

Great Neck Library
Fundraising Committee
Thursday, March 1, 2018—7:30pm
Main Library

Board Members:

Robert Schaufeld (RS)
Joel Marcus (JM)
Rebecca Miller (RM)
Josie Pizer (JP)
Barry Smith (BS)
Weihua Yan, Chairperson (WY)

Library Professionals:

Denise Corcoran (DC)
Tracy Geiser (TG)
Steven Kashkin (SK)
Donna Litke (DL)
Holly Coscetta (HC)

Call to Order

The meeting of the Great Neck Library's Fundraising Committee was called to order on March 1st at 7:30pm by WY.

Goals and Purposes for Fundraising

WY welcomed all the members to the meeting, noting that the committee has not met for 1 year. WY opened the floor for members to give their thoughts on fundraising goals and how to make them happen.

RS commented that there are insufficient funds for landscaping. The Library needs to raise money for an endowment to maintain the garden as well. Money could be raised for a special collection that would be of interest to the community, as well as for programs to be spent at the discretion of the Library.

BS questioned what funding is needed for the garden. SK explained there is over \$900K in the fund. Some came from the Ann Hyde Estate donation and other money was budgeted. RS noted that the project requires \$1.2M for completion. WY asked if the funds will be required in this fiscal year. SK commented that the expense will spill into next year. SK further explained that some of the fees for Bayview have been paid, so the funding required will be less.

JP cautioned to never figure less--there is always a need not anticipated.

RS shared that once the landscaping starts, people will be more willing to give.

BS asked if the Library has tried a campaign to reach out to businesses. RS responded no.

BS suggested coming up with a campaign with a catchy phrase and approach businesses with a focus on the future for children. Having a brick engraved for those who donate is an option.

WY questioned if maintenance of the garden has been budgeted. RS noted the garden would be best if self-sustained through fundraising dollars. WY asked if there is a figure planned for maintenance. SK noted there is not. JP suggested going to the professionals for an estimate.

BS suggested Levels doing a car wash to help the Library.

The committee moved to the list of funds that the Library currently maintains.

JM pointed out the Carter Fund and noted that it could be an option. RM cautioned that the Library needs to go back to the original documents to see how the donation was worded. SK explained that the fund was earmarked for education. The museum passes are currently paid for from the fund.

JP commented that the Carter Fund could be used for the STEM lab.

JM pointed out that the Children's Garden offers education.

RM stressed that most libraries have ongoing fundraising and do not fundraise for individual projects. The money is collected and spent. The library points out what was done with the money provided. The intent is to develop a culture for the Library to be a place to give to.

JP shared that a Friends Group is a separate organization with structure. The group raises funds for projects with direction from the Director. RM noted that the Library does not have a Friends Group and will be fundraising independently. RS asked if there are restrictions on fundraising. DC noted that there are and will investigate.

WY noted that as a nonprofit group, the Library can fundraise. A coordinator from staff needs to be appointed. DC cautioned that the coordinator must be from administration.

WY asked who will go out into the community to gather support and send out emails. DC noted that she can do it. A manageable plan is required. The plan is to be deliberate in how the Library reaches out.

RM suggested an annual appeal. From the last meeting, it was RM's responsibility to investigate how other libraries raise money and samples have been secured. The material can be sent to whoever needs it. The structure can be followed. The start time is generally October/November with a letter.

BS offered to write the 2 draft letters —community and business-- for the committee to review and edit. The committee needs to get started with general fundraising. JP added that a list of projects should be included in the letter. WY noted that the letter does not have to wait for year end.

JP added that patrons can give all year long and apply it to their taxes. The Library will acknowledge the donations.

RM noted that a follow up letter should go out once a patron has given to the Library. DL questioned who the letters would go to. RM commented that it could be a general appeal to all. A version could be sculpted for business owners. Any donation with permanent naming must be a major gift.

SK distributed a handout put together by Neil that demonstrated naming opportunities from other libraries.

BS commented that there are a lot of high profile people in Great Neck. The Great Neck Chamber of Commerce has a full listing of all businesses in the area. RS stressed that there is a lot of competition.

RM cautioned that the Library needs to initiate a pattern for giving. Later, the Library can celebrate the giving with a gala, once there is a base. The Library becomes the focal point.

RS noted the Great Neck Historical Society sells items with their name. DC agreed that the Library could start small with products and build. JP suggested starting with a book sale. DC noted that it could be

paired with a GNL canvas tote. DC suggested making a plan and possibly waiting a couple of months to begin. There are books that are outdated that can be used.

RM explained that in an active collection, it is normal to have a book sale. Patrons also donate and you can sell what you can't use. Book sales do not generate a lot of money. The Library still needs to fundraise.

RM asked RS to price the hat he had with the Library logo. Hats could be the place to start.

WY shared that the Library could sell bricks in the garden. RM cautioned that bricks pose permanence problems. Once all of the bricks are sold, where do you go? A digital giving wall can be established and constantly updated.

BS suggested a group BillyBooks. The organization buys books cheap and sells. RM explained they follow the book fair model. BillyBooks provides a festival of books and brings in professionals to sell. The Library gets a piece of the profit. DC took the number for BillyBooks from BS and agreed to investigate.

WY shared that a lot of ideas have been offered. The committee needs to set a priority.

RS suggested the book fair for the spring. DC noted that the Gallery could be used for the sale. If there is an event, it would be even better for traffic. HC suggested May/June as the best timing with children heading to camp and summer reading assignments.

WY noted that the fundraising does not have to be all done by staff. The committee can tap on the BoT members, patrons, and youth. BS noted the independent living facilities may have adults willing and able to help.

WY commented that the committee is made up of BoT members and staff. WY suggested adding 2-3 members of the community to be permanent members. RS cautioned that members of the community were not currently present at this meeting but are always welcome.

DC cautioned that there are steps to be taken. First there needs to be goodwill in the community. It's a building process. BillyBooks is a good step in changing the perception. Bricks are an item for later discussion, possibly once construction has started.

WY noted that process for fundraising is long term. The committee can't attack all ideas at once.

BS noted that the book sale is a short setup. For the annual appeal, a target date needs to be set.

RM noted that a realistic approach needs to be formulated--the book fair is fast. The Library needs to initiate an ongoing giving program and plan an annual appeal. The Library has to show the community that it is engaging for the future, with items like the STEM lab and landscaping.

RS shared that there are organizations like the Rotary that raise money and give it away. The Library satisfies the needs of the community and could be recipient.

BS added that the Great Neck Chinese Association is very involved and could be a source for funding.

WY asked that information for the book fair be ready for the next meeting. BS will have the letters. RM will send BS the samples and the committee will set a target date.

RS added that a letter for landscaping should be sent out after the project is started for money to be added to the project. DC noted that the design boards for the landscaping project are in her office. JP shared that they could be put out again. RM suggested starting to write the letter and decide later when to send it out. JP stressed that if you want people to think about giving don't wait.

RM noted that the committee will need a budget for mailing and offered to investigate the most successful mailing vehicles. JP noted that the mailing could include a giving envelope. The request could also be done virtually through an email blast. The Library needs to gather as many emails as possible.

WY suggested gathering email addresses through the self-checkout system. DC agreed to investigate.

The next meeting is scheduled for April 16th.

RM will email information to HC to email to BS to follow protocol.

Meeting was adjourned at 9:05pm.

Submitted by Jamie Eckartz

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Action Items

Denise Corcoran

1. Investigate the restrictions on fundraising for the Library.
2. Investigate BillyBooks as an opportunity for a spring fundraiser.
3. Investigate if email addresses can be collected through the self-checkout system.

Rebecca Miller

1. Forward the information on other libraries for fundraising HC to be sent to BS.
2. Investigate the most successful mailing vehicles for the fundraising letters.

Barry Smith

1. Write up drafts for fundraising from the community and local businesses.

Robert Schaufeld

1. Price the baseball hat with the Great Neck Library logo for a fundraising opportunity.