Nothing is Fully Sustainable

**Objective** is to maintain or increase the level of current funding and/or income.

**Goal** is to sustain or increase current funding levels by establishing multiple streams of income.
Change = Shifts in Thinking and Doing

"We can't solve problems by using the same kind of thinking we used when we created them."

Albert Einstein
Sources of Funding

- Grants (federal, state, foundations)
- Taxes (local, state, federal)
- Government Collected Fees (cable franchise fees)
- Donations (individuals, groups)
- Product sales (gifts shops, book bags)
- Fines (books and media)
- Fees (out-of-state residents)
- Management Fees (contractual services)
- 501(c)(3) Revenues (thrift shop)
Factors That Negatively Impact Continued Funding Deplete Existing Resources

- repeatedly going back to the same source(s) with increasing demands without nurturing new growth or realized reciprocal exchanges
Factors That Negatively Impact Continued Funding

Permanent Damage

- Consistently poor customer service
- Unsatisfactory or dated products
- Failure to address customers’ needs or concerns
- Refusal to acknowledge or adapt to changes
- Lack of understanding of the importance of the resource
Steps to Seeking and Sustaining Funding Sources

- Articulate a shared vision and purpose
- Identify and rank organization’s priorities
- Update or polish tarnished image
- Innovate and experiment
- Tell your story
- Build the connection(s) - WIIFM
- Make the ask
- Solidify partnership(s)
- Celebrate successes
Self-actualization

Achieving individual potential
Maslow’s Hierarchy of Needs

- **Physiological**: Health, food, sleep
- **Safety**: Shelter, removal from danger
- **Belonging**: Love, affection, being a part of groups
- **Esteem**: Self-esteem and esteem from others
- **Self-actualization**: Achieving individual potential
Identify and Rank Library’s Priorities

• Look for markers of what patrons need or request

• Put resources where demand is and… ask for more

(Joan Frye Williams _ 2008 FLA Keynote)
Make a Wish List

Tangible items that may be purchased or donated
Update Your Image
(Joan Frye Williams _ 2008 FLA Keynote)

Emphasize Abundance
Scarcity vs. Abundance
Update Your Image

Super Librarian
Innovate and Experiment
Don’t

(Joan Frye Williams _ 2008 FLA Keynote)

• Don’t pretend there is no problem
• Don’t waste time blaming others
• Don’t take out your frustrations on staff
• Don’t have a tantrum
• Don’t binge eat or drink
• Don’t do fair cuts across the board; get rid of what you do not want
Do rethink instead of retrench
Do emphasize abundance
Do focus on assets
Do provide fast delivery
Do have simple rules
Do minimal gate keeping
Do up selling
Diffusion of Innovation
Everett Rogers
Value of Libraries

Economy

Library Usage
Tell Your Story

Save Our Library
endangered species

Improving Lives
self-actualization

Third Place
where individuals and families frequent to achieve their highest potential
Build the Connections
2006 OCLC Public Funding Study

• Many people do not know about their public library.

• The library’s most committed funding supporters are not the heaviest library users.

• Perceptions of the librarian are an important predictor of library funding support.
Make the Ask
Identify and Solidify Partnerships

• Staff
• Champions (LAB, Movers and Shakers)
• Frequenters (library regulars)
• Members or Patrons (card holders)
• Friends (501(c)(3) board and members)
• Donors (everyone)
• Volunteers (one-timers to regulars)
Celebrate Successes

Success Breeds Success
Get Excited About the Possibilities

Your turn

• Identify a potential innovation or experiment at your library
• Tell the story about the difference the innovation will make
• Build the connection (benefits) to others
• Pitch your idea and make the ask