

NJLA Fundraising Subcommittee
September 10, 2018
Monroe Twp. Public Library

Housekeeping

- Review of committee members and corrections of contact information
- Full committee email – njla-fundraising@njlamembers.org

Recap 2018

- Income from Annual Appeal was 12,174.00 plus \$1,548 from the raffle table at Conference
- Annual Appeal totals reported from previous five years: \$32,387 (2017); \$23,603 (2016); \$26,000 (2015); \$22,440 (2014); \$15,895 (2013)
- 2018's appeal did not include any "big" donors who contributed previously

Goals 2019

- Annual Appeal is budgeted to generate \$25,000 this year
 - The annual appeal money goes to NJLA's general fund
 - There needs to be more knowledge about what the "general fund" is/pays for so that we can better explain to donors how money is being used (AdobeConnect, new software management tools, advocacy efforts, special projects, etc.)
- The group of Past Presidents is planning to initiate a fundraising campaign to support things like securing a diversity consultant and contributing to scholarships
- Would like to initiate a focused fundraising campaign as well, with the help of NJLA leadership, including specific asks: There is an expectation that there will be 100% of NJLA Exec Board participation in supporting – on some financial level – the Annual Appeal.
- Maintaining better mutually-beneficial relationships with vendors and commercial members (before, during and after Conference)
- Allen will do some more research on Google Ad Grants (which provide in-kind support)
- Currently Facebook fundraising can only be done through individual accounts, and that type of fundraising doesn't support any record keeping of donations/donors; the "Donate" button is active on the NJLA Facebook page
- We will focus on getting personalized donation recognition letters out in a timely way, in addition to the end-of-year formal notices that go out for tax purposes (Heidi has NJLA notecards) – Karen will coordinate this
- The committee will plan to schedule some sort of donor reception for those who contribute a certain amount to the 2019 Annual Appeal, maybe before or after the keynote with a highlighted guest or special gift
- Heidi is going to look into alternative options similar to Café Press so that we can determine if this is an avenue we'd like to pursue to sell NJLA-branded items, or those that include the President's theme
- Kate will review and update the Fundraising Committee's spot on the NJLA Members website
- We plan to request a table at Conference again this year to hold a raffle with prizes
 - We hope to be able to enlist the help of an intern for this task (if we can secure another intern from CIP)
 - Kate will reshare the 2018 spreadsheet so that the committee can update it and brainstorm ideas for 2019:

https://docs.google.com/spreadsheets/d/1Ipu1SgGjDbekN14JW9KeCWwH_s90fNmzJ4FUvQb-TbM/edit?usp=sharing

- We intend to highlight the raffles through social media during Conference as a way to generate interest and to acknowledge those who donated items to be raffled

Annual Appeal Letters

- Leah will write a letter directed to potential and past donors (with the help of the committee as appropriate), and we'll divide these letters according to past donor history, geographical or professional connections, or other ways to personalize them – to be done prior to the next NJLA Executive Board meeting in October -- MORE DETAILS TO COME
- We set a date and time to meet immediately prior to the next Exec Board meeting in order to work together with the Board to individualize all letters to be mailed (October 16, 3:30pm)
- The Conference Exhibits Team will work with Leah to create a modified letter to appeal directly to past and potential Conference vendors and sponsors, highlighting additional donation options for vendors and commercial members
- Karen & Irene will update the Planned Giving brochure to include with Annual Appeal letters going to retired members

Next meeting: **Tuesday, October 16, 3:30pm at Plainsboro Public Library**

(All are welcome to stick around for the NJLA Exec Board meeting that will immediately follow at 4:30pm.)