

Friends Session II - After the crisis

Presented by Ed Rossman

2019 FLA Annual Conference

Wednesday May 15, 2:30 – 3:30 pm

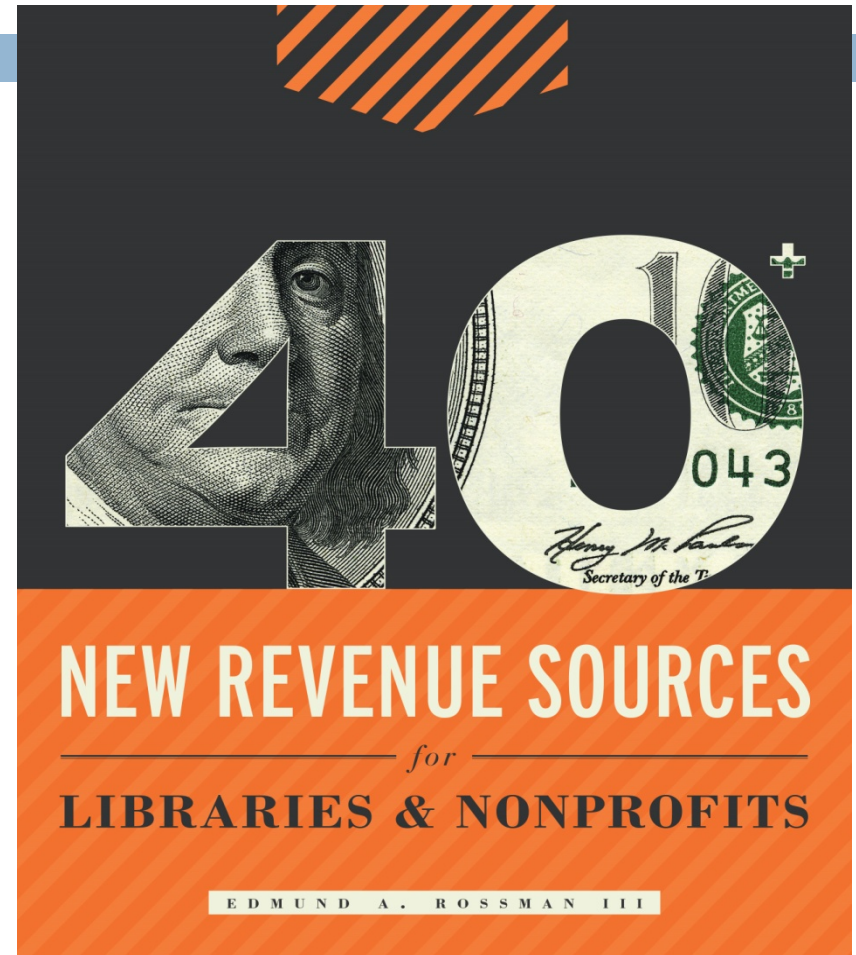
Methods Friends groups can use to prop up your libraries right after the hurricane hits. How to raise money even outside your own area!

My eCourse beginning July 8, 2019 and continuing for 4 weeks,
Sponsored by ALA.

My background and interest

- Broadcaster
- Librarian
- Cancer survivor
- Family in Panama City
- [Facebook.com/rev4lib](https://www.facebook.com/rev4lib)

"The most difficult thing is the decision to act, the rest is merely tenacity." - Amelia Earhart



The Money Matrix

Revenue type	Source: Public, Business, Foundation	Amount: Low, Moderate, High, Significant	High Start-up costs: Yes/No	Public Relations effort: General, targeted	Board involvement: General, Specific	Policy requirements: General, Specific	Government Involvement: Possible UBIT, None	Renewable: One-time, Continuing, Seasonal, Legacy	Category: Advertising, Sponsorship, Facility, Product
Facility Rental	P/B	M	N	G/T	G	S	T	O	F
Fifty-fifty Raffles	P	M	N	G	S	S	T	O	P
Gift Shops	P	M	Y	G	S	S	T	C	P

Think Outside the box!

Methods you can use to prop up your libraries right after the crisis.

How to raise money even outside your own area.

"If the wind will not serve,
take to the oars."
- Latin Proverb

Be self-sufficient



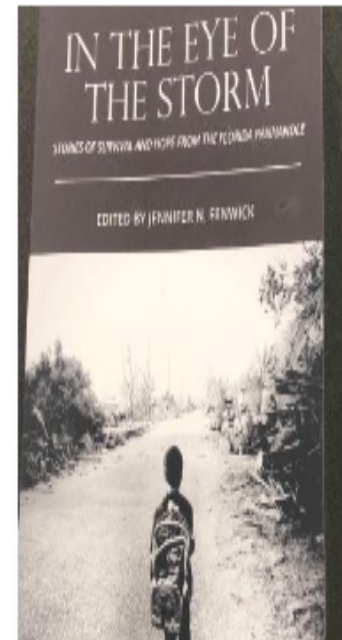
Special Publications / Publishing

BAY COUNTY, Fla. (WJHG) - Hurricane Michael has affected so many in the Panhandle, so much that some local authors put it in writing. Some guests joined us in the studio to tell us about these heroic stories.

"In the Eye of the Storm: Stories of Survival and Hope from the Florida Panhandle" features many local writers and artists. The book was released on January 24th on Amazon in the #1 spot for new releases on Natural Disasters.

Royalties earned from all sales, both hard copy, and eBook, are being donated to the United Way of Northwest Florida Hurricane Michael Relief and Disaster Fund.

For more, watch Paris' interview.



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- Donorschoose
- Charity Mania!
- Third Party Retailers

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How We Mark Bricks!



Passive income streams

Amazon Smile

Ebay

Friends Contributions to the library in 2018



Support the Library Through Ebay and Amazon

News for Ebay shoppers!

Looking for antiquarian books and books of special value?

Please check out Friends' seller number "[Baybooks53217FWFBL](#)" on Ebay. Purchases of books listed there will benefit Friends.

Amazon Smile

Sign up and designate Friends of the Whitefish Bay Library as your charity and every time you make a purchase, Amazon will donate .5% of the purchase amount to us.

To sign up, go to [smile.amazon.com](#) to access or sign into your amazon account. Select your charity - Friends of the Whitefish Bay Library

Each time you shop on Amazon, .5% of your purchase amount will go to Friends.

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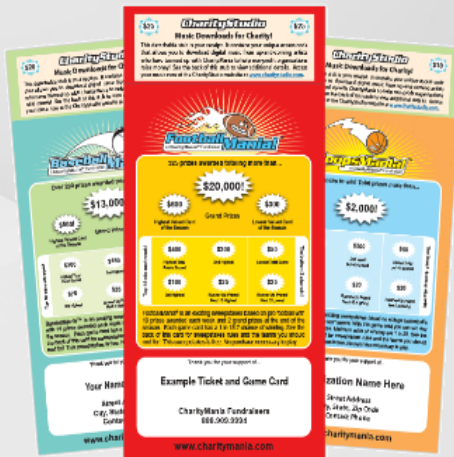
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TO

Questions and sharing break



Exercise – Discovery for sponsors

Potential sponsor brainstorming/audit joint exercise!

- Come up with top 25 potential local sponsors
- Describe 3 ways, use simple table columns:
 1. Have a close local tie; friend, family y/n
 2. Existing or past sponsor? y/n
 3. Are they a neighbor to your facility but w/ no past use and no personal ties y/n

Exercise – Double the Donation audit

- Do an environmental scan of major employers and national chains in your area
- Use DoubletheDonation.com to see if they have a Matching Grant program.
- Sherwin-Williams matches up to \$3,000 per employee or retiree each year at a 1.5:1 ratio. People can donate up to \$3,000 and Sherwin-Williams will provide a contribution of up to \$4,500.

Exercise – Amazon Smile

- The Amazon Smile Foundation will donate 0.5% of the purchase price of eligible products to the charitable organization of your choice.
- Directions on registering as an organization:
<https://org.amazon.com>
- Directions for donors wishing to give to you:
<https://smile.amazon.com>

Exercise – Crowdfunding Platform Comparison

You might want to set up a grid to compare and contrast features of various Crowd funding Platforms. The grid below starts with some of the better known services. |

<i>Platform</i>	<i>1. Customize</i>	<i>2. Donations</i>	<i>3. Social</i>	<i>4. Specific</i>	<i>5. % to service?</i>
Kickstarter 09/2015	Yes	Cards only; Visa, <u>Mastercard</u> , American Express	Six major networks, FB, Twitter, etc. have blogs for assistance	Mostly creative projects, not for charities. Check!	5% to platform, 3- 5% to payment processors
<u>Indigogo</u>					

Exercise – Policy Audit

- In a disaster zone it may be hard to get a board meeting together to arrange policies on naming rights, crowdfunding, and other fundraising methods.
- Your policies guideline audit
 - Look through your organizations policies for guidelines on naming rights / sponsorships
 - Investigate policies for your oversight organization; ex: school board, university, city or county government.
- Among questions that boards may face include:
 1. What special contingencies need to be considered to handle raised funds and under whose authority will they be disbursed in an emergency?
 2. Does the Director's spending authority need to be expanded so that expenditures over a certain amount that can be spent in a timely fashion rather than requiring a board vote?
 3. Would there be any qualms about using third parties to sell items online for you?
 4. Is there anybody you would not accept money from? Where would you draw the line in acknowledging gifts?

Exercise – Contract Approval review

- Objective: In the prior exercise policy oversight was asked to be reviewed. However there may be business office protocols that are not included in a policy book. This exercise requires you to investigate those.
- Very simply put, as a nonprofit agency, is there a dollar, timeframe, content or any other threshold for contracts that your board or oversight mechanism (city, county, state) needs to approve?
- Know your constrictions so you can get around them!

Exercise – Partner Identification

- Professional partnerships outside the disaster zone are needed; won't know how big that is until you need them!
- Pre-planning can be helpful and increase recovery efficiency
- Try drawing a spider web with your organization in the middle. Use strands to organize different groups of possible support groups outside of your immediate region, at a statewide, regional or national level. (Slide image in Part One)

Good Resource Platforms

- <https://www.charitynavigator.org/>
- <http://www.good360.org/>
- <https://www.gofundme.com/>

Good luck! Contact me!

- (216) 392-0200
- erossman74@yahoo.com
- www.facebook.com/rev4lib
- <https://www.linkedin.com/in/erossman74>

To buy the book or enroll in the eCourse

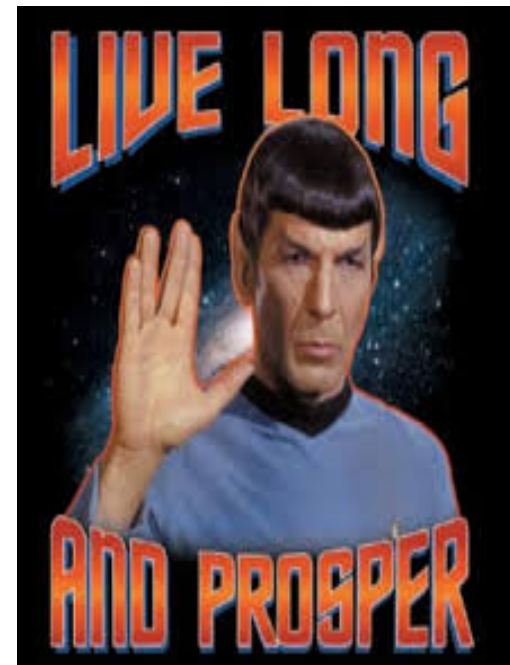
- <https://www.alastore.ala.org/content/40-new-revenue-sources-libraries-and-nonprofits>

Use discount code NRSL19 for \$5 off-Exp.12/31/19

- <https://www.alastore.ala.org/content/40-new-revenue-sources-libraries-and-nonprofits-ecourse>

But wait! There's more!!

My previously posted Facebook examples...



Method 17. Event and Program Sponsorship

Thanksgiving is fast approaching and no doubt many libraries will be conducting special programs and displays around it. It's the perfect time to kick off a campaign to buy a Charlie Cart! These go for about \$10,000 dollars, and are used for teaching proper food handling, cooking skills and nutrition fun-damentals (emphasis on fun) through a mobile kitchen. The story below explains how some libraries are implementing mobile kitchens in their communities. CharlieCart.org is a turn-key mobile kitchen operation that not only provides equipment but also 57 lesson plans!

Ever see a NASCAR vehicle without brand labels? Me neither. No matter the size of your service area, I'm sure there are sponsors ready to help fund and place their brand label on this tasty mobile opportunity.

<https://americanlibrariesmagazine.org/2018/09/04/movable-feast-library-mobile-kitchens/>

Method 15. Crowdfunding

Most everyone is familiar with the concept of crowdfunding, but participating in one and designing a campaign using it are very different issues!

Because of their targeted nature, most campaigns raise from \$1,000 – 10,000. Also keep in mind that, according to the Foundation Center, less than half of all crowd-funding campaigns reach their goals, but that accomplishment rate may be higher for libraries due to the more personal relationships libraries have with their communities, and the immediate pay back in seeing what their money will provide.

I have an exercise in my book and eClass that helps the novice crowdfunder decide on which platform to use. If you don't have the book yet, you should, or ILL it.

This article is a little old, but the questions you should get answered about the platforms are all still relevant. Put the title in the search box if it doesn't come up, "Which Crowdfunding Platform Is Best for Your Organization?"

[http://forums.techsoup.org/cs/community/b/tsblog/archive/2013/09/03/
which-crowd-funding-platform-is-best-for-your-organization.aspx?utm_source=
newsletter&utm_medium=email&utm_term=blog&utm](http://forums.techsoup.org/cs/community/b/tsblog/archive/2013/09/03/which-crowd-funding-platform-is-best-for-your-organization.aspx?utm_source=newsletter&utm_medium=email&utm_term=blog&utm)

Method 7. Art Show Sales:

Having a community art show is a great way to develop partnerships as well as gather a group that may or may not be library users. As the public becomes more enthralled doing things online, it is a nice way to get them to go through your doors!

The Plainfield (IN) Library had an Art Gala Fundraising show coming up over the last weekend in April. The page below is a fantastic role model of presenting this affair and providing information to artists, attendees, and those who'd like to volunteer.

Over the last six years The Arts Gala Fundraiser Has: sold over \$103,000 in local artwork, raised over \$31,000 for library projects, partnered with over 50 community sponsors, publicized in over 30 publications, partnered with over 150 local artists and drawn over 3,000 attendees!

<https://www.plainfieldlibrary.net/artsgala-2/>

Method 8. Athletic Competitions

Thanks to our increasing healthy habits of exercise, having a special athletic event to raise money for non-profits are becoming more frequent. Determine which activity (e.g., biking, running, walking) establish various levels of achievement by distance and/or age, establish a route (get proper legal clearances), find sponsors to contribute prizes, and you're on your way!

Active.com has a free download on how to organize a race, covering tons of details. Their three main rules:

1. Safety first
2. Don't lose money
3. Have fun!

<https://www.active.com/running/articles/how-to-organize-a-5k-a-guide-to-planning-your-first-race>

Method 27. Naming Rights—Materials

Many libraries are under the gun financially. The page below is an excellent example of how a Friends group cooperates with their library to solicit funds for materials and other things. Their Dedicate-a-Shelf program not only eases the burden of the library, but in their words "As one walks through the Stirling Road Library, the plaques on the shelves provide a window into the world of our community." You can read about who and why the plaques have been placed there for. I like how they use the stories to bond their community, support the library and encourage others to give.

Also on this page, at the far lower right, are two good videos. One that gives an annual report-type review of library activities, and another showing various members in honor of National Friends of the Library week, held annually in October.

<http://www.stirlingfriends.org/p/dedicate-shelf.html>

Method 38. Sponsorship—Rooms

This new method can produce a multiplier effect in income as well as reinforce a library's brand as a place to study. More study space was a common request at my library when patrons were surveyed for what they wanted in services. Of course, at the time we were constricted by construction costs and at a loss as to where we could place them. These Hush Pods look great and suit the purpose many people need at a library, a quiet, private place to study, skype an interview, or work in a small group without distracting others.

Regarding the multiplier effect, which is where an expense creates an income stream many times higher, these Pods are prime for sponsorships. These study pods use the same concept as storage pods prevalent in many areas. Instead of having one large storage space dependent on one client, space is sub-divided so many people can use and pay for it, If you have a few meeting rooms that you've considered granting sponsorships or naming rights for, this option allows you to offer that opportunity to multiple sponsors within the same space.

A Friends group covered the capital cost for the one below, but based on your policies you could recognize them AND still use the sponsor's name by either having the sponsor donate directly to the Friends or into your general fund, which covers your costs of maintenance, scheduling, etc.

<http://tribunainenglish.com/news/danbury-library-first-to-offer-new-meeting-pod/>

Last but not least, Donorschoose.org

Here's a project sponsored by the Gainesville Friends for Early Literacy that could be partnered with a school organization...and then possibly be eligible for using the teachers donation platform Donorschoose to purchase materials!

http://www.folacld.org/n_snuggle.html

Contact me anytime!
erossman74@yahoo.com



Act now! You have an important mission.
Be positive, be proactive, keep the faith.