Beyond Book Sales
The Role of Today’s Friends

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INTRODUCTION

A Little Bit About Library Strategies
That’s what Friends are for...

- Friends groups exist to support their Library
- Support comes in different ways
  - Fundraising
  - Programming
  - Advocacy
  - Volunteers
WHAT ARE YOUR FRIENDS UP TO?

- Are you doing fundraising?
- Do you put on programs for your library?
- Do you have an advocacy effort?
- Do you provide volunteers?
- What else does your Friends group do?
BEST PRACTICES FOR LIBRARY FRIENDS

- Mission & clearly defined roles
- Strong Board of Directors & term limits
- Supportive committee structure
- Nominating process
- Strategic plan
- Activities that support the mission
- Strong communication with the library
ALIGNING YOUR LIBRARY & YOUR FRIENDS

- What are your libraries needs?
- Which needs can the Friends support?
- What are the best fundraising activities?
- How are you going to make it happen?
Fact 1: Effective fundraising is about relationships first, money second.
Fact 2: A clear case for support & strong, consistent messages are crucial!
Fact 3: To value the library is not enough.
Fact 4: Libraries have both an intellectual & an emotional appeal to donors
Fact 5: Everyone can have a role in fundraising
Fact 6: Fundraising leadership is essential
Fact 7: Most donors are people, not institutions.
Fact 8: Most major donors are not library users.
Fact 9: Fundraising & advocacy go hand in hand
Fact 10: Fundraising is a year-round activity
Fact 11: Saying “Thank You!” really matters
Fact 12: Successful fundraising is about creativity & perseverance
FUNDRAISING ACTIVITIES

- Membership Program
- Tributes & Memorials
- Annual Campaign
- Planned Giving
FUNDRAISING ACTIVITIES

- Corporate Sponsorships
- Major Gifts
- Special Events
- Online Giving