

Friends of the DCDL Fundraising Committee Goals



MISSION STATEMENT:

Consistent with the available human resources from the membership, the Fundraising Committee's mission is to provide economic resources to the FOL by routine sustained activities and by specific short-term projects.

GOALS FOR 2012/2013:

- Create awareness among all FOL members of the specific actions necessary for conducting a Bargain Book Fair.
- Identify and approach nonprofit/civic organizations in Delaware County with whom the Friends could partner to for a fundraising event.
- Establish documented procedures for the sustained fund-raising activities currently underway in order to maximize volunteer participation and increase capacity for additional events. This includes procedures for ongoing organization of book donations and sales at the libraries.
- Hold FOL Bargain Book Fairs at the Delaware, Orange, Ostrander and Powell libraries.
- Select dates for the Bargain Book Fairs by the end of November each year so the events can be promoted through the newsletter, website, programs, Friends activities and other publicity.

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- Acquire and/or maintain equipment and supplies to support fundraising activities.

GOALS FOR 2013/2015:

- Identify a consistent, reliable estimate for Bargain Book Fair revenues that can be incorporated into the yearly budgeting process.
- Conduct a book drive/pickup event once each year with contribution incentives tied to membership.
- Revisit training volunteers for monthly Farmer's Market Bargain Book Fairs.
- Consider holding an annual appeal to members for monetary donations.

FRIENDS OF THE DCDL MEMBERSHIP COMMITTEE GOALS

MISSION STATEMENT:

To expand the number and diversity of Friends members and enhance the benefits of membership for all.

GOALS FOR 2012:

- Retain 60% of members from Dec. 2011 to Dec. 2012.

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- Provide incentives for current FOL members that “sign up” new members.
- Promote Friends’ memberships at senior centers, senior housing complexes, etc. by May 2012.
- Implement an electronic format for membership renewals. This requires an FOL stand-alone webpage and PayPal feature.
- Collect demographic information about FOL members (i.e. “most frequently used branch”) to facilitate other goals of the Strategic Plan.

GOALS FOR 2013/2015:

- Increase Friends membership to a total of 250 members by Dec. 2015.
- Retain 60% of members from Dec. 2012 to Dec. 2015.
- Increase Friends membership throughout Delaware County, specifically Powell area by Dec. 2015.

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FRIENDS OF THE DCDL PROGRAM COMMITTEE GOALS

MISSION STATEMENT:

To offer literary experiences to members and the general public while expanding the visibility of Friends efforts throughout Delaware County.

GOALS FOR 2012:

- Form a dedicated Program Committee to plan and support FOL programs.
- The FOL Board and the Program Committee will establish a calendar of FOL sponsored programs by the beginning of each year.
- The FOL Board will decide on the annual budget for Programming.
- Consider combining the Fundraising and Program committees.
- Host the following events in 2012:
 - a. One speaker at the Annual Meeting.
 - b. One FOL Membership Event (Storytelling Event in 2012).
 - c. One Fundraising Event (Antique Appraisal Fair in 2012).
 - d. One Volunteer appreciation event.

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e. One author visit – Denise Fleming -- if grant request is funded by CTRO

GOALS FOR 2013/2015:

- Host at least one program at each library branch during the 2-year time span. Larger events will be held at Delaware Library and the Orange Branch.
- Explore hosting a second fundraising event in partnership with another community group.
- Continue the dedicated Program Committee to select and support annual programs.

FRIENDS OF THE DCDL PUBLICITY COMMITTEE GOALS

MISSION STATEMENT: To expand the visibility of the Friends throughout Delaware County, recruiting new members and volunteers through partnerships, special events, and expanded marketing efforts.

GOALS FOR 2012:

- Establish a consistent marketing strategy for promoting Friends events (newspaper ads, bookmarks, press releases, etc.).
- Publicity Plan...signage upgrade (semi-permanent) at each branch.

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- Distribute Friends brochures throughout community gathering places, such as senior centers, schools, churches, and universities.
- Redesign Friends website with postings of upcoming events, information on how to volunteer, and photos and write-ups of past events. Add PayPal functionality (use at Bargain Book Fairs, too?)
- Create an online database of members' contact information so that multiple committees (such as membership and volunteering) can access the lists and maintain accurate records.
- Work more closely with the Library's Outreach Department to raise Friends visibility.
- Create an e-mail directory of local elected and campus officials to receive the quarterly newsletter, invitations to FOL events, etc.
- Establish Corporate Sponsorship levels.

GOALS 2013/2015:

- Conduct at least one event or program in partnership with another community organization (such as literacy council, symphony, etc.) to raise organizational visibility and reach new potential members or volunteers.
- Identify organizations that would welcome guest speakers to promote the Friends group.
- Develop community relationships by FOL reps attending regular meetings (i.e. Orange Township Business Association) and placing a voice on select boards.
- Become active in the Rotary Club, Chamber of Commerce and other community organizations to enhance visibility.

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- Write Friends organizational history and formalize archive of past newsletters and fliers (perhaps on website). (Penny's files, Richard's binders, ...Dave???)
- Create a poster or display with photos of past Friends events, celebrations of Friends achievements, and recognition of Friends contributions to the library (one for each branch).
- Participate in and sponsor city-wide celebrations with displays, booths, giveaways, etc.
- Establish a correspondence committee to write guest editorials about the library for local and campus publications, or a periodic column in local newspapers including letters to the editor.
- Contact local radio stations as a means of publicizing FOL events.

FRIENDS OF THE DCDL VOLUNTEER COMMITTEE GOALS

MISSION STATEMENT:

To expand the number and quality of volunteer opportunities available to Friends members and the general public in support of fundraising, program, and membership goals.

GOALS FOR 2012:

- Send out a call for volunteers to the general membership with clearly delineated volunteer opportunities available.
- Establish a schedule for contacting the volunteer group regarding upcoming opportunities.
- Create a system for recognizing the efforts of Friends volunteers and acknowledging other contributions (donations, making important connections for the group, etc.), such as thank-you notes.

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- Hold a yearly volunteer recognition event.
- Have a volunteer contact list of FOL members.
- Identify a particularly committed core group of volunteers who would serve on Friends board committees to assist in setting future direction for the organization.
- Develop a rotating schedule of volunteers to stock and maintain books for sale at the Orange and Delaware library branches.

GOALS 2013/2015:

- Expand the volunteer contact list.
- Organize volunteers to help put on a major event (fundraiser or partnership with another community organization).
- Develop a list of on-call volunteers to sort, organize and box donated books at the Orange and Delaware library branches.
- Approach community groups (such as local schools, universities, senior centers) to identify individuals with interest in volunteering and familiarize them with the Friends.