

Fundraising Beyond the Book Sale

Rebecca Fuss
April 22, 2021

Central NY Library Resources Council
Friends of Libraries Section, NYLA



Three Ideas

- Friends Tours
- Annual (Membership) Campaign
- Arnett Mural Project

Your Current Fundraising

- What works for you?
- What works for your donors?



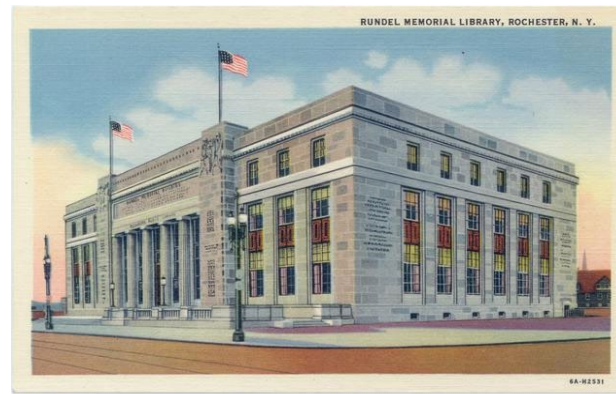
#1 Friends Tours

- Why
 - Mission focus, advocacy
 - Chance to thank donors/patrons
- Who
- When
- Where
- How
 - Show, don't tell
 - Gather contact information
 - Listen. 'What surprised you?'

Sample Invitation

Be Our Guest!

When was the last
time you visited
Central Library?
It's so much
more than you think!



rpc1210a.jpg Rochester Public Library Local History Division

Please join us for a Library tour, light refreshments and stories about how the Library has impacted people's lives, **thanks to donors like you.**

We will meet in the lobby of the Rundel Memorial Building of Central Library, 115 South Avenue in downtown Rochester.

Parking is available in the Court Street Garage just across the street, and we'll give you a parking voucher. Plan on about 60-90 minutes – about half conversation and half walking tour, so wear comfortable shoes.

Please choose one of the dates below, then contact Rebecca Fuss at 585-428-8323 or Rebecca.Fuss@libraryweb.org to make your reservation. There is no charge for this event, and you are welcome to bring guests!

Tuesdays at 10am ~ February 11, March 10, April 14

Wednesdays at 5pm ~ March 18, April 22

Space is limited: call to make your reservation today!



Friends & Foundation *of the* Rochester Public Library
115 South Avenue ~ Rochester, NY 14604 ~ 585.428.8325 ~ ffrpl.org

Friends Tours: Results

- Built relationship, trust, gave donors a feeling
- Connections to particular interests
- 40 people from 28 households, and a long waiting list
 - 15 increased giving (either a larger single gift or a second gift)
 - 10 same level
 - 3 decreased giving or we haven't heard from them yet this year
 - One said his wife specifically increased their gift as a result of the tour

#2 Annual (Membership) Campaign

- Think about your current Friends membership:
 - Any new members?
 - Do your new members renew the following year?
- Think of your letter/brochure:
 - Show and tell - transactional?
 - Are you giving the reader a good feeling?

YES, I want to help the Library's Annual Campaign to raise money for supplemental books, materials & programs!

Enclosed is my tax-deductible gift of: \$_____

01108

☐ Enclosed is my check (payable to Friends & Foundation of RPL).

☐ I will charge my gift (please see reverse side).

To make a secure online donation, please use www.ffrpl.org

\$50+ Donors may choose a complimentary 2021 subscription to *Rochester History* magazine. ☐ Yes

\$100+ Donors may also request a bookplate be placed in a recently purchased library book.

If desired, please provide the following:

☐ Name to appear on bookplate_____

☐ In honor of ☐ In memory of

☐ Bookplate acknowledgement sent to: Name_____

Address_____ City/State/ZIP_____

Donors at higher levels will receive invitations to occasional special events.

What is the best book you've read in the last six months?

2088 SEEDF
Mr. Timothy Fuss
Mrs. Rebecca Fuss
573 Grand Ave.
Rochester, NY 14609-6432

Your Email to receive Library program updates

☐ I wish to make an anonymous gift.



Friends & Foundation *of the*
Rochester Public Library
ANNUAL CAMPAIGN

115 South Avenue, Rochester, NY 14604



Friends & Foundation of the Rochester Public Library

115 South Ave. | Rochester, NY | 585.428.8325 | www.ffrpl.org



December 8, 2020

Enjoy the gift of reading!

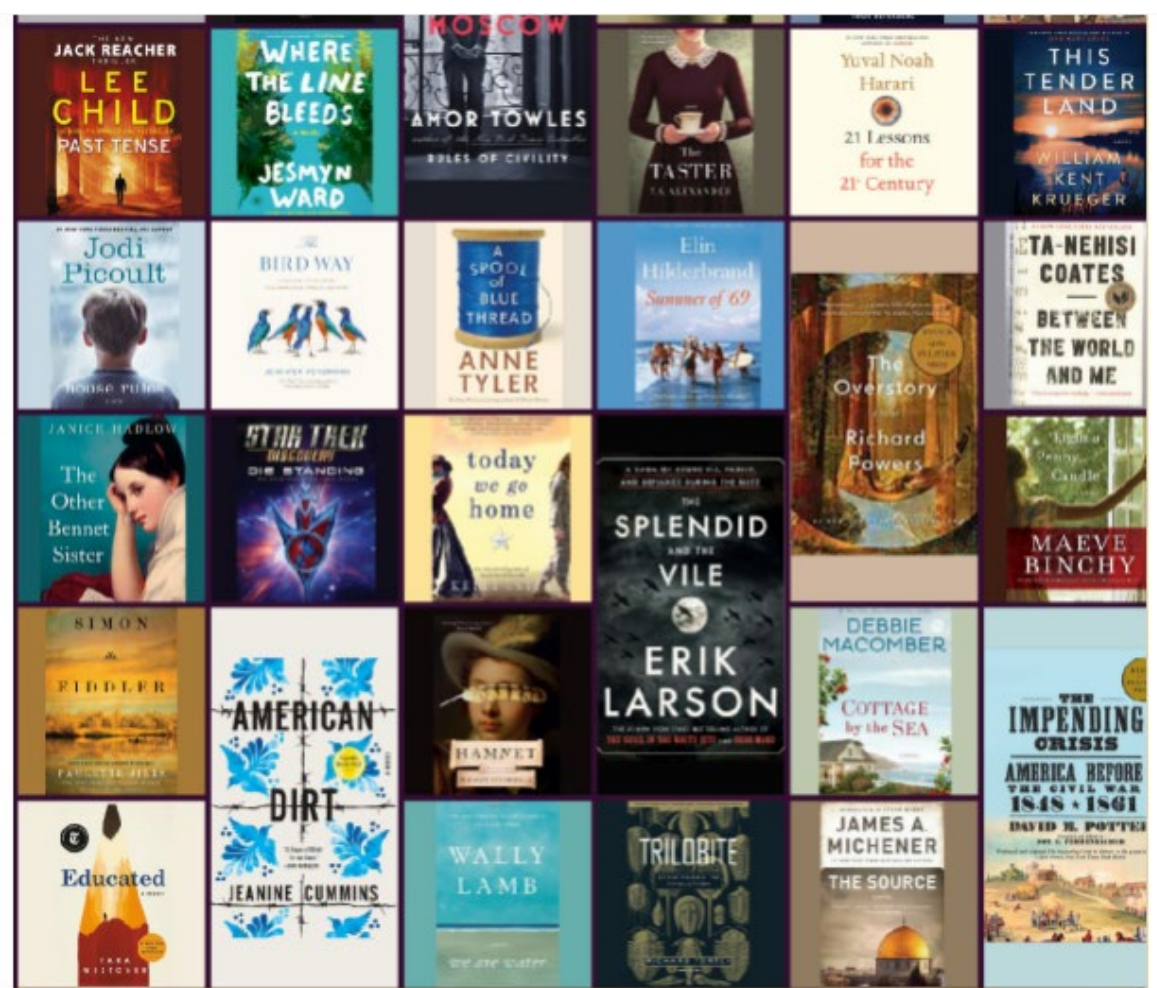
The collage below shows some of our donors' favorite titles that they have enjoyed during the pandemic.

[See the full collage here](#)

Click on the picture to download an ebook or audio book, or to place a hold for curbside pickup at the library of your choice.

[Learn more about curbside service here](#)

Add your favorite book to our list, or share a favorite library story with us via email: ffrpl-stories@libraryweb.org.



FFRPL raises funds, presents programs, supports special projects, and purchases supplemental materials and equipment for the Rochester Public Library.

DONATE





Friends & Foundation of the
Rochester Public Library



YOUR GIFT
MAKES A
DIFFERENCE!



**THANK
YOU!**

*for believing in the importance
of libraries and investing in our
community with your recent
first-time donation.
We are so grateful for you!*

*Sincerely,
Rebecca Fuss*

Director of Advancement
Friends & Foundation of the Rochester Public Library



Friends & Foundation of the
Rochester Public Library

115 South Avenue
Rochester, NY 14604

Dear Frances,

Welcome back! As we look forward to the brighter days of spring, we are excited to see you again now that libraries are starting to reopen to the public. (Please visit RocCityLibrary.org for updated Central and branch hours and safety guidelines.)

Of all of the worthwhile causes in our community, **we are grateful you chose to make a first-time gift to the Library through FFRPL last year.** You helped the Library serve the public with many online and alternative programs and services in the past year.

One thing we have all learned from the pandemic is to truly value what helps us get

Annual (Membership) Campaign: Results

- Built relationship, recognized their situation
- Appreciated their uniqueness
- More personal for the donor/member
- 130 new donors:
 - Retention rate for a new donor to give a second gift is 22%.
 - Retention rate for a two-gift donor to give a third gift increases to 63%.
 - 10 gave a second gift in the same fiscal year
 - Real results will be known next year

#3 Peer-to-Peer Fundraising: The Arnett Mural Project

Peer-to-Peer Fundraising: empowering everyone who cares about your cause to raise funds and grow support for your organization



Arnett Branch Library loves books, inside and out!

Please help us raise the \$2,250 needed to beautify Arnett with additional book murals and share the joy of reading.



Sample of
Online Giving
Page

Arnett Murals

Langston Hughes, Harper Lee, Frederick Douglass and other esteemed authors have room for more 'neighbors' on the outside of the Arnett Branch Library, 310 Arnett Boulevard in Rochester NY.

Local artist Richmond Futch has agreed to paint additional murals depicting the biographies of Austin Steward and Harriet Tubman, African and Seneca folk tales, a Motown music CD and the Jackie Robinson Story DVD.

Please help us raise the \$2,250 needed to beautify Arnett with additional book murals and share the joy of reading.

\$ 2,000.00

Raised



Goal \$ 2,250.00



Share



Invite



Donors

Support the Arnett Mural Project!

About our Project

Please help us raise the \$2,250 needed to beautify Arnett with additional book murals and share the joy of reading.

If you prefer to pay by check, please mail your gift to
Friends and Foundation of the Rochester Public Library
115 South Ave.
Rochester, NY 14604

Please make check payable to FFRPL and note Arnett Murals in the memo line.

Your Donation

\$ 10

\$ 25

\$ 50

\$ 100

\$ 250

Other

\$ 0.00

Donors Leaderboard

Collins, Mary \$ 500.00

08/28/2020 • 221 d

Sweetland, Mark \$ 250.00

09/26/2020 • 192 d

Reeves, Tolley \$ 200.00

10/02/2020 • 185 d



Arnett Branch Library

September 9, 2020 · 🌟



Our wonderful artists, Richmond, Chloe, and Ebony, are doing something very exciting at the Arnett Branch Library! A big thank you goes out to all the kind patrons who are donating to this 2020 Mural Project via the Friends and Foundation of the Rochester Public Library and to the artists themselves who are donating two extra mural panels! Here is some more info about this project: <https://ffrplapps.libraryweb.org/arnett-murals?PFR=485...>



Arnett Branch Library is at Friends & Foundation of the Rochester Public Library.

September 12, 2020 · 🌟



Richmond Futch Jr. and Ebony Singleton are beautifying the Arnett Branch Library today! To learn more about what they and their fellow artist Chloe Smith are working on please click on this link: <https://ffrplapps.libraryweb.org/arnett-murals?PFR=485...>



Arnett Branch Library is with Hipocampo Children's Books.

January 15 · 🌟

We were visited by two members of the 1st Tuesday Book Club and Friends today! We could not resist asking them, Lois Camphausen and Lorraine Dvorin, to model Goodnight Moon and Where the Wild Things Are for us. These two books are part of a ginormous bunch of kid and teen books the club kindly bought for us to give to our neighborhood youth. We have had so much fun passing these books out to our young readers. Earlier today we received word from HipoCampo Children's Books that a second wave of books will be arriving at the library next week! Thank you so much for your generosity 1st Tuesday Book Club! You have made a lot of our families very happy this winter!



Arnett Branch Library

March 1 · ⚙️

A big thank you goes out to the 1st Tuesday Book Club and Friends! They kindly supplied us with a huge amount of books for us to give away to kids through January and February! Here are photos of the last three books we gave away being enjoyed a young reader, Juniper, and her dad, Peter.





Arnett Branch Library

March 25 at 4:40 PM · 🌐



We are happy to have Ms. Kendra White join our team! Ms. Kendra is our new Teen Services/Safe-To-Be-Smart Library Assistant. When we asked where she would like to be photographed for this post she immediately pointed to the Langston Hughes Book Spine Mural and its wonderful quote. Welcome aboard Ms. Kendra!



Rebecca Fuss and 15 others

1 Comment

Peer-to-Peer Fundraising: The Arnett Mural Project

Results

- Gave donors a feeling. “They did this for me.”
- Leveraged book donations
- Email request to fund an additional mural in the future
- \$2,560 from 30 donors
 - From \$5 cash to \$500 from longstanding modest donor

Conclusion –
What can your
Friends group
do?

- Relationship
- Personal
- Connected

Thank you!

Rebecca.Fuss@libraryweb.org

585-428-8323