



International Public Library Fundraising Conference

All Aboard: Cultivating Board Leadership and Forging the Future of Your Organization

Presented by:

Brenda Langstraat, President, Chicago Public Library Foundation

Audrey Peiper, Director of Major Gifts, Chicago Public Library Foundation

Capacity Building: Growing Library Appreciation & Financial Resources for Greater Collective IMPACT

Presented by:

Kristi Pearson, Executive Director, Friends of the Hennepin County Library

Carl Bloom^{associates}

All Aboard: Cultivating Board Leadership and Forging the Future of Your Organization



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**CHICAGO
PUBLIC
LIBRARY
FOUNDATION**

Chicago 2019: A Year of Momentous Transition



January 2019
New CPLF President, Brenda Langstraat

May 2019
New Chicago Mayor, Lori Lightfoot

June 2019
New CPL Commissioner, Andrea Telli

Chicago 2019: A Year of Momentous Transition

Opportunities

- Aligning with Mayor Lori Lightfoot's vision for improving Chicago
- Strengthening and aligning CPL & CPLF partnership
- CPL & CPLF creating new and complementary three-year strategic plans



Reposition Board of Directors Inspiring and Activating Collective Values

- Position and empower BoD to create the Foundation's next chapter in alignment with Chicago Public Library
- Example: Ideation session at CPLF's first board meeting of the year

Asked Directors to describe:

1. What does Chicago Public Library mean to you?
2. Why does the Chicago Public Library Foundation exist?
3. Where is the Chicago Public Library Foundation going?

Practical function of exercise

- Identifying common language to describe CPLF
- Creating raw ingredients for new mission/vision/values statement

Larger goal

- Connecting Directors with CPLF's mission and what inspires them
- Empower Directors as Library's most powerful advocates, ambassadors, influencers, supporters

Power Our Library. Empower Chicago.

New Chicago Mayor Lori Lightfoot's Top Priorities

- Public safety
- City finances
- Restoring confidence in government
- **More equitable spending in all neighborhoods**

New CPL Commissioner Andrea Telli's Priority

- Community-focused services & investment

New CPLF Strategy

- Aligns, complements, reinforces, leverages community-focused services & investment



Questions & Discussion



Capacity Building: Growing Library Appreciation & Financial Resources for Greater Collective IMPACT

Presented by:
Kristi Pearson
Executive Director



WHO WE ARE:

- **FUNDRAISING PARTNER** of Hennepin County Library
- **MISSION** to increase awareness, appreciation and resources of 41-location library system
- 3-year **STRATEGIC PLAN** with measurable goals to set direction and strengthen operations
- **PERFORMANCE DASHBOARD** to hold FHCL accountable to results
- **10,000+ donors** (doubled in 5 yrs)
- **\$1.2M+** annual giving to HCL



Leveraging private investment to enhance public funding for greater
COLLECTIVE IMPACT

KEY STRATEGIES to grow understanding of the library's mission and programs, build appreciation and inspire action/giving:

- Powerful **STORYTELLING**
- **EVENTS** - platform for broader engagement with supporters and new audiences
- **DIVERSE REVENUE** Generation – individuals, grants, sponsorships, events
- Robust **MARKETING & FUNDRAISING** campaigns
- **DATA ANALYSIS** and **INVESTMENT** in **INFRASTRUCTURE**



Minneapolis Central Library



EVENTS tied to LOCAL HAPPENINGS to engage current supporters in new ways and bring new audiences to the LIBRARY

TESTIFY: Americana from Slavery to Today

- Minneapolis Central Library Gallery Exhibit
- Super Bowl month
- Presented by Alan/Diane Page and HCL
- Opening reception hosted by FHCL



EVENTS tied to INNOVATIVE LIBRARY RESOURCES to engage new audiences and current library users in new ways

MnSpin LIVE Inaugural Concert

- Free concert celebrating **MnSpin** - library's NEW music streaming and download platform
- Hosted by FHCL



MnSpin TO-DATE

- **120 albums** across many genres
- Songs streamed **30K+ times**
- Albums downloaded **6K+ times**
- **Free service** with library card
- **Pays artists** for rights to share music



EVENTS to ENGAGE NEW AUDIENCES to grow LIBRARY awareness and appreciation

TALK OF THE STACKS

- Free author series presented at Minneapolis Central Library
- 5 author events
- **1,100 attendees**
- Calls-to-action: **Learn.Act.Give**
- 5 private donor receptions



Clockwise: Authors Alex Wagner, Tayari Jones, U.S. Poet Laureate Tracy K. Smith

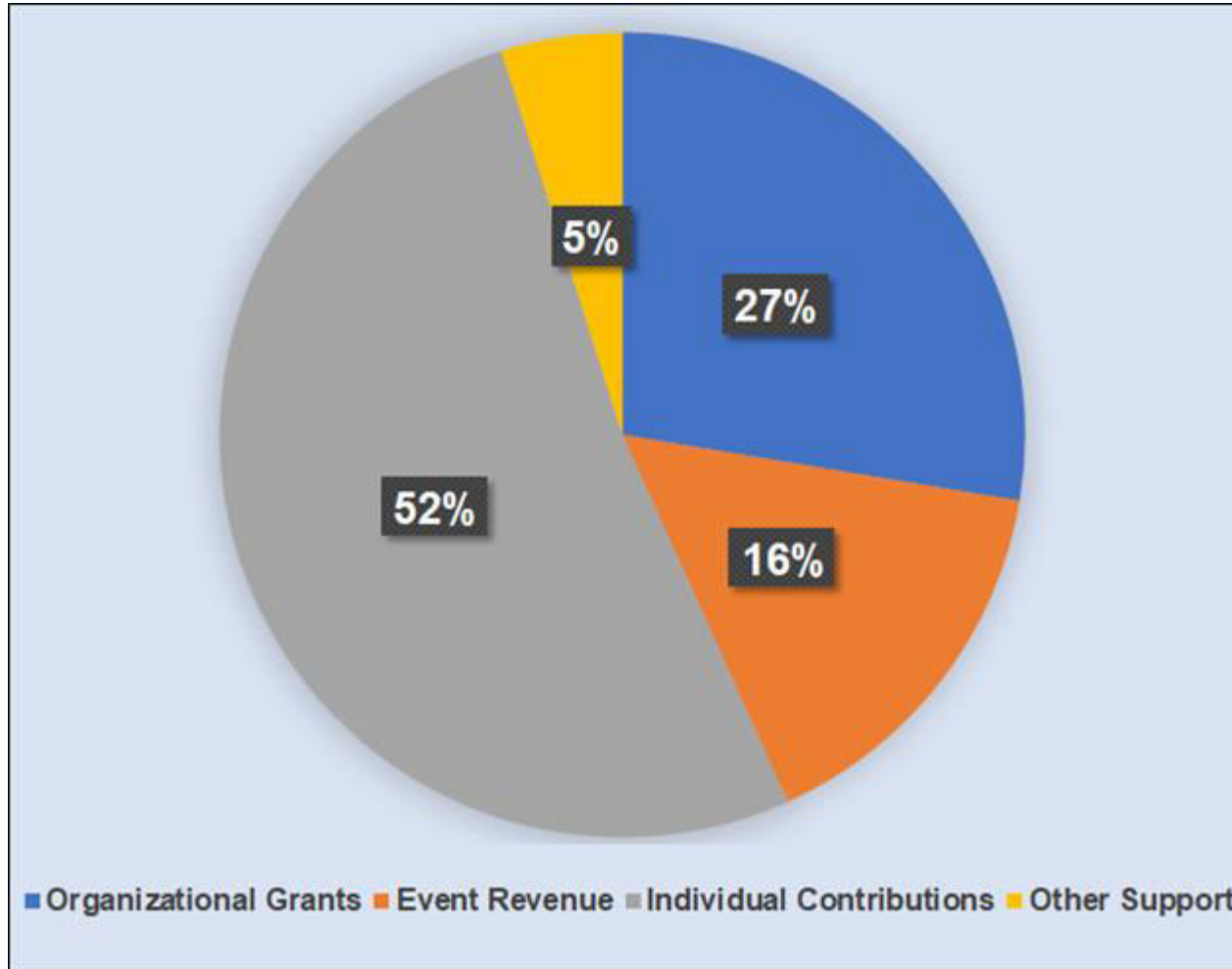
EVENTS to GROW LIBRARY APPRECIATION & FINANCIAL SUPPORT

PEN PALS

- Ticketed author series presented by FHCL at Hopkins Center for the Arts
- 5 authors, 10 events
- **7,000 attendees**
- SOLD OUT seasons last 2 years
- \$400K in revenue



Diverse **REVENUE/INCOME** Generation (2018)



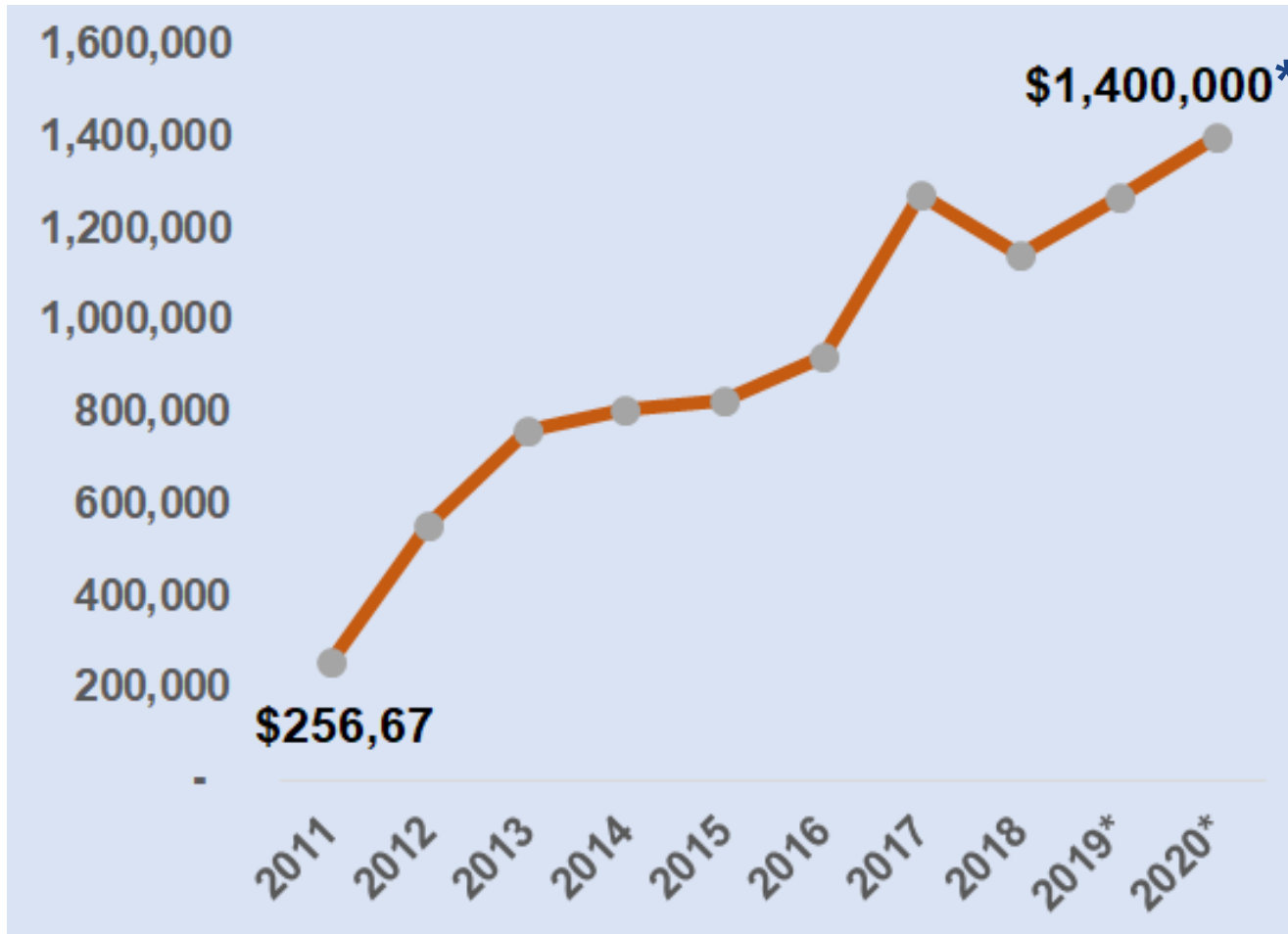
Robust **MARKETING & FUNDRAISING CAMPAIGNS** to grow LIBRARY appreciation and financial support

#LibraryDefenders **GIVING CAMPAIGN**

- Library Values as **Superheroes**:
Knowledge, Democracy
Curiosity
Understanding and Expression
- GIVE-TO-THE-MAX Results:
 - ~ **\$100K** from November 1-15
 - **1,078 donors**
 - ~ **\$50K** on November 15



Increasing **FINANCIAL SUPPORT** to the **LIBRARY**



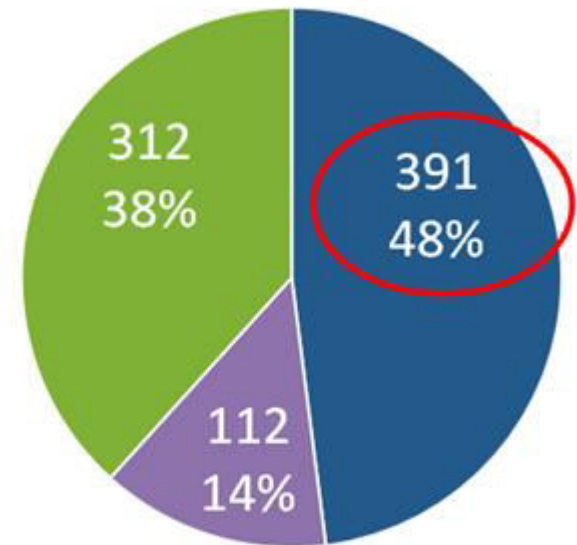
* FHCL 2020 Funding Commitment = \$1.4M

INVEST in INFRASTRUCTURE to build organizational capacity

3D DONOR ASSESSMENT - PURSUANT.



- Forensic donor analysis for key revenue trends/benchmarks
- Prioritizes opportunities within giving pyramid (base, mid, major)
- Highlights of findings:
 - Strong donor retention
 - Lagging upgrades to major giving
 - Major-donors not giving at capacity
 - 500 major giving prospects identified



Peer Avg: 29% 17% 55%

■ General ■ Mid-level ■ Major

High-Level Donors: \$1K+
Mid-Level Donors: \$240 - \$1K
General Donors: < \$240

INVEST in INFRASTRUCTURE to build organizational capacity

STRATEGIC SEGMENTATION - PURSUANT.

- Scientifically-valid donor segmentation study to identify key messaging aligned with each donor's core giving motivations
- Methodology included 3rd party surveys and 1:1 conversations
- Three main audiences identified:
 - ME (the library benefits me personally)
 - YOU (the Library benefits others)
 - WE (the Library benefits our entire community)
- Currently establishing messaging frameworks for each segment utilizing the “Storybrand” methodology.

2020-2024 STRATEGIC PLAN: KEY DRIVERS in setting organizational goals for the next 5 years

1. Library communicators
1. Library conveners/connectors
1. Library innovation
1. Excellence in philanthropy
1. A diverse and inclusive culture of philanthropy
1. Infrastructure investments
1. Market potential

2020-2024 STRATEGIC PLAN: 5-year growth potential

- Increase awareness & growth appreciation for Library
 - 15,000 social media followers (currently 5,500)
 - 30,000 email list (currently 14,000)
 - 100,000 annual website visits (currently 55,000)
- Increase financial resources to the Library
 - 20,000 donors/members (currently 10,000)
 - \$2M+ in annual giving to the Library (currently \$1.2M)
- Invest in Infrastructure to build organizational capacity
 - CRM/database conversion
 - Comprehensive systems integration

Questions?

Thank you!