



WLS Trustee Institute

Wednesday, June 20, 2007 ~ 6- 8:30 pm ~ Ciba Café

“Creating an integrated, relationship-based FRIEND-raising, resource development program designed to diversify annual operating revenue and secure major gifts or planned gifts.”

Working Agenda Annual Giving: A Roadmap for Development

Greetings & Introduction

Siobhan Reardon
Director, WLS

Gae Savino & Rob Miss
Partners, Resource
Development Counsel (RDC)

Review the dynamics and guidelines for conducting an annual giving fundraising program for different types of libraries.

A discussion of the fundraising structures and techniques available to the different types of libraries.

Fundraising: What has Worked for You

Group Discussion

Results of Fundraising Survey

Your experiences in Fundraising

- Best case fundraising events, activities
- Challenging fundraising events, activities

Annual Giving: An Ongoing Process

Gae Savino & Rob Miss

Annual Giving: A Brief Overview

- Definition & the development process
- Available fundraising techniques
- Annual giving planning questions
- Role of committees, friends groups
- Successful annual giving program: key ingredients
- Group exercise: Development of a 12-month annual giving program plan (Exercise to be completed together and then by small groups per library.)

Annual Giving: An Ongoing Process *(continued)*

Program Expenses & Costs

Gae Savino & Rob Miss

- Group exercise: Identify fundraising costs

Annual Giving versus Capital Campaign

- Giving pyramid: Annual giving milestones
- Inverted giving pyramid
- Difference in committee structures

Potential Funding Sources: Constituency Development

- Group exercise: Identify funding sources
- Group exercise: Identify fundraising activities

Next Steps: Part II: Capital Campaign Session

- Set date

Westchester Library System

“Do You Have A Roadmap For Development? Creating An Integrated FRIEND-raising Plan”

“A relationship-based, integrated resource development program designed to secure new leadership, diversify income streams.”

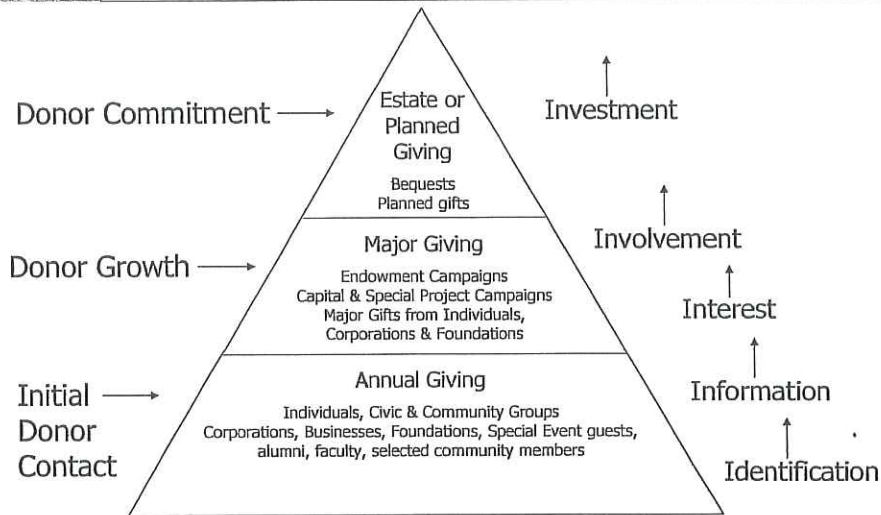
Resource Development Counsel

Roadmap for Annual Giving: Planning Questions

- What are your fund-raising goals?
- What do you need the money for?
- Why do you need the money?
- Who is responsible for raising the money?
- Who does what? (staff, board, volunteers)
- What fund-raising activities will take place?
- What fund-raising techniques will be employed?
- When?
- Who are your current funding sources?
- What infrastructure is necessary to support your fundraising program?

Resource Development Counsel

Reaching Each Milestone Along The Way



Resource Development Counsel

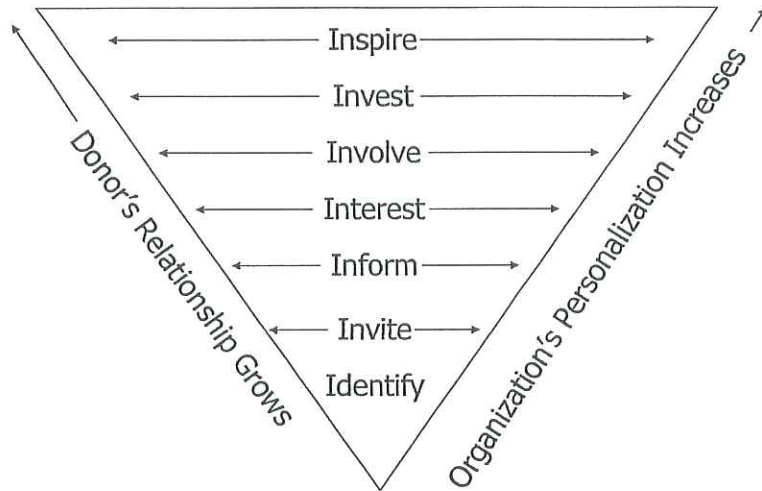
The Pyramid of Giving

Fund-raising is relationship-based...
building on activities that move prospects from:

- First level** of giving (acquisition)
- Repeat levels** of giving (renewal/retention)
- Increased levels** of giving (upgrade)
- Major levels** of giving (capital campaign gift)
- Ultimately, **estate giving** (planned gift)

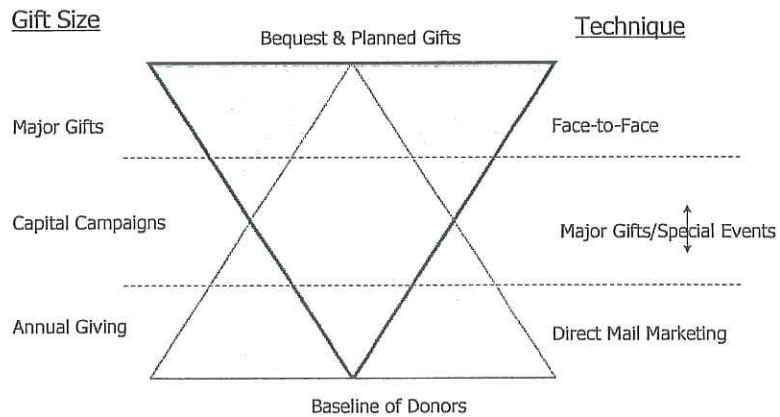
Resource Development Counsel

Moving Donors in the Right Direction ...



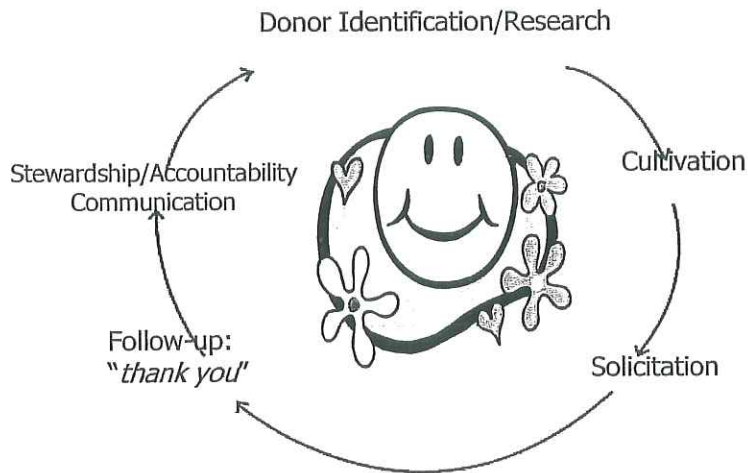
Resource Development Counsel

Inverted Gift Pyramid



Resource Development Counsel

Fundraising is an ongoing process ... A perpetual motion machine!



Resource Development Counsel

Available Fundraising Techniques

- face-to-face solicitations
- personal letters
- donor clubs
- foundation proposals
- corporate proposals
- special events
- challenge gifts
- underwriting, sponsorships
- affinity groups
- civic groups, community organizations
- gifts-in-kind
- phonathon, telemarketing
- estate, planned giving
- cause-related marketing

Resource Development Counsel

Successful Annual Giving Program: Key Ingredients

- A detailed 12-month, Annual Fund Plan
- Involvement of leadership in development of the Plan
- Realistic fund-raising goals
- Available fund-raising leadership/committee structure
- A compelling case for support
- A list of giving opportunities
- Diversified fund-raising techniques
- Strategies for "prospect movement," development process
- Resources: budget, staff, research
- Timetable for planning, execution & evaluation
- Gift acquisition, renewal, upgrading strategies
- Accountability: gift processing, maintaining records, reporting procedures

Resource Development Counsel

Case For Support Questions

- Why do *you* support the Library?
- What do you say to people about the Library?
What's your "script", what's your message?
- What are your three talking points?
- Who have you asked within the past three months to visit the Library, to participate at events, contribute a gift?
What has been their response to your requests?
- Who haven't you asked? Why?
(e.g., friends, business associates, colleagues, etc.)
- When asking, what are people's objections about supporting the Library? Why these objections?
What do you say to overcome their objections?

Resource Development Counsel

AUSTIN PEAY STATE UNIVERSITY

UNIVERSITY ADVANCEMENT

[Search](#)
[Directories](#)
[APSU Index](#)
[APSU](#)
[Alumni & Friends](#)
[Publications](#)
[Athletics](#)
[Govs Club](#)
**Advancement****APSU Foundation****APSU Gift Policy****Baggett-Carroll Scholarship Match****Capital Campaign****Giving Levels****Fund-Raising Terms****Giving Opportunities****Governors Club****Bob and Sherry Hoppe****How Can I Give?****Making a Gift****Peay Pride****Phonathon****Scholarships****Why Should I Give?**

Questions/Comments**Glossary of Fund-Raising Terms**

Annual Giving -- a University-wide fund-raising program that solicits gifts on a yearly basis from alumni, parents, and friends. Annual gifts are generally expended during the year in which they are received and fall into one of two categories: unrestricted gifts, to be used as needed, and restricted gifts, designated for a specific purpose.

Annual Scholarships -- awarded as contributions are received. Earnings do not accrue. Guidelines are established by the donor and the Austin Peay State University Advancement Office. Annual scholarship awards usually distribute all of the available funds each year and may be renewed annually.

Bequest -- a gift provided for in a person's will.

Case Statement -- a document stating the most crucial needs of a particular organization that warrant financial support.

Charitable Lead Trust -- a trust that provides income to the charitable organization, with the corpus of the trust reverting to the donor or donor's family after a specified period of time.

Charitable Remainder Annuity Trust -- a trust in which a donor transfers assets to a trustee subject to the right to receive a fixed percentage of initial net fair market value of property for life.

Contact Report -- the report made to the prospect management office when a move is made or contact results in new or substantive information on an existing or potential donor.

Cultivation Plan -- written plan of activities that will be undertaken to build a relationship with an assigned prospect. The result would be a major gift solicitation. Results must be kept up-to-date and reported to the coordinator for prospect management.

Deferred Gift -- a gift whereby the charitable organization does not benefit until sometime in the future, according to conditions stated in the contract.

Endowed Scholarship -- funds are invested in the APSU Foundation and remain intact in perpetuity. The scholarship is distributed with interest earned. An endowed scholarship can be established with a minimum contribution of \$15,000.

Endowment -- a pool of funds held by the Foundation which is invested to provide an annual income for the institution.

Foundation -- a nonprofit organization, usually established for the

purpose of making financial/philanthropic grants to qualifying persons or institutions.

Gift Annuity -- a gift by a donor to a charity in exchange for guaranteed stipulated lifetime annual payments. The money goes to the charity at the donor's death.

Gift-in-Kind -- a contribution of equipment, supplies, or other property in lieu of money.

Life Estate Agreement -- a donor transfers title to a home or farm to a charity, reserves the right to live in/on the property and receives income from it. At the donor's death, the home/farm is the property of the institution.

Major Gift -- a gift or pledge of \$10,000 or more.

Major Gift Campaign (capital campaign) -- an organized, intensive fund-raising effort on the part of an institution or organization to secure extraordinary gifts and pledges for a specific purpose or purposes during a specified period of time.

Planned Giving -- the making of gifts to a charity, resulting from a planning process which considers the effects of the gift upon a donor's estate.

Pledge -- a signed and dated commitment to make a gift during a specified period according to specified terms.

Pooled Income Fund -- a donor transfers money/property to an irrevocable trust operated by a charity, receiving a share of income for life. Whatever remains at the donor's death is available to the charity.

Principal Gift -- the gift of a lifetime. The largest gift a donor will make in his/her lifetime.

Probate -- the "proving" of a will. When a person dies, the will is taken to the probate court to prove that the will is indeed the person's last will and testament.

Proposal -- a written request for a major gift. A copy of all proposals must be forwarded to the coordinator for prospect management for inclusion in the permanent prospect file.

Prospect -- in major gift terms, a prospect is an individual, foundation, or corporation capable of making a significant gift to the University or a particular program.

Prospect Clearance -- an assigned opportunity for a college or unit to cultivate a prospect without competing solicitation from other units during an approved time period. Clearance is required for all major gift cultivation.

Relationship Management -- a focused process of major gift prospect identification, research, clearance, cultivation, solicitation,

and recognition to achieve specific University and college development goals and to nurture enduring relationships with donors.

Revocable Living Trust -- a flexible agreement where a donor transfers income-producing property to a trustee and receives income for a specified period. The remainder in the trust at the donor's death is the asset of the charity.

Stewardship -- a process of recognition that continues to convey appreciation to donors and enhances donor relationships.

Telemarketing -- a segment of the University's Annual Giving Program where current students are hired to contact and solicit alumni and friends by telephone.

Volunteer -- any person who works without compensation on behalf of Austin Peay State University on a temporary or continuing basis.

Will -- a person's statement to the public regarding the disposition of his or her property at death.

University Advancement
Austin Peay State University
Browning Building, Room 216
P. O. Box 4417
Clarksville TN 37044

Telephone: (931) 221-7127
Fax: (931) 221-6289

For questions or comments, please email wirtsm@apsu.edu

June 18, 2007

WLS Survey Results (18 responses)

Like to see covered?

Fundraising tool/techniques	9	
Fundraising events	9	
Cultivation events	7	
Prospecting for donors	8	
Friends Group Participation	6	
Sponsorships	7	
Collaborations	4	
Major gifts	9	
Planned gifts/bequests	4	
Grantsmanship	7	
Giving circles	2	
Other:		
Organizing new foundation	1	(Chappaqua)
Fundraising software	1	(Croton)
Building	1	(Greenburgh)

Fundraising activities?

Friends newsletter
Foundation 2
Friends membership drive
Occasional grant application, book sale
Friends of library tag sale/spring book sale
Friends bake sale, craft sale
None 5 / Yes & No 1
Friends activities, collaborations, planned gifts (Port Chester & Rye)
Soliciting leadership donors for capital campaign/identifying and
contacting rich residents (Pound Ridge)
Annual appeal, newsletter, seeking part-time development person

What worked well?

Sending newsletter in Feb.
\$9,000 annual appeal
Some significant grants awarded
Rye gets overwhelming support from city and residents, Port Chester
struggles
Appeal letter

Envelopes at display area, letters to service organizations, articles in Chamber of Commerce newsletters (Shrub Oak)

What were the benefits?

New funds covered many cultural events, author visits, equipment
More programming for patrons
\$65,000 (Chappaqua)
Appeal letter=increase in annual contributions
Small amounts raised (Shrub Oak)

Like to see happen?

Host an event.
More grants
More grants, donor outreach, online donations
Establish a foundation
Port Chester: Bring community together, strengthen donor circles.
Rye: Get more people to physically participate
Board more involved/Friends more active
Broader base of donors

Who is primarily responsible for fundraising?

Friends 5
Richard Wishnie, Pres. new foundation.
Small board fundraising committee + director
Foundation head at main branch, Friends executive board Crestwood
Port Chester: Friends/Rye: Board & Friends
Library association
Until recently, librarian and Friends (Greenburgh)
Director (Shrub Oak)

Resources you need?

Ideas
Looking towards expansion
Lack of knowledge/expertise to fundraise
Board is looking for specifics (North Castle)
People to set up foundation
A very generous person
Software
Effective practices from other libraries to garner resources
for interior furnishings and collections, in light of
their environments (local demographics, economy).
(Greenburgh)
More help with ideas and doing the work.