

MINUTES

Waverly Public Library Fundraising Committee September 14, 2022

The WPL Fundraising Committee met at the Waverly Public Library on September 14, 2022.

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

Absent: Emily Frederick.

McCue called the meeting to order at 5:03 p.m.

Agenda, minutes: Motions carried to approve the agenda (Ribich moved, S.Main seconded) and September 7 minutes (Janssen/Ribich).

Campaign master schedule, calendar: 1Vision distributed a master calendar beginning with the fundraising goal, organizational structure, giving levels, and naming opportunities on September 14, 2022, and running through the grassroots launch on May 23, 2023. Conversations with leadership donors will take place in October, when people plan end-of-year giving and required minimum distributions from individual retirement accounts. Calling will avoid the six weeks that include Thanksgiving and Christmas. Thirty grant possibilities will be identified by 1Vision.

Subcommittee structure: The five subcommittees (leadership gifts, communications, operations, grassroots campaign, and grants) were reviewed, with the hope that fundraising committee members will volunteer to chair a subcommittee. Biweekly subcommittee meetings will alternate with fundraising committee meetings.

Leadership gifts subcommittee: Fourteen individuals and/or couples are identified as possible leadership chairs, and fundraising committee members volunteered to contact some of the 14. The time frame, job description, and responsibilities of leadership volunteers will be available to the fundraising committee members on Google Drive. The leadership gift subcommittee will meet the week of September 26, receive training, and make contacts in 2022.

Scale of gifts and naming opportunities: Naming opportunities stretch from the children's story tree at \$100,000 to \$10,000 opportunities, such as a new study room, exterior access upgrade, community room tech upgrade, and gardens and landscaping. More attractive names will be suggested for some areas. Additional smaller denomination items might be staff desks and lobby improvements. Donors who request a naming gift will be asked to agree that, if necessary, their gifts can be used to fund the greatest need.

Board member pledges: Except for one outstanding Friends pledge, 100 percent of trustees, foundation board members, and Friends board members support the project.

Early donations: Meyer and Emily McClimon, children's librarian, will meet on Friday a potential donor who asked to give an early gift.

Video: Fundraising committee members liked the video prepared by James Mossman, which they had individually viewed via email. Additional footage might show the teen area on a Wednesday afternoon.

Fundraising goal: The committee passed a motion (S.Main/Ribich) approving a \$735,000 fundraising goal.

Adjournment: The meeting adjourned (Blake/Ribich) at 6:27 p.m.

Respectfully submitted,
Elaine Main, Secretary