

Great Neck Library
Fundraising Committee
Monday, April 16, 2018—7:30pm
Main Library

Board Members:

Robert Schaufeld (RS)
Joel Marcus (JM)
Rebecca Miller (RM)
Josie Pizer (absent w/notice) (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 April 16st at 7:30pm by WY.

Action Items

Denise Corcoran

1. *Investigate the restrictions on fundraising for the Library.* DC directed the committee to an insert in the agenda just after the minutes. NYSED dictates that libraries are exempt, but may have to complete an exemption form. Further inquiry has been made with the attorney. The exemption needs to be confirmed. The Library has not solicited in the past. Letters to be sent out need to be clarified. It is common practice for libraries to fund raise. It needs to be done correctly.
RS cautioned to avoid raffles and games of chance. They are governed differently and are required to be registered regardless of the organization.
DC explained that the letter can be composed and ready to go, once the regulations are all clarified and the attorney has weighed in.
RS informed that the letter must be approved by the BoT and the postage assigned.
2. *Investigate BillyBooks as an opportunity for a spring fundraiser.* DC shared that BiilyBooks needs space to set up and take care of the whole fundraiser. The books are all new. The Library has 3 choices—20% of the sales in books, 15% of the sales in a rebate check, or 10% of the sales in books and 10% in a rebate check. BillyBooks needs lead time for advertising—enough time to make it a good fundraiser. The best audience is children; they will do whatever mix the Library wants. RS cautioned that a resolution will be required for BoT approval. DC noted that a more specific agreement will be required to go forward. DL explained that for the newsletter, the information is due May 4th for the summer issue. DC shared that if the event were to be earlier, an email blast be sent and the schools be notified. RM questioned how the Library gets to see what is sold. BS shared that the company offers mainstream children's books. At the sales at Queens Hospital, the prices range from \$2 to \$4. DC expressed interest in attending one of the events. RS asked to get a proposal from Scholastic. RM added that Follett has started to do book fairs as well. RS cautioned to wait for the newsletter to save money on a mailing. DC noted the book fair will be a high priority. HC will keep the committee informed. RS asked to include foreign language books in the proposal.

RM asked DL to save a prominent place in the newsletter. RS asked if all the details are gathered, the item can go on the May BoT agenda.

3. *Investigate if email addresses can be collected through the self-checkout system.* DC explained that it is possible to collect email addresses. It would require an additional app to be created. The receipt slips are set up to be emailed if there is an email already in the system. There are other methods to collect email addresses. The Library will be asking staff to ramp up the collection.

WY noted that collecting through the website is a good option. TG shared that the Library had tried a pop-up and patrons requested its removal. BS asked to check with the Parks Dept. to see how they handle it. DC agreed. RS cautioned that they are different, being a paid membership. RM noted that Library Journal did an article on email usage. Opt-in is more successful than opt-out. Trust is a high priority. HC asked DL if there are stats on the email blasts. DL was unsure. The vehicle used is Constant Contact. WY noted that Constant Contacts provides analytics.

DC shared that the Library can also use social media to collect. Catching more emails can save the Library more money in mailings.

TG cautioned that the community has a wide mix. There are a lot of elderly that do not have emails. BS asked the committee to look forward. Catch the emails on renewals.

RS asked for a privacy policy to be formulated. Information is not sold or used beyond the Library use.

Rebecca Miller

1. *Forward the information on other libraries for fundraising HC to be sent to BS.* Done.
2. *Investigate the most successful mailing vehicles for the fundraising letters.* RM explained that she reached out to colleagues and provided a step by step method for fundraising based on an annual appeal. A hand written thank you is best practice in a timely fashion. The annual appeal letter is tied into tax time. The letter should be mailed October/November. The letter should go out yearly to get people in the habit of giving. BS added that some send out the letter twice a year.

RM noted that Princeton Public started with the annual appeal. Now, they look all year long for donations. Different letters are formulated and mailed out during the year. RS noted that the change in taxes could have impact on an annual appeal. RM agreed, commenting that people will be concerned with having less.

WY explained that donations will not be affected due to other deductions being eliminated. BS added that funding for postage needs to be secured.

WY moved to staffing for fundraising. DC shared that the staff is union and fundraising is not in the job description.

RS noted that long range, a Friends Group will be established. DC noted that there is a link to setting up a Friends Group through NYLA for a webinar done in March 2018. There is detailed information on how to set up the 501(c) (3).

WY suggested looking for volunteers from the community to assist with fund raising. DC expressed concern as to who would supervise volunteers. Every aspect has to be overseen. The Library may not be in a position to do it.

RM noted the committee was getting ahead of itself. At this time, simple questions need to be answered, flagging staffing as an issue. The committee needs to create an understanding of what will be needed.

RS shared that certain former trustees and soon-to-be former trustees will get together to form the Friends Group in February of 2019. RS asked DC to forward the webinar to Marietta DiCamillo.

Barry Smith

1. *Write up drafts for fundraising from the community and local businesses.* BS apologized for not having the letter. The computer he was working on shut down. The letter will be reformulated and sent out next week.

Robert Schaufeld

1. *Price the baseball hat with the Great Neck Library logo for a fundraising opportunity.* The range of the baseball cap is \$12 to \$17. There is more included in the packet. The hat would have an embroidered logo and is ordered as needed for sale at the Circulation desk. The hat would be more for publicity than making money.

DL suggested making a car magnet or a book bag. RM suggested mugs.

WY suggested selling the hat on the internet. JM cautioned that the item must go to Finance.

SK noted that there is no line in the budget for buying promotional items.

Ideas/Discussion

WY opened with the concept of membership based on donations--giving with recognition.

RS asked to take the item off the table. The Library cannot treat anyone differently.

DC suggested a designation based on the amount of the gift—bronze, silver, and the like. RS noted that once the framework is set, the committee can characterize the levels of giving. DC cautioned that for visual recognition, the Library needs to set standards.

WY suggested using the annual report, the website and the newsletter to list the donors. There could also be a donor wall for high value donors. RS added that endowments for rooms could be considered. DC cautioned that there should be a time period attached, depending on the size of the donation. WY cautioned the BoT needs to approve donor levels and naming rights. RS asked for a comprehensive write up to be done and submitted to the BoT.

RM noted agreement with the levels, but not the wall. The committee should take time to name the levels to mean something to the community. Instead of bronze, possibly choose a bird or tree that is popular. The wall is not seen all over. It has permanence and the Library can run out of space. The digital wall that rolls can be updated continuously. DC shared that she is still vetting digital signage. Also, does the committee want to look at accepting money beyond cash and checks? Patrons may be more interested in using the credit card. SK noted the Library takes credit cards on line on the website.

WY commented that there are vendors that provide fundraiser websites and collect the money. At the next meeting, WY will be prepared to discuss. The Library does not have to create the website.

RM asked for the committee to push the campaign and set up a time frame for fundraising.

Next meeting will be May 23rd. Meeting adjourned at 8:49pm.

Submitted by Jamie Eckartz

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Action Items

Denise Corcoran

1. Wrap up the investigation on the restrictions on fundraising for the Library with the attorney.
2. For the book fair, vet BillyBooks, Scholastic, and Follett and make a recommendation to the BoT (for May mtg) , include Foreign Language Books.
3. Investigate how the parks Dept. collects emails form their members.
4. Send to Policy a request for a privacy policy regarding email use.
5. Send the link form NYLA for the Friends Group to Marietta DiCamillo for review.

Donna Litke

1. Reserve space in the newsletter for a book fair.
2. Secure stats on email blasts for the committee.

Barry Smith

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

Weihua Yan

1. Put together a presentation on companies that provide fundraising websites for the committee.