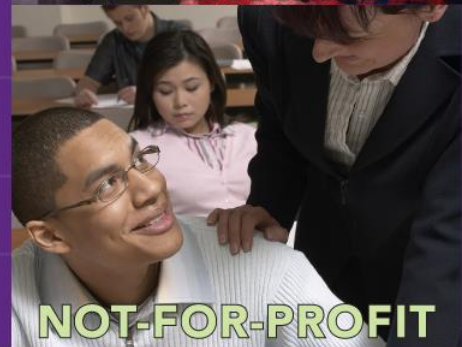
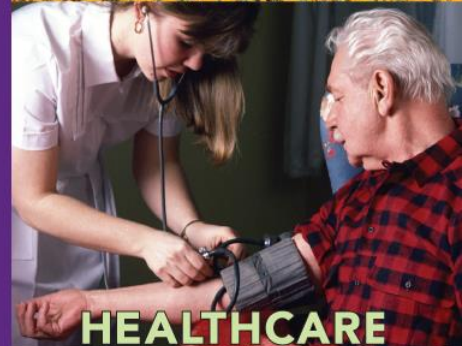
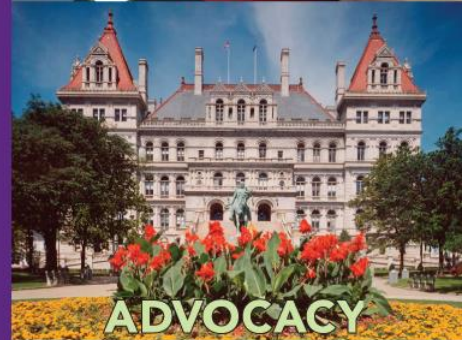


MESSAGE ► STRATEGY ► RESULTS
**COMMUNICATION
SERVICES** —► SINCE 1984

Strong Advocacy. Stronger Fund Raising

Presented by Libby Post, Communication Services
September 6, 2018
Westchester Library System

BRANDING
STRATEGIC
COMMUNICATIONS
MARKETING
GRAPHIC DESIGN
and WEB DESIGN



MESSAGE : WHAT YOU SAY > STRATEGY : HOW YOU SAY IT > RESULTS : THEY SPEAK FOR THEMSELVES!

Contact Information:

- Libby Post, President & Strategist-in-Chief
- W: 518/438-2826
- C: 518/857-6788
- lpost@commservices.net
- www.commservices.net
- PO Box 1115, Albany, NY 12201

Why Be An Advocate

- If you don't stand up for your library, who will?
- If you stand up for your library
 - Staff will
 - Friends will
 - Patrons will
 - Community leaders will
 - Our elected officials possibly will (if we make it politically safe for them)

Your Advocacy Message

- Your message is the core argument
- Must be the foundation upon which all organizing is based
- Bold, clear, concise
- People should feel their self-interests are connected to the interests of the campaign
- Talk directly to people in plain language

Your Advocacy Message

- Message based in values should be succinct, compelling and understandable
- Paul Wellstone:
 - “People respond according to their sense of right and wrong. They respond to a leadership of values.”
- Never assume people will see the inherent logic of our view and support us
 - Have to give them a reason to support us before asking for their support

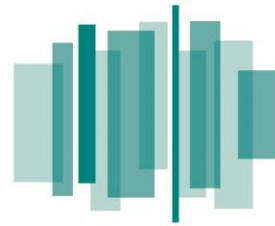
Your Advocacy Message

- Empowering people to participate and act
- Take away a good feeling from being a part of the campaign
 - Emotional hook
- Want to inspire people to take action
 - Depends on whether message leaves people feeling hopeful, energized and that their contribution will make a difference

What Do We Mean By “Essential Service?”



Return on Investment



SCARSDALE
PUBLIC LIBRARY

OUR ACTIVITY FOR 2015



263,732
LIBRARY VISITS



27,862
PUBLIC COMPUTER
80,303
WIRELESS SESSIONS



370,955
ITEMS CIRCULATED



17,703 eBOOKS
downloaded



17,244 PEOPLE
attended
489 LIBRARY
PROGRAMS



TOTAL VALUE of Library
programs and services:
\$8,751,162



For every village tax dollar invested
\$2.39 RETURN
ON INVESTMENT

These numbers come from the Library's State Division of Library Development annual statistical report. The Return on Investment is derived from dividing the amount of Village public funding into the total value of library programs and services.

ROI and a Building Project

CONTINUE OUR INVESTMENT...IMPROVE THE SCARSDALE PUBLIC LIBRARY

There's no doubt that the Scarsdale Public Library is well used and is a good investment of our tax dollars.

There's been a lot of chat about the proposed improvements to the Library. **Here are the facts.**

We need to improve the Scarsdale Public Library

- The building does not comply with the Americans with Disabilities Act.
- The Library's main room is built on a slab. Coupled with the room's 1970's wiring, it is nearly impossible to retrofit our space and keep up with the community's technology needs.
- The building is not adequate to meet the demands of the community. Our two meeting rooms are booked to capacity, there are no small group rooms for students or others, the children's room is too small, our teens have no dedicated space and there's no comfortable, quiet space for our patrons.
- Currently, the building is looking at repairs that if not rectified will balloon to at least \$4.5 million within the next 15 years--the life of the proposed bond.

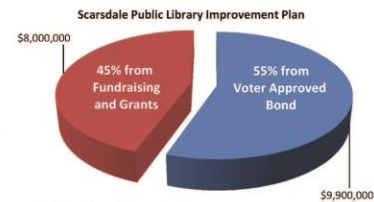
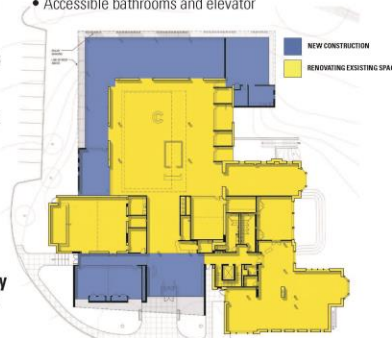
We cannot and should not take a band aid approach to improving the Library. The Library's Improvement Plan is an opportunity for Scarsdale to come together and make a positive difference for all of us.



Paid for by the Friends of the Scarsdale Library.

Improvements to the building will include:

- A larger children's room
- Quiet, comfortable reading and work spaces
- A dedicated teen zone
- A technology suite and Maker Space
- Two new multi-purpose meeting rooms and four small quiet study/meeting rooms to accommodate the needs of local community groups
- Open stacks to house our full collection
- Accessible bathrooms and elevator



A Dig-Once Opportunity

The Library's Trustees heard the concerns of the Village Board and the community. \$3 million has been cut from the proposed project and it is now the right size for our community. The \$3 million cut amounts to 30% of the net municipal costs.

The total cost of the Library Improvement Plan is \$17.9 million. Independent estimators were used to develop the project's cost.

For homes in Scarsdale assessed at \$1.5 million (average residential property assessment), the cost of the Library's Improvement Plan would be \$137 a year or \$2.63 a week—less than a Starbucks coffee.

When looking at the costs of similar local library building projects, our costs are on the lower end of the scale.

Library	Funding Sources	Project Scope	Start Year Total	Square Footage	Cost Adjusted for Inflation	Adjusted Cost Per SF
Ossining	Bond/Grant	New Building	2004	44,000	\$22,527,022.01	\$511.98
Darien	Private/Sale of Bldg	New Building	2006	54,000	\$32,253,993.10	\$597.30
Mt. Kisco	Bond/Grants	New Building	2005	18,000	\$11,073,870.97	\$615.22
Greenburgh	Bond/Grants	Expand & Remodel	2005	42,000	\$27,684,677.41	\$659.16
Mamaroneck	Bond/Private/Grants	Expand & Reno	2008	33,000	\$24,702,016.59	\$748.55
Scarsdale	Bond/Private/Grants	Expand & Reno	2017	35,400	Real Cost: \$17.9M	Real Cost/SF: \$506.00

Strong Message= Strong Advocacy

- Build your base of support
 - Community leaders
 - Opinion leaders
 - Friends and Patrons
 - Moms and Dads
 - Adult Users
 - Over and under 50

Getting People Engaged

- Folks relate to your message
- Get emotionally attached to your cause
- Will work for the Library
- Want the Library to be strong and an important part of the community

Making That Energy Work in Fund Raising

- Fast forward—you've won your advocacy campaign
- Now what?
- Turn your advocates into donors
- Continue your message but shape it so that instead of voting people give

Your Fund Raising Message

- Your message is the core reason to give
- The foundation upon which all asks are based
- Bold, clear, concise and emotional
- People should feel their self-interests are connected to giving
- Talk directly to people in plain language

Your Fund Raising Message

- Message based in values should be emotional, compelling and understandable
- Paul Wellstone:
 - “People respond according to their sense of right and wrong. They respond to a leadership of values.”

Your Fund Raising Message

- Empower people to participate and act
- Have a good feeling from giving
 - Emotional hook
- Inspire people to take action through giving
 - Depends on whether message leaves people feeling hopeful, energized and that their contribution will make a difference

What Do We Mean By “Essential Service?”



Basic Tools You'll Need to Start

- Lists
 - You need to have lists of your advocates.
 - Friends
 - If you tracked your supporters in the voter file database, you'll have their snail mail address
 - If you garnered email addresses from an online petition, match them to the snail mail address
 - If you can update phones—cell and land—that would be great

Basic Tools You'll Need

- Understanding Who Gives and Why

In 2016, INDIVIDUAL DONORS drove the rise in philanthropic giving

And for only the sixth time in 40 years, all nine major philanthropy subsectors realized giving increases

\$390.05 billion

Where did the generosity come from?

Contributions by source
(by percentage of the total)

Giving by Individuals
\$281.86 billion

↑ 3.9% **72%**

increased 3.9 percent (2.6 percent when inflation-adjusted) over 2015

Giving by Foundations
\$59.28 billion

↑ 3.5% **15%**

was 3.5 percent (2.2 percent when inflation-adjusted) over 2015

Giving by Bequest
\$30.36 billion

↓ 9.0% **8%**

declined 9.0 percent (10.1 percent when inflation-adjusted) over 2015

Giving by Corporations
\$18.55 billion

↑ 3.5% **5%**

increased 3.5 percent (2.3 percent when inflation-adjusted) over 2015

The single largest contributor to the growth in total giving was an increase of \$10.53 billion in **GIVING BY INDIVIDUALS**—offsetting declines from bequest giving.

Where are all of the charitable dollars going?

(as a percentage of the total)

32% Religion \$122.94 billion

15% Education \$59.77 billion

12% Human Services \$46.80 billion

10% To Foundations \$40.56 billion

8% Health \$33.14 billion

8% Public-Society Benefit \$29.89 billion

5% Arts, Culture, and Humanities \$18.21 billion

6% International Affairs \$22.03 billion

3% Environment/Animals \$11.05 billion

2% To Individuals \$7.12 billion

Each charitable subsector grew in 2016 except for giving to individuals. Growth rates ranged from approximately 3–7 percent.

Giving USA Foundation™, The Giving Institute, and the Indiana University Lilly Family School of Philanthropy are pleased to continue their partnership in providing the most comprehensive, longest-running, and most rigorously researched resource on U.S. charitable giving, *Giving USA: The Annual Report on Philanthropy*. It is a privilege to report on Americans' generosity and related historical trends on U.S. charitable giving.

* All figures on this infographic are reported in current dollars unless otherwise noted.

Visit www.GivingUSA.org to learn more and to order your copy of *Giving USA 2017: The Annual Report on Philanthropy for the Year 2016*.



Who Gives More?

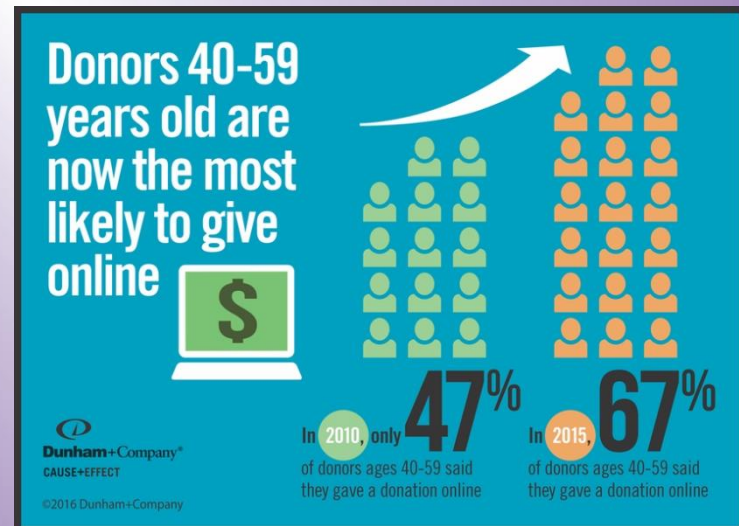
- Volunteers with a relationship to the organization
 - Households with at least one volunteer gives at a much higher percentage than households without
- People who have been engaged in advocacy
 - They are volunteers, after all

You Have Lists, You Want to Raise Money, Now What?

- Legal Structure
 - Work through the Friends
 - Create a Foundation
 - Separate 501C3 so that the money is not considered public
 - Join the NY Council of Non-Profits
- Leadership
 - Who will lead?
 - The chair of the Library Board can't be chair of the 501C3 board
 - There can be overlap
 - Mission is clear—to support the Library
 - Everyone gives

Where Do You Start?

- Plan
 - Determine what you want to do
 - How much you'd like to raise
 - Be realistic
- Years 1-3
 - Special events
 - Direct mail
 - Online giving
 - Social Media



Events—Most Time Consuming

- What type of event
 - Who are you honoring?
 - What kind of fun do you want to have?
- Honorary Committee
- Corporate Support
- Event Journal
- Invitations

Events—Most Time Consuming

- Logistics
 - Venue
 - Decorations/flowers
 - Food
 - Drink
 - Awards
- Staffing
 - Paying at the door
 - Ability to take credit cards
- Silent auction
- Program
- MC
- Cleaning Up

Event Check List



TO: HOLLY McKENNA AND LITERARY LEGENDS EVENT COMMITTEE
 FROM: LIBBY POST
 COMMUNICATION SERVICES
 RE: EVENT PLANNING CHECK LIST

Below is a check list of activities for the event. This list is a living document. As we move forward, feel free to add to it and new ideas are developed.

Event: Literary Legends, Saturday, November 14th, 7 p.m.-9:30 p.m. at APL's Delaware Ave. Branch

Timeframe	Tasks	Completed?
August 2015	Develop a budget (see sheet attached)	<input type="checkbox"/>
	<ul style="list-style-type: none"> Establish attendance goal to help estimate costs 	<input type="checkbox"/>
	<ul style="list-style-type: none"> Determine costs for food and beverage beyond what is donated 	<input type="checkbox"/>
	<ul style="list-style-type: none"> Determine entertainment costs beyond what is donated 	<input type="checkbox"/>
	<ul style="list-style-type: none"> Estimate costs to rent skirted high-top tables and 6" tables for food, beverages, silent action and check-in 	<input type="checkbox"/>
	<ul style="list-style-type: none"> Podium and microphone rental costs 	<input type="checkbox"/>
	Get Honorary Committee prospect lists from honorary chairs and honorees	<input checked="" type="checkbox"/>
	Develop list for programs ads: local business, other vendors, community partners	<input checked="" type="checkbox"/>
	Solicit event sponsors/program advertisers (local and major vendors)	<input checked="" type="checkbox"/>
	Solicit honorary committee	<input checked="" type="checkbox"/>
	Organize silent auction committee and begin to solicit items	<input type="checkbox"/>
September 2015	Design invitation	<input type="checkbox"/>
	Food and beverage donations secured	<input type="checkbox"/>
	Entertainment donation secured	<input type="checkbox"/>
	Solicit program ads (local businesses, other vendors, community partners)	<input type="checkbox"/>
	Secure additional names and addresses for invitation list from honorees	<input type="checkbox"/>
	Follow up on sponsor solicitation requests	<input type="checkbox"/>
	Follow up on program book ad solicitation requests	<input type="checkbox"/>
October 2015	Print and mail invitation package by October 1	<input type="checkbox"/>
	Order honoree gifts	<input type="checkbox"/>
	Finalize food, beverage and live music	<input type="checkbox"/>
	Reserve tables, podium and microphones as needed	<input type="checkbox"/>
	Targeted phone follow up on invitations	<input type="checkbox"/>
	Follow up on sponsor solicitation requests	<input type="checkbox"/>
	Follow up on program book ad solicitation requests	<input type="checkbox"/>

October 2015	Determine signage needs	<input type="checkbox"/>
	<ul style="list-style-type: none"> Welcome sign 	<input type="checkbox"/>
	<ul style="list-style-type: none"> Sign In table sign 	<input type="checkbox"/>
	<ul style="list-style-type: none"> Honorary committee/sponsor board 	<input type="checkbox"/>
	Determine staffing needs	<input type="checkbox"/>
	Determine who will MC the event	<input type="checkbox"/>
	Determine order of program	<input type="checkbox"/>
	Follow up on sponsor solicitation requests	<input type="checkbox"/>
	Follow up on program book ad solicitation requests	<input type="checkbox"/>
Week of 11/2	Finalize the following	
	<ul style="list-style-type: none"> Food and beverage arrangements 	<input type="checkbox"/>
	<ul style="list-style-type: none"> Guest count 	<input type="checkbox"/>
	<ul style="list-style-type: none"> Staffing 	<input type="checkbox"/>
	<ul style="list-style-type: none"> Program book layout and printing 	<input type="checkbox"/>
	<ul style="list-style-type: none"> Silent auction donations 	<input type="checkbox"/>
	Produce event journal	<input type="checkbox"/>
Week of 11/9	Order corsages/boutonnieres for honorees	<input type="checkbox"/>
	Create event schedule and distribute to stakeholders	<input type="checkbox"/>
	Organize silent auction items and create bidding sheets	<input type="checkbox"/>
	Prepare attendee name tags	<input type="checkbox"/>
	Develop script for event	<input type="checkbox"/>
	Make sure honorees know what the program is and what is expected of them	<input type="checkbox"/>
11/14—Day Of	Set Up check in	
	<ul style="list-style-type: none"> List of attendees 	<input type="checkbox"/>
	<ul style="list-style-type: none"> Set out nametags alphabetically 	<input type="checkbox"/>
	<ul style="list-style-type: none"> Distribute program books, one per couple 	<input type="checkbox"/>
	General Set Up	
	<ul style="list-style-type: none"> Silent auction table 	<input type="checkbox"/>
	<ul style="list-style-type: none"> Food and beverage tables 	<input type="checkbox"/>
	<ul style="list-style-type: none"> Live music 	<input type="checkbox"/>
	<ul style="list-style-type: none"> Podium and Microphone 	<input type="checkbox"/>
	<ul style="list-style-type: none"> Signage 	<input type="checkbox"/>
	Order of Go for Program	<input type="checkbox"/>
	<ul style="list-style-type: none"> Make sure MC and honorees are in place for program 	<input type="checkbox"/>
	<ul style="list-style-type: none"> Recognize elected officials and dignitaries 	<input type="checkbox"/>
	<ul style="list-style-type: none"> Make sure awards are where they should be 	<input type="checkbox"/>
	<ul style="list-style-type: none"> Make sure script is available and followed 	<input type="checkbox"/>
Post-Event	Analyze what went well and where to improve for next year	
	<ul style="list-style-type: none"> Record and develop a check list 	<input type="checkbox"/>
	<ul style="list-style-type: none"> Determine date for 2016 	<input type="checkbox"/>
	Reconcile invoices, pay final vendor bills	<input type="checkbox"/>
	<ul style="list-style-type: none"> Determine net income 	<input type="checkbox"/>

Event Budget



Sample Budget

Net Goal _____ Fundraising Ratio _____ Gross To Raise _____

	Projected	Actual	In-Kind
Income			
Tickets: _____ Tickets @ \$ _____ each			X
Sponsorship/Cash Donations			
Drawing: _____ Tickets @ \$ _____ each			
Cash Bar: _____ Tickets @ \$ _____ each			
Silent/Live Auction Income			
Product Sales			
Other: _____			
Total Income	\$ _____	\$ _____	\$ _____
Expenditures			
Space Rental			
Security and Janitorial			
Food & Beverages			
Food Cost \$ _____ or \$ _____ per Person			
Cateter			
Equipment Rental			
Beverages			
Bartenders: _____			
_____ for _____ hours @ \$ _____ per Hour			
Paper Products & Misc.			
Printing & Graphics			
Invitations			
Tickets			
Posters & Signage			
Programs			
Copying			
Publicity			
Photography			
Media Advertising			
Entertaining & Comp Tickets			
Mailing Service			
Dance Submittals and Thanks			
Invitations & Tickets			
Volunteer Correspondence			
Publicity			
Entertainment			
Decorations			
Security			
Insurances			
TOTAL EXPENDITURES	\$ _____	\$ _____	\$ _____
TOTAL NET PROFIT (LOSS)	\$ _____	\$ _____	\$ _____
IN-KIND DONATIONS ESTIMATED			\$ _____
TOTAL VALUE			\$ _____

Invite Package

- Should be professionally done

A VERY SPECIAL THANKS TO OUR LITERARY LEGENDS SPONSORS

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ALBANY PUBLIC LIBRARY
LITERARY LEGENDS

RECOGNIZING OUTSTANDING LOCAL AUTHORS, ILLUSTRATORS & PUBLISHERS
FOR THEIR EXTRAORDINARY CONTRIBUTIONS TO THE ART OF LETTERS

CELEBRATING THE LITERARY TALENT OF LOCAL AUTHORS

• MARION ROACH SMITH •
• DR. LEONARD A. SLADE, JR. •

SATURDAY, OCTOBER 22, 2016

• ARBOR HILL / WEST HILL BRANCH •
ALBANY PUBLIC LIBRARY

• HONORARY CO-CHAIRS •

HON. DANIEL AND ALEXSA MCCOY HON. DARIUS SHAMSTAR AND HON. NOELLE KINSICH

• LITERARY LEGENDS 2016 HONORARY COMMITTEE •

ELLEN M. BACH, ESQ. AND ROBERT V. KELLY III	STEVE AND LUCIA FISCHER	MICHAEL AND DIANA O'BRIEN
ANDREW AND MARIA BECHARD	ANDREW GAYLE	DANIEL O'CONNELL
HON. NEIL BREBLIN	ROGER GREEN	JO PAGE
BILL GALLER	TAMMIS GROFF	JOE AND LILLY PAPANONE
CATHERINE COUSAUGH	DR. GEORGE HENDRICK AND FAMILY	MARY-ELLEN FICHE
CINZIA CERA	PATRICE HOLLMAN	LEONARD RUCCHITTI
BERNARD F. CONNERS	MICHAEL AND AMBER HURT	ELLEN ROACH
HON. RICHARD COSTI	MIYU J. LAWRENCE	ROBERT SCHOFIELD AND REBECCA MURPHY
SUSAN D'ENTREMONT AND JOHN B. JONES	GREGORY MACTURE	HON. KATHY SHEEHAN
DONNA DUDON	HON. JOHN McDONALD III	KEN AND MARGGIE SKINNER
SUSAN J. DUBOIS	KATHLEEN McDONOUGH AND M. LUTHE McNELLY	KAREN AND TODD STRING
LINDA AND RON DUNN	HOLLY MCKENNA	I. DAVID SWARTZ, OMNI DEVELOPMENT CORP.
MARY ELLEN EHLERS AND FRED VENDITTI	PAUL NANCE AND GLENNA SPITZE	DR. MAURICE THORNTON
	KATHLEEN M. NAUGHTER	

Honorary Committee members are invited to a pre-event reception with the honorees that starts at 6:00 p.m.

THE ALBANY PUBLIC LIBRARY
FOUNDATION
CORDIALLY INVITES YOU
TO CELEBRATE OUR
2016 LITERARY LEGENDS

• MARION ROACH SMITH •
• DR. LEONARD A. SLADE, JR. •

FOR THEIR CONTRIBUTIONS
TO THE ART OF LETTERS

Event | Saturday, October 22, 2016
7:00 P.M. – 9:30 P.M.
Arbor Hill / West Hill Branch
Albany Public Library
148 Henry Johnson Blvd., Albany

Food | Café Capriccio
New World Bistro
Saati's
Students of the Brooklin Career and
Technical Center Culinary Arts Program
Yonos

Enjoy | Wine, Beer & Soda
Live Entertainment & Silent Auction

Tickets | \$75 per person
| Honorary Committee \$125 per person

RSVP | by Monday, October 17

Invite Package



SATURDAY, OCTOBER 22
7:00 P.M. – 9:30 P.M.
ARBOR HILL/WEST HILL BRANCH
ALBANY PUBLIC LIBRARY
148 HENRY JOHNSON BLVD.,
ALBANY

RSVP BY OCT. 17, 2016

FOR MORE INFORMATION,
PLEASE CONTACT
HOLLY MCKENNA
518-427-4367
president@
albanypubliclibraryfoundation.org

NAME: _____

ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ EMAIL: _____

YES, I/WE WILL ATTEND LITERARY LEGENDS. PLEASE RESERVE _____ TICKET(S) AT \$75 EACH.

YES, I/WE WILL ATTEND THE EVENT AND JOIN THE HONORARY COMMITTEE.

PLEASE RESERVE _____ TICKET(S) AT \$125 EACH. *Names will be highlighted in the evening's journal.*

NO, I/WE CANNOT ATTEND THE EVENT BUT WOULD LIKE TO MAKE A CONTRIBUTION.

ENCLOSED IS A CHECK IN THE AMOUNT OF \$ _____ *Payable to: The Albany Public Library Foundation.*

PLEASE CHARGE MY CREDIT CARD IN THE AMOUNT OF \$ _____.

VISA MASTERCARD CREDIT CARD NUMBER: _____

EXPIRATION DATE: _____ SECURITY CODE # ON THE BACK OF CARD: _____

NAME AS IT APPEARS ON THE CARD: _____

You can pay for your tickets online at www.albanypubliclibraryfoundation.org/news-and-events/

Contributions to Literary Legends are tax-deductible to the extent allowed by law.

Invite Package



Albany Public Library Foundation
161 Washington Ave.
Albany, NY 12210

CELEBRATING THE
ACCOMPLISHMENTS OF:

- MARION ROACH SMITH •
- DR. LEONARD A. SLADE, JR. •



Albany Public Library Foundation
161 Washington Ave.
Albany, NY 12210



Annual Appeal/Direct Mail

- Renewable, reliable source of income
- Long-term commitment
- Opportunity to reinforce message and “tell your story”
- Build donor/member base
- Build relationship



The Package

- The Letter

**HUDSON
AREA
LIBRARY**

51 N. 5th Street - Hudson, NY 12534 - 518-828-1792

Dear Dan,

When she was just ten years old, her mother said "I know you love reading fiction, but it's time to expand your horizons." The little girl told the Children's Librarian at her local public library what her mother said. In turn, the Librarian introduced her to the biography section, filled with stories of powerful women who made history. Stories about Harriet Tubman, Betsy Ross, Louisa May Alcott, and her favorite one of all... Marie Curie.

Fast forward forty plus years to 2014, and that little girl is now Hudson's Mayor, Tiffany Martin Hamilton. The Mayor credits her local public library with who she is today—a dedicated public servant. Hudson Area Library's Summer Reading Program opens the same doors for the thousands of children who participate each year.

Knowing what the Summer Reading Program can do for any child—the doors it opens, the minds it expands—fuels my commitment to the Hudson Area Library. Please join me in giving another gift to the Library's Annual Appeal—a gift that helps support our annual Summer Reading Program.

A \$25 donation helps underwrite 2 children coming to the program. \$50 enables us to provide 50 free books for Albany's kids to take home and keep. \$100 supports our annual SummerFest on Saturday, July 12th where families from all over the city come for a fun-filled day of activities, games, prizes and food.

Your support will ensure that our Summer Reading kids maintain and improve their reading skills over the summer. We both know, as does Mayor Hamilton, reading provides a window to the world through which children can expand their horizons far beyond the city's limits. More than 1,000 of Hudson's elementary school children participate in the Library's Summer Reading Program. It's a barrier-free activity available to any of our city's children.

Sports are great. So is summer camp. But the Summer Reading Program is recreation for the mind. Your gift to the Hudson Area Library's Summer Reading program helps our children be the best they can be... perhaps, even leaders of our great city and beyond.

Reading and comprehension are essential to our children's future success. The Summer Reading Program provides both. Please join me in supporting this vital program for Hudson's children.

Sincerely,



Miranda Barry
President, Hudson Area Library Board of Trustees

P.S. Please take a moment now to send in your contribution in the envelope enclosed. If you'd like to give online, we've got a new portal for you to use. Just go to www.hudsonate.org.

Yes, I want to contribute to **Hudson Area Library** Annual Appeal!

Enclosed is my contribution of:

\$50 \$100 \$250 \$500 Other \$ _____

Please make your check payable to **Hudson Area Library** and mail it, with this form, in the enclosed envelope, to **51 N. 5th Street, Hudson, NY 12534**

Dan Conuteson
56 Warren St.
Hudson, NY 12534



**2017-2018
ANNUAL
APPEAL**



**Support Our
Community's
Center**



**donate
it's easy**

**2017-2018
ANNUAL
APPEAL**

The Package

- The Envelopes



Opening the envelopes
and booking the
contributions is the really
fun part!



Online Giving

- Website with donate button on homepage

The screenshot shows the homepage of the New York State Animal Protection Federation. At the top, there is a navigation bar with links for HOME, THE EDUCATION FUND, DONATE, NEWS, and CONTACT US. The main content area features a large banner with a silhouette of a dog and a cat, and the text "NEW YORK STATE ANIMAL PROTECTION FEDERATION EDUCATION FUND". Below the banner, there is a news article titled "Good News for 5 Pit Bull Pups" with a sub-headline "Posted on April 12, 2018". The article text reads: "A few weeks back, our sister organization, the New York State Animal Protection Federation and its Division of Animal Cruelty Law Enforcement received a request from the Humane Society of the United States. HSUS was working with a well-established downstate law enforcement agency to help coordinate the emergency placement of five dogs seized through an ongoing animal fighting investigation. Three of the Fed's members got involved to create a pathway to safety for these dogs. The dogs can't remal...". To the right of the article is a video player with a play button and a progress bar. Below the video player is a section titled "WHAT IS THE EDUCATION FUND?".

Call us: 518-813-9176

Search...

NEW YORK STATE
ANIMAL
PROTECTION
FEDERATION
EDUCATION FUND

HOME THE EDUCATION FUND DONATE NEWS CONTACT US

Good News for 5 Pit Bull Pups

Posted on April 12, 2018

A few weeks back, our sister organization, the New York State Animal Protection Federation and its Division of Animal Cruelty Law Enforcement received a request from the Humane Society of the United States. HSUS was working with a well-established downstate law enforcement agency to help coordinate the emergency placement of five dogs seized through an ongoing animal fighting investigation. Three of the Fed's members got involved to create a pathway to safety for these dogs. The dogs can't remal...

BRING 'EM IN FROM THE COLD CAMPAIGN

NEW YORK STATE
ANIMAL
PROTECTION
FEDERATION

00:00 01:35

WHAT IS THE EDUCATION FUND?

Online Giving

- Donate page

The screenshot shows the website for the New York State Animal Protection Federation Education Fund. At the top, there is a header with a logo featuring a dog and a cat, and the text "NEW YORK STATE ANIMAL PROTECTION FEDERATION EDUCATION FUND". To the right of the header is a search bar and a phone number: "Call us: 518-813-9176". Below the header is a navigation menu with links for "HOME", "THE EDUCATION FUND", "DONATE", "NEWS", and "CONTACT US". The "DONATE" link is highlighted in blue. The main content area is titled "Donate" and contains the following text: "The New York State Animal Protection Federation Education Fund is the 501c3 arm of the Federation. Our work centers on protecting companion animals, strengthening shelters and creating new opportunities." "Your support of the Education Fund furthers our mission and puts you on the ground floor of creating new opportunities for the state's network of animal shelters." "Please take a moment today and send in your contribution which is tax-deductible to the fullest extent of the law." Below this text is a blue button labeled "DONATE NOW". At the bottom of the main content area, it says: "This contribution page is directly linked to our bank merchant account. It's not as fancy as other donation pages but it is as effective. Thanks for your support!". On the right side of the page, there is a video player with the title "BRING 'EM IN FROM THE COLD CAMPAIGN" and a thumbnail image of a dog and a cat. Below the video player is another section titled "WHAT IS THE EDUCATION FUND?".

Online Giving

- Merchant account page for amount

Donate to the NYSAPF Ed Fund

Please enter the amount you wish to pay:

Amount

USD

[« Return to Donate to the NYSAPF Ed Fund](#)

Your private information is secured using SSL (Secure Sockets Layer), the leading security protocol on the Internet. Information is encrypted and exchanged with an https server.

We respect your privacy. We will pass your name, address or e-mail address on only to the merchant.

Secure Payment provided by [First Data Corp.](#)

Online Giving

- Merchant page for transaction

Donate to the NYSAPF Ed Fund

Review Your Order


Total Amount: USD 100.00

[« Return to Donate to the NYSAPF Ed Fund](#)

Pay With Your Credit Card


Cardholder Name

Credit Card Number



Expiry Date (MMYY)

Verification

I'm not a robot  reCAPTCHA
[Privacy - Terms](#)

Your private information is secured using SSL (Secure Sockets Layer), the leading security protocol on the Internet. Information is encrypted and exchanged with an https server.

We respect your privacy. We will pass your name, address or e-mail address on only to the merchant.

Secure Payment provided by [First Data Corp.](#)

Options

<https://www.capterra.com/fundraising-software/>

- Online Giving and Donor Tracking
 - [Network for Good](#)
 - [DonorPerfect](#)
 - [eTapestry/Blackbaud](#)
 - [Salsa](#)
 - [Raiser's Edge](#)
 - [Rally](#)

Online Fund Raising and Social Media

- You have to be on social media
 - Facebook
 - Twitter
 - Instagram
- Make sure your webpage is connected to your Facebook page
- Make sure your Facebook page lists your website

Online Fund Raising and Social Media

<https://nonprofits.fb.com/topic/fundraising-tools/>

Facebook page



New York State Animal Protection Federation
@nysapf

Home
About

Like Follow Share ...

Donate

Online Fund Raising and Social Media

Fundraisers

About ...

Explore

Manage

Help Me Support the NYS Animal Protection Federation Education Fund

Shortcuts

Libby's Birthday Fundra...

+ Raise Money

This fundraiser has ended
Thanks to everyone who donated!

Janis, Todd and 48 other friends donated.

65 donated, 572 invited, 170 shared

Created By

Libby Post
On Facebook since 2008

4,207 friends

Edit Organizers

Fundraiser Questions Learn More

- How do nonprofits receive donations?
- How do taxes work?
- How do fees work?

Help Me Support the NYS Animal Protection Federation Education Fund
Fundraiser for New York State Animal Protection Federation Education Fund by Libby Post ·

Donate

Invite Share More

\$2,840 raised of \$2,500
Fundraiser ended

Strong Advocacy. Stronger Fund Raising

- You have the lists
- You have the resources
- You have the ability
- It's time to plan and raise \$\$!