

MINUTES

Waverly Public Library Fundraising Committee

July 18, 2022

WPL Fundraising Committee met July 18, 2022, at 4:32 PM at the Waverly Public Library.

Present: Diana Blake, Kim Folkers, Ross Helgevold, Deanna McCue, Elaine Main, Stephen Main, James Mossman, Sarah Meyer, Fred Ribich

Absent: Emily Frederick, Jim Janssen, Trevor Krug

McCue called the meeting to order at 4:32 p.m.

Motion carried to approve the agenda (Blake moved/Ribich seconded).

Motion carried to approve the July 11, 2022, minutes (Ribich/Blake).

Professional fundraising support: In 2023, Jayne Hall could bring grant writing experience. Meyer and McCue shared information from a meeting with Chuck Rowe, Midwest Studies Group. Discussion included the benefits of a feasibility study, project timeline, framing the library's needs as compelling, and changes the campaign would effect for patrons.

Boards' participation: Campaign information was shared last week with the trustees, the Friends of the Library board, and the Foundation investment committee.

Brochure draft: Another update occurred.

Donor prospect database: Helgevold will collect names for this subcommittee.

Pledge card: An initial draft had been emailed to committee members.

Video: Mossman shared some video footage from summer programming. The completed video will emphasize how the campaign goals will benefit the community and not present specific details about cost and timeline. Including still photos was suggested. After the meeting, short scripted messages from the board chairs and Meyer were scheduled to be videoed.

Next meeting: 4:30 p.m., Monday, July 25.

Adjournment: A consensus to adjourn occurred at 6:30 p.m.

Respectfully submitted,
Elaine Main, Secretary