

MINUTES

Waverly Public Library Fundraising Committee

August 31, 2022

WPL Fundraising Committee met, first in joint session with the Waverly Public Library Board of Trustees, August 31, 2022, at the Waverly Public Library.

Present: Diana Blake, Kim Folkers, Ross Helgevold, Jim Janssen, Deanna McCue, Elaine Main, Stephen Main, Sarah Meyer, Fred Ribich.

Absent: Emily Frederick, Trevor Krug.

Helgevold called the trustee meeting to order and McCue called the Fundraising Committee to order at 5 p.m.

City Council presentation, press coverage: The Fundraising Committee participated in reviewing the library's presentation to the City Council, which many council members favorably received. Waverly Newspapers and the Waterloo/Cedar Falls Courier printed summaries of the presentation.

Campaign professional consulting: McCue reviewed the committee's evaluation of professional services, highlighting parameters that the committee saw as important. 1Vision offers an a la carte proposal with staff who are familiar with Waverly and the library. The trustees approved "an amount up to \$34,200 per contract with 1Vision." The trustee meeting adjourned.

Agenda, minutes: Motions carried to approve the agenda (Ribich moved, S.Main seconded) and August 24 minutes (Folkers/Janssen).

Consulting services: Helgevold is developing a list of services that the library seeks from 1Vision. McCue will contact 1Vision and MSG, sharing the trustee's decision.

Pledge card response: Three pledge cards from trustees, Friends board, and Foundation board have not been returned.

Marketing materials: E.Main suggested the option, "center for community", for the phrase "community center." CBS coverage of changing libraries is well done. It will be important to have ready "talking points" supporting the project. Meyer praised James Mossman's video, narrating with his own voice. The outdoor interview might need to be re-taped. How library services are changing might be added.

Donor prospects: A form was distributed to list names, and Janssen suggested "affinity and ability (to give)" as guidelines. The prospect goal of at least \$5,000 was suggested. McCue suggested giving levels of Pinnacle/Legacy/Foundation/Impact/Community/Friends and Family, similar to the library's 1998 giving levels.

Next meeting: 5 p.m., Wednesday, September 7.

Adjournment: A motion (S.Main/Ribich) to adjourn passed at 6:13 p.m.

Respectfully submitted,
Elaine Main, Secretary

