50 Nifty Ideas – A Webinar for Friends

Florida Library Association
Friends, Foundations & Boards Member Group

Presenters: Deborah Hohler and Faye Roberts
Producer: Carol DeMent, PLAN
Housekeeping

- Chat – use for responses (mics are muted)
- Questions – type at any time
- We’ll answer questions after each segment and leave time at the end, too
Presenters

Deborah Hohler
Leader, Friends, Foundations & Boards Member Group
Board member, Friends of Fort Lauderdale Libraries

Faye Roberts
Executive Director
Florida Library Association
50
(or even more)
nifty ideas for Friends groups
Where are you?

Type the name of your city or town into the Chat box.

If you’re with a group, include the **NUMBER** of people.
50 Nifty Ideas for Friends Groups

- Fundraising
- Recruiting
- Special Programs & Projects

Florida Library Association
What types of fundraisers have you held?

(Type your answer in the Chat box)
Popular Friends fundraisers

- Ongoing book sales in library
- Book sales at other locations
- Annual book sale
- Sale of other products
- Special events (tea, author program, luncheon, mystery dinner, etc.)
Book Sales

- In library (on-going as store, or occasional)
- Annual
- Flea markets or festivals
- Online sites, e.g. bookconsignments.com or Amazon
- Occasional special sales (1st editions, rare books, collectibles)
Tips for using book sales for cross promotion

- Advance sales
- Discounts
- Publicize your organization
- Recruit volunteers and new members
Fundraising – more ideas

- “Love your Library” night – music, wine, hors d’oeuvres, jazz, silent auction/raffles
- Concert with paid tickets
- Partner with local theater or music group and share proceeds from program
- Book/author celebration; author festival/luncheon/story tellers
- Host author at a person’s home for dinner and sell tickets ($100)
Fundraising – even more ideas

- Teen events - $5 to $10 ticket for a dance and set up a VIP room with console/online games that is an extra amount
- Movie night for families – sell pizza, popcorn; have them bring blankets to sit on
- Antique appraisals
- Sell book bags year round
- Giving Tree/memorial bricks or other commemorative
RECRUITING
Who do you need to recruit?

- Volunteers?
- Members?
- Board members and officers?
- Donors?
- Advocates?
How did you FIRST connect with a library Friends group?

- Signage or other announcement in library
- Personal invitation
- Worked (paid or volunteer) in library
- Friends or other library program
- Newspaper, radio or other traditional media
- Social media (e.g. FaceBook, Twitter)
- Something else (please list)

(Type response in Chat box)
Recruiting – where to look?

• In the library

• In the community
Recruiting – start out right

- Put recruits to work
- Provide needed information
- Help people make connections

Florida Library Association
Recruiting – building relationships

- Board
- Members
- Volunteers

Florida Library Association
Recruiting - more ideas

- Information on membership at checkout, book sales, in Children’s area
- Ads in paper (along with program ads)
- Coupon for book sale – membership incentive
- Give a pitch for membership at all programs
- Sit at membership table at events
SPECIAL PROGRAMS AND PROJECTS
Book-related projects

- Bookplate/Memorial book campaign (donated funds used to purchase a book in memory/honor)
- Auction literary baskets with a book theme
- Literary dinner theme in several homes on same day
- Books for Babies (board book for new parents)
- Reading marathon (involve leading citizens)
Food-related events

- Theme party (chocolate or wine & cheese)
- Create a Library Cookbook and sell it at a special cooking demo
- History of Tea event with tea tasting
- Restaurant discounts for library card holders (restaurants pay to be included in advertising)
Author events

- Local author/historian invited to sign and sell books on local history
- Poetry readings
- Author Series (1 author per month for several months)
Seasonal projects

- Tie-in with a local festival or other major community event
- Sell wreaths at holiday time
- Ask an artist or crafter to create holiday cards; sell cards and original art
- Celebrate Library Lovers Month in February
Collaborating with others

- Invite local commissioner(s) to speak at morning coffee
- Host a Chamber of Commerce mixer or other event for local businesses
- Collect and donate books to VA hospital, Meals on Wheels or send to troops
- Art show of work from local school children
- Partner with local theater or music group and share proceeds
- Work with teachers or historical society to sponsor a children’s writing contest
- Library tour for kids with gift book with Jr. League
Just for fun

- Member appreciation
- Concert series (local or visiting musicians)
- International events (music, food and customs of different cultures)
- Library walk/run event
- Brown Bag Lunch Series (topical discussions)
Apply for an FF&B Award

- Outstanding Program
- Special Project
- Website
- Newsletter
- Membership Development
Library Day in Tallahassee
Tuesday, March 12

Join other library supporters at the State Capitol.

FLA’s annual advocacy event draws library advocates from around the state.

Florida Library Association
“Friends Day” – Thur. May 2 at Hilton Orlando

**Friends Day Pass**

- FF&B Awards Luncheon and Business Meeting
- Special session “Using Public Perceptions to Promote Public Libraries” with Speaker, Steven Yacovelli
- Performers’ Showcases presenting performers for youth and adult programs
- Exhibits

$75 before March 1

Register at [www.flalib.org](http://www.flalib.org)

Florida Library Association
FLA Resources for Friends Groups
Friends, Foundations and Boards

- **Legal and Tax Considerations For Nonprofits** (updated January, 2013)
  Friends of Library groups often have questions about incorporation, tax exempt status, registering to solicit contributions and sales tax. While FLA is unable to provide legal or tax advice, this chart can be a useful tool in talking with your attorney or accountant.
  [download the pdf](http://www.flalib.org/friends_found_boards.php)

- **Presentations on Tax & Legal Issues for Nonprofits**
  Presentations on tax and legal issues affecting Friends and other not-for-profit organizations created by Dr. Rebecca Trammell, Professor of Law and Director of the Stetson University College of Law Library.
The Florida Library Association is indebted to Dr. Trammell and to her colleagues, law librarians Robert Brammer and Whitney Curtis, for presenting this information around the state.
  [go to the presentations](http://www.flalib.org/friends_found_boards.php)

- **Creating and Maintaining Library Foundations**
  [link to article](http://www.flalib.org/friends_found_boards.php)

- **Additional Resources on Foundations**
  - [The Foundation Center](http://www.flalib.org/friends_found_boards.php)
  - [Community Foundations of Florida](http://www.flalib.org/friends_found_boards.php)
Legal and Tax Considerations for Nonprofits

Nonprofit status is a state law concept. Nonprofit status may make an organization eligible for certain benefits, such as property and income tax exemptions. Although most federal tax-exempt organizations are nonprofit organizations, organizes must meet the requirements of the IRS to qualify for exempt status. A nonprofit organization at the state level does not automatically grant the organization exemption from federal income taxes.

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<tr>
<th>Task</th>
<th>Agency</th>
<th>Notes</th>
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<tbody>
<tr>
<td>Registering as a Corporation in Florida</td>
<td>Florida Dept. of State, Division of Corporations Ph 850-245-6056</td>
<td>Annual Report and registration fee required.</td>
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<td><a href="http://sunbiz.org/">http://sunbiz.org/</a></td>
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<td>Qualifying as Exempt from federal income tax</td>
<td>Internal Revenue Service</td>
<td>Organizations that meet the requirements of the Revenue Code section 501(c)(3) are exempt from income tax as charitable organizations. In addition, contributions made to charitable organizations by individuals and corporations are deductible under section 170. Most tax-exempt organizations must file annual financial statements. For more information at <a href="http://www.irs.gov/Charities-&amp;-Non-Profits/Non-Profit-Organizations---Required-Filings">http://www.irs.gov/Charities-&amp;-Non-Profits/Non-Profit-Organizations---Required-Filings</a></td>
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<td><a href="http://www.irs.gov/Charities-&amp;-Non-Profits/Charitable-Organizations">http://www.irs.gov/Charities-&amp;-Non-Profits/Charitable-Organizations</a></td>
<td>Tax exempt organizations may engage in public education and advocacy not related to legislation or election of candidates, but may engage in limited legislative advocacy. Provide donors with appropriate acknowledgment of contributions so they can claim deductions.</td>
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<tr>
<td>Acknowledging Donations</td>
<td>Internal Revenue Service</td>
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## Legal and Tax Considerations for Nonprofits (cont’d.)

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| Registering to solicit donations from the public | **Florida Department of Agriculture, Division of Consumer Services**  
Ph 1-800-435-7352  
[http://www.800helpfla.com/socbus.html](http://www.800helpfla.com/socbus.html) | Charitable organizations intending to solicit contributions from the public in Florida must register annually with the Division of Consumer Services. |
| State Sales Tax (collecting) | **Florida Dept. of Revenue**  
Ph 800-352-3671  
(Form DR-1)  
A non-profit organization should collect sales tax if it:  
- conducts book sales  
- operates a store  
- rents materials to others  
- engages in other types of business activity  
Fund-raising events (including used book sales) held no more than two times in a 12-month period, that meet all the requirements provided in Rule 12A-1.037 Florida Administrative Code, are not required to charge tax. If three or more such events are held in a 12-month period, tax must be charged. |
| State Sales Tax (paying) | **Florida Dept. of Revenue**  
Ph 800-352-3671  
[http://dor.myflorida.com/dor/taxes/registration.html](http://dor.myflorida.com/dor/taxes/registration.html) | A. Non-profit organizations may apply for Consumer’s Certificate of Exemption (Form DR-5)  
B. Florida Statute 212.0821 allows political subdivisions and public libraries to use their sales tax exemption certificates for purchases on behalf of specified groups:  
(Paragraph 3) Public libraries shall purchase necessary goods and services requested by groups solely engaged in fundraising activities for such libraries.  
For list of Regional Service Centers: [http://dor.myflorida.com/dor/taxes/servicecenters.html](http://dor.myflorida.com/dor/taxes/servicecenters.html) |
QUESTIONS?
Thank you!

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www.flalib.org
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