

Draft RHPL Fundraising Committee Meeting Notes – Oct.18,2022

Attending: Dawn Jardine, Don O'Shea, Trish Dantzig, Sarah DeVeer, Amy Husten

Amy opened the meeting at 4:30 PM. Due to delays in scheduling meeting times, it was decided between now and the end of the year the Fundraising Committee would focus on the end of the year annual appeal. This year's appeal will highlight the upcoming 125th anniversary of the Library's founding. The meeting focused on outlining the tasks that needed to be completed, a timeline and assignment for Board members to the various tasks.

Below is a summary workplan of completing the 2022 appeal:

OCTOBER:

- BY 10/20 board meeting, **Trish** will bring a draft of the appeal letter (simple, one page) for the December newsletter, using the 2021 annual appeal as template
- DURING 10/20 board meeting, **ALL** board members will sign up to write to donors

NOVEMBER:

- BY 11/1: **Trish** will draft language around an announcement for the November newsletter (two sentences)
- BY 11/9: **Amy** to draft a sample (mini letter of appeal) of what would be at the front desk to be put in books as they're checked out
- BY 11/17 board meeting: ALL board members will approve the final draft of the appeal letter
- BY 11/15: **Create a poster for annual appeal with QR code**
 - Have it approved by 11/17 board meeting

DECEMBER:

- BY 12/1, the library will have the posters printed at the library desks
- BY 12/2: **ALL** Committee members will mail out their appeal letters
- ON 12/7: **Amy** to draft the first annual appeal e-blast – "HELP SUPPORT THE LIBRARY!"
- ON 12/14: **Amy** to draft the second annual appeal e-blast – "Don't forget the Library in 2021. Help us support the community!"
- ON 12/28: **Amy** to draft the third annual appeal e-blast – "There is still time to support RHPL in 2021. Help us serve the community!"

DECEMBER + JANUARY:

- **Dawn** (Renee if Dawn is off) will email the trustees EACH FRIDAY by close of business an update of which donors have donated, so that thank you cards can go out weekly.

Other ideas:

- Don's son will draft a graphic for bookmarks, stickers, and thank you postcards
 - If we use Sticker Mule, we could order 200 for \$95
 - Thank you postcards can be printed on Avery templates
- Social media campaign? 4 second video – "We love our library!"
 - Hashtag for the 125th anniversary
 - Amy Husten to film within different programs
 - Dawn has asked for us to be abundantly clear on what the videos will be used for re: the annual appeal, used for fundraising

- Social media blast on 6th (video), 10th (photo), 13th (video), 17th (photo), 21st (video), 27th (photo), 31st (video)

The meeting was adjourned at 5:40 PM. The next Fundraising meeting is scheduled for Nov. 9, 2022 at 4:15 PM.

Minutes submitted by Amy Husten and Sarah DeVeer.