

WESTCHESTER LIBRARY SYSTEM
Innovation Group Meeting
November 26, 2018 – WLS Headquarters, Elmsford, NY

Group Members present: Dave Donelson, Co-Chair; Cathy Draper, Co-Chair; Karen Kelley, Jonathan Marshall, Sean Ryan, Karen Zevin

Also present from WLS were: Terry Kirchner, Patricia Brigham, Francine Feuerman

Mr. Donelson opened the meeting by setting the meeting's goal to lay the foundation to support forward motion of the organization's review the Development Process. With many ambitious strategic initiatives, key elements to support these initiatives need to be identified.

Ms. Brigham reviewed the 2018 Development activities and ways to leverage the 60th Anniversary by positioning the strategic initiatives through programs such as the Circle of 60 (\$1,000) and 21st Century Donors (\$250).

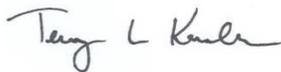
The following topics were discussed:

- What does the current proposal do for the donor?
- WLS as the first in the field – focus on its innovative role
- What benefits do contributing companies receive from funding WLS
- Can we do a better job of promoting the current sponsors
- Can we reach outside of Westchester for additional funding
- What's the robust list—Census 2020, County/WLS partnerships
- Look for categories of prospects and then develop a pitch for them
- What are the problems/needs of the prospects
- What prospective do we need to work on right now
- What will we do that generates more money
- Hire Census workers for every library

The following will be recommended to the WLS Board at its next meeting:

- Identifying the digital Census 2020 as the key funding initiative
- Dr. Kirchner and Ms. Brigham will develop a program to pitch
- Ms. Brigham will identify 20 top donors and 10 top foundations/corporations as a prospect list.

Respectfully submitted,



Terry Kirchner, Recording Secretary