Direct Mail & Digital
- Library Giving Day
- Matches
- Lightbox donation form
- Librarian voices

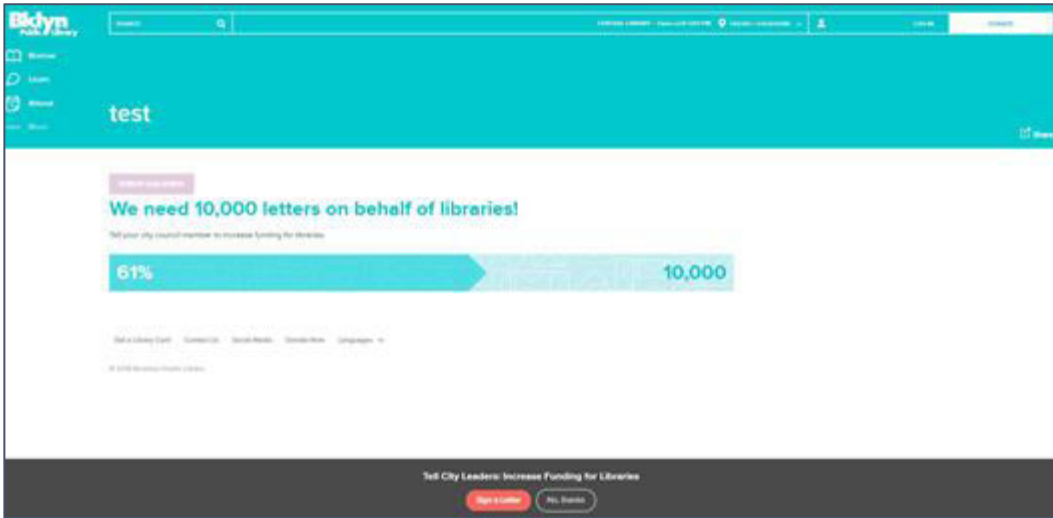


# STAND UP FOR THE BRANCHES

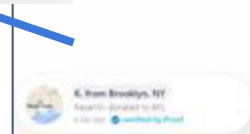
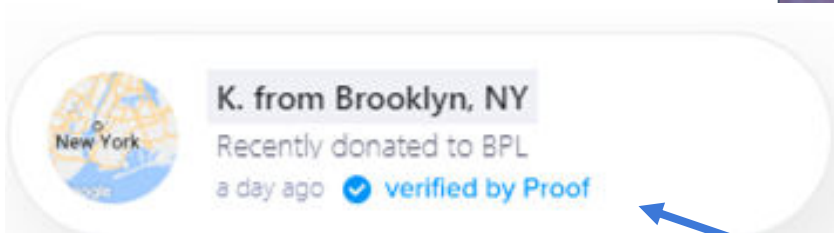
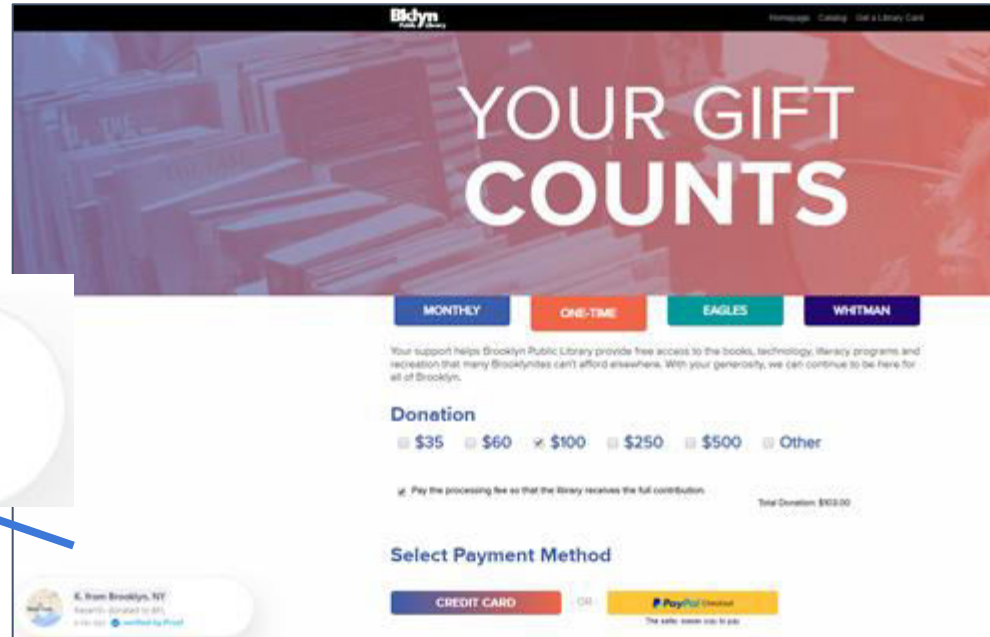
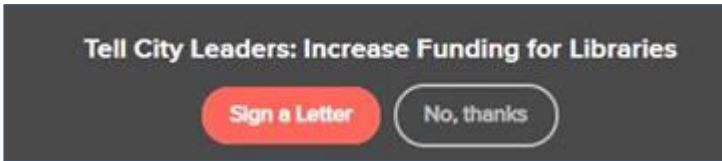
## Advocacy

- Three libraries with shared goal
- Grassroots efforts
- Highly coordinated digital campaign





**83% of New Yorkers believe library funding should be increased.**



Brooklyn Public Library  
Written by Carl Bloom Associates, Inc. | June 24 at 4:20 PM

You've stood up for Brooklyn Public Library. Now take the next step! Make a donation today!

Help us reach our goal!

Help us get here!

Click for more

BROOKLYNPUBLICLIBRARY.ORG  
NOT AFFILIATED WITH FACEBOOK.

Go one step further for your library.  
Make a gift today!

Donate Now

Brooklyn Public Library  
Written by Brooklyn Public Library | June 5

City leaders are putting together their budget recommendations for libraries – and essential funding is on the chopping block. We've been so grateful for your support, and we need your voice now!

Libraries are for:

Take 2 minutes to help your library.  
Will you take a moment to sign a letter telling city leaders you stand with libraries?

Learn More

Post a sticky note about why you need and love your public library. Your note will let city leaders know what makes your local branch special.

The libraries enrich my life. I enjoy very much the variety of books and DVDs that the libraries provide.

-Eva, Brooklyn Heights Library

Without the library, I couldn't afford my reading habit. And without my reading habit, the lens in which I view the world would be narrow. A world without libraries is a world with no future.

-Tamekia, Cortelyou Library

The library has always been a home away from home. A place where I can go and escape to any world I choose. Every trip to the library will always be bookmarked in my heart.

-Ava, Carroll Gardens Library




**Bklyn**  
Public Library

Sign a letter

We wish we were writing to you about something more pleasant, but the headlines are true:

Your local Brooklyn Public Library is facing millions in budget cuts ... when what we desperately need is a budget increase – [and we need your voice.](#)



**Council Speaker Johnson Predicts Tough Budget Negotiations As Mayor Campaigns for 2020**  
—WNYC News

**LIBRARIES FACE NEARLY \$900 MILLION SHORTFALL TO FIX AGING BUILDINGS**  
—The City

**Toddlers at City Hall in Fight for Library Funding**  
—NBC New York

Please, raise your voice now by signing and sending a letter to your city leader! Help us keep our doors open and continue welcoming everyone who steps through them.

[Click here to rush your letter to city leaders – it only takes a minute!](#)

Now is the time to stand with your libraries. [Firstname]. Your Brooklyn neighbors are counting on us – and right now, we are counting on you.

Thank you for your support.

The Brooklyn Public Library Team

**Bklyn**  
Public Library




# Bookmark



**WE DID IT!**  
**\$33 million for libraries!**

Thanks to your voice, the city allocated \$33 million in additional operating funding for libraries! Now, will you send a quick thank-you to the Mayor, Speaker and NYC Council?

Join us in thanking city leaders!

	<b>FY18 April - June</b>	<b>% of Advocates</b>	<b>FY19 April - June</b>	<b>% of Advocates</b>
<b>Unique Advocates</b>	8,432		10,776	
<b>Unique Donors</b>	122	1.4%	350	3.2% 
<b>Advocates + Donors</b>	621	7.4%	825	7.7% 

**Last year 8% of the donors of April-June were also action-takers,  
this year it was 15%**

	<b>FY19 (April - June)</b>	<b>% Increase year-over-year</b>
<b>Revenue</b> ( <i>gifts under \$5K</i> )	\$218,921	47%
<b>Online revenue</b>	\$103,939	96%
<b>Unique Donors</b>	2,179	35%
<b>Unique new + reactivated donors</b>	1,193	39%

**Advocacy:**

- # of letters signed: 12,522
- # of thank you letters: 13,007

**City Budget Results:**

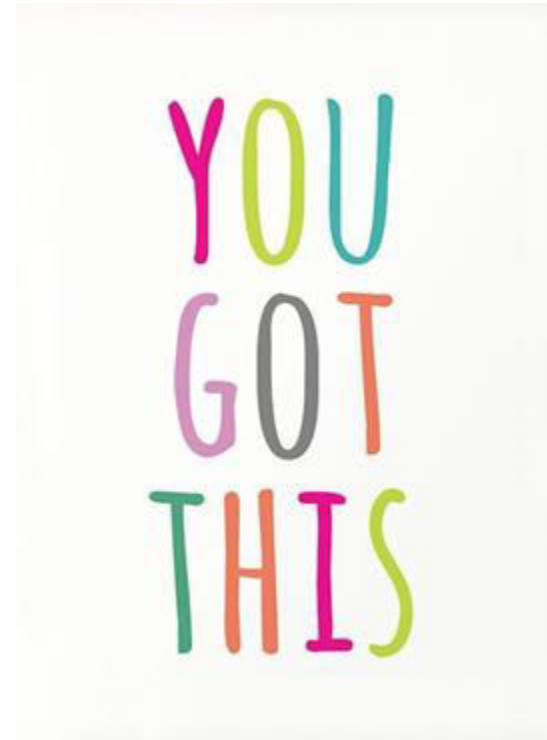
- Additional \$9.2 million in funding for BPL
- Final budget: \$33 million for all three NYC library systems

## Creative/Content

- Emails
  - Don't drive yourself crazy writing elaborate content!
  - Embrace the reheat
  - Clear CTA
  - Personalization
- Segment
- Graphics
- Use videos

## Cultural Mindset

- Seize the moment!
- Be flexible
- Responsiveness



Thank you!

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