



International Public Library Fundraising Conference

The Stay Home & Read a Book Ball // Corporate Sponsorships

Presented by:

Sarah Charleton, Membership Director, Library Foundation of Los Angeles

Jennifer Jones, President, Toronto Public Library Foundation

Carl Bloom^{associates}



Sunday, March 10, 2019

LFLA.org/StayHome2019

The Stay Home and Read a Book Ball

**Library
Foundation**
of Los Angeles

31st Edition
A Novel Event

#StayHomeandRead

The Library Foundation of Los Angeles' longest-running and most beloved fundraiser to benefit the Los Angeles Public Library.

- The Most Anticipated Non-Event of the Year / Anti-gala / Introvert's Ball
- Stay at home, read a book, and have a ball!
- Donate to the Library what you would have spent at a fancy gala or a night out on the town
- Great engagement tool for library patrons, librarians, library Friends groups, local literary community and existing supporters
- Anyone can participate! Largest gift: \$10k Smallest gift: \$5
- Build upon previous success year after year
- Keep expenses to a minimum

Beginning

Founded in 1988 after Central Library Fire of 1986

- Pre-dates the Library Foundation (est 1993)
- Trademarked the name!
- Fundraiser for children's events and reading programs
- Cultural and educational programs at the Library / ALOUD Series

(2019) 31st Annual Stay Home & Read a Book Ball

- Highest-grossing in history **\$137,473**
- Increase in income over previous year: **23%**
- Number of individual gifts: **416**
- **46% of donors are were not current Members**

Make it unique to you!

What We Do:

- **Identify local and national authors/ figures to offer support as Chair and Honorary Chairs**
 - Chair letter (around 300 words)
 - Quotes of support from Honorary Chairs
- **Sponsorship mailing**
- **Invitation mailing**
 - Remit envelope “seating request”
- **Extensive social media campaign**
- **Library involvement - posters, book displays, reading lists**
- **Extensive email marketing campaign**
- **Build momentum and buzz by incorporating the ball into your upcoming events**

- **1993 | Debbie Allen**
- **1994 | Harriet Doerr**
- **1995 | Sidney Sheldon**
- **1996 | Carolyn See**
- **1997 | Elizabeth Forsythe Hailey**
- **1998 | Lynn Redgrave**
- **1999 | Bebe Moore Campbell**
- **2000 | Gary Ross**
- **2001 | Lisa See**
- **2002 | Patt Morrison**
- **2003 | Michael Crichton**
- **2004 | Anne Taylor Fleming**
- **2005 | A. Scott Berg**
- **2006 | Jamie Lee Curtis**
- **2007 | Sidney Poitier**
- **2008 | Dick Van Dyke**
- **2009 | Azar Nafisi**
- **2010 | Walter Mosley**
- **2012 | Jonathan Lethem**
- **2013 | Mark Salzman**
- **2014 | Louise Steinman**
- **2015 | Junot Diaz**
- **2016 | Judy Blume**
- **2017 | Ann Patchett**
- **2018 | Viet Thanh Nguyen**
- **2019 | Susan Orlean**

- **Ray Bradbury**
- **Anjelica Huston**
- **Roy Choi**
- **James Ellroy**
- **Carlos Santana**
- **Janet Fitch**
- **Anne Lamott**
- **George Saunders**
- **Eloise Klein Healy**
- **Salman Rushdie**
- **Terry Tempest Williams**
- **Michael Connelly**
- **Robin Coste Lewis**
- **Juan Felipe Herrera**
- **Rebecca Solnit**
- **Aimee Bender**
- **Patton Oswalt**
- **Mona Simpson**
- **Colson Whitehead**
- **Common**
- **Pico Iyer**
- **LeVar Burton**
- **Jennifer Egan**
- **Morgan Parker**
- **Attica Locke**
- **Lisa See**



A letter from Chair Viet Thanh Nguyen

Dear Reader,

You and I have something in common. Two or three things, actually. We love books. We love reading. And we love libraries.

My relationship to libraries started young. Some of my earliest, best memories are of a small public library in Harrisburg, Pennsylvania, circa 1977. I was a refugee and had arrived in the United States only a couple of years before. I knew no English, but somehow acquired it very quickly. By 1977, I could read, and I remember no greater pleasure than visiting the public library, borrowing as many books as I could, and returning home to be immersed in them.

Then my family moved to San Jose, California, and my love affair with the Public Library deepened and grew. My parents worked constantly, and left by myself for many hours, I chose the San Jose public library as my second home. I spent every Saturday there and won my first book award, sponsored by the library, for a third-grade effort titled "Lester the Cat." It's safe to say that I would not have become the writer that I am without the public library, which first and foremost made me a reader.

I'm sure you all have your own stories of libraries and falling in love with reading. And there's more than reading, of course. Movies, music, Internet, Legos, author events like the ALOUD series, and many more are provided by the Los Angeles Public Library. Some of these things would not be possible without your support. That's what I am asking you for on the occasion of the 30th Annual Stay Home and Read a Book Ball.

Staying home and reading a book is one of the easiest things to do. Find something good to read, but before you get lost in it, please think of everything libraries may have given you. Perhaps you might give something to our library as well.

Your fellow reader,

Viet Thanh Nguyen, Chair

Viet Thanh Nguyen's first novel, *The Sympathizer*, won the 2016 Pulitzer Prize for Fiction, among other awards. He is also the author of *Home and Resistance: Literature and Politics in Asian America*. His newest nonfiction book, *Nothing Ever Dies: Vietnam and the Memory of War*, was shortlisted for the National Book Award and the National Book Critics Circle Award. His current book is the bestselling short story collection, *The Refugees*. Most recently he has been the recipient of fellowships from the Guggenheim and MacArthur Foundations, and le Prix du meilleur livre étranger (Best Foreign Book in France), for *The Sympathizer*. He is the Aerol Arnold Chair of English at the University of Southern California.

THE LIBRARY FOUNDATION OF LOS ANGELES
requests the pleasure of your participation in the
30th Annual
Stay Home and Read a Book Ball
to benefit the Los Angeles Public Library's
cultural and educational programs

WHEN

Anytime you choose to celebrate on Sunday, March 4, 2018.

WHERE

Wrapped in a blanket on a comfy chair by the fireplace, at your local park, on the train, bus, or wherever the pages take you!

HOW

Grab a book (or several), and read! Share your support for the Library on Facebook, Instagram or Twitter and tell us what you'll be reading – don't forget to include #StayHomeandRead.

ATTIRE

Your most formal ball gown, or your fuzziest robe and slippers!

FOOD & DRINK

Your favorite cheese plate, a glass of wine or mug of tea and cookies.

GUESTS

Friends, children, your book club members, your cat or dog – all are welcome!

RSVP by completing and returning the enclosed envelope or donating online at LFLA.ORG/STAYHOME

Great tool for audience engagement!

- What will you be reading?
- Where will you be celebrating?
- Quotes of support from Honorary Chairs
- ANIMAL PHOTOS FOR THE WIN!!!
- Facebook polls
- Librarians getting involved
- City Librarian photo/ video content
- Staff participation
- Reading recommendations
 - Ex: Oscars = book to movie adaptations

The Library Foundation of Los Angeles created a poll.
February 22, 2018 · 🌐

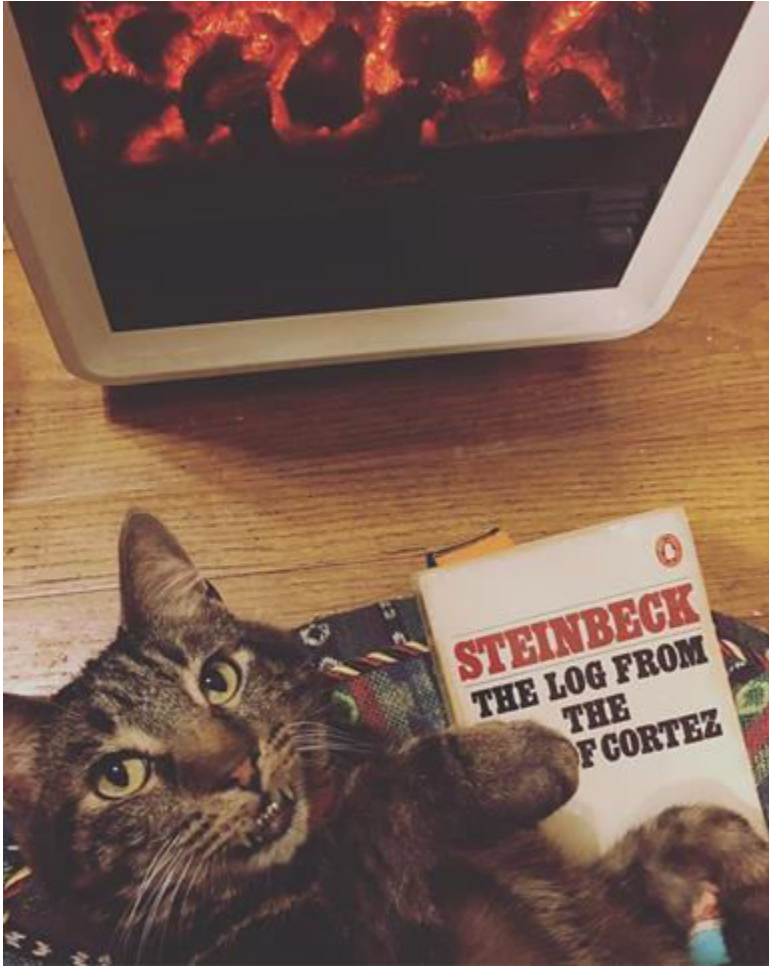
Official #StayHomeandRead a Book Ball poll: WHEN will you be reading on Sunday, March 4th?

- All day long! Let's party! +45
- Before bedtime. +39
- First thing in the morning! +24
- While eating breakfast / lunch. +16
- While riding the bus or train - or listening to an audiobook while driving! +7

4 More Options...

336 People Reached 135 Engagements Boost Unavailable

👍❤️ 29 5 Comments 7 Shares





**The Stay Home
and Read a Book Ball**
#StayHomeandRead

*"A ticket to the Stay Home and Read a Book Ball
can take you anywhere in the world, right from
your living room."*

- Attica Locke, Author & Honorary Chair

**Library
Foundation
of Los Angeles**

The Library Foundation of Los Angeles
March 2 at 5:32pm · 🌐

A word from Ken Brecher, President of the Library Foundation of Los Angeles, on the Stay Home and Read a Book Ball. Donate today at ifla.org/stayhome.

KEN BRECHER
PRESIDENT,
LIBRARY FOUNDATION OF LOS ANGELES

👍 Like 💬 Comment ➦ Share

4 Shares 334 Views



To consider when planning your campaign...

- Find something special about your city / history / story to focus on
- Timing of campaign & “non-event”
- Catchy name? & Hashtag
- Social Media engagement / problems with Facebook advertising
- Local literary community engagement
- Should you have an actual event?
 - Or pre-event book swap?
- Save the date bookmarks?
- Corporate sponsorship and local/ national partners
- Incorporate into your events leading up to the date of the ball

Thank you! Questions?

Thank you!