

MINUTES

Waverly Public Library Fundraising Committee

November 9, 2022

The WPL Fundraising Committee met at the Waverly Public Library on November 9, 2022, following a meeting of the Waverly Public Library trustees.

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

Absent: None

McCue called the meeting to order at 5:25 p.m.

Agenda: A motion passed to approve the agenda (Ribich moved, S.Main seconded).

Story tree design: Discussion centered around the popularity of the story tree when talking with potential donors. Is there a way to involve more donors with the story tree area? The live website <makeroomforrenewal.org> announces naming opportunities that have been claimed, such as the fireside den, a corner garden, garden overlook, and fireside nook.

Minutes: Minutes from October 26, 2022, were approved as amended, changing the person “cleaning” the contact list to **McCue**, and correcting the spelling of Kris **Fagre**’s name (Ribich/Folkers).

Waverly Public Library Building and Grounds Committee: Discussions continue.

Campaign master schedule: No changes.

Leadership gifts subcommittee: Ribich is asking additional persons to be “ambassadors” contacting potential donors, and training will take place Tuesday, November 15. If persons decline, Ribich is following up with a pledge card. Feedback from ambassadors will be systematized. The list of persons to be called now numbers more than 40. A joint gift from service clubs might be arranged.

Communications subcommittee: A three-month communications plan has been created. FAQ’s can be added to the website. Ambassadors can now use print copies of the case statement brochure, three questions flier, naming opportunities flier, and pledge form. Three “testimonials” about the importance of the library are on the website, and additional short paragraphs are needed.

Operations subcommittee: Little Greenlight software will be ready for use by a 4 p.m., meeting, Monday, November 28. Some thank you letters will need to be sent before that date, and more immediate personal thank you notes to donors from ambassadors are encouraged. Online payment and ACH payment processes need fine tuning. All campaign income should go to the Waverly Public Library **Foundation**. Meyer is collecting pledge cards and checks. Dates to announce contributions have not been decided.

Grants subcommittee: Work on the first grant begins January 1. Sending CAT the letter of intent caused the CAT application to be sent to Meyer. The grant committee meets 1 p.m., Thursday, December 15.

Grassroots subcommittee: No report on timing.

Adjournment: The meeting adjourned (Ribich/Folkers) at 6:30 p.m.

Next meeting: 5 p.m., Wednesday, November 30, 2022.

Respectfully submitted,
Elaine Main, Secretary