

MINUTES

Waverly Public Library Fundraising Committee

June 27, 2022

WPL Fundraising Committee met June 27, 2022, at 4:30 PM at the Waverly Public Library.

Present: Diana Blake, Ross Helgevold, Trevor Krug, Deanna McCue, Elaine Main, Stephen Main, Sarah Meyer, Fred Ribich

Absent: Emily Frederick, Jim Janssen

McCue called the meeting to order at 4:30 p.m.

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

Motion carried to approve the June 20, 2022, minutes, correcting the word “door” to “donor” under *Project Budget* (S.Main/Ribich). Minutes will be shared with trustees.

Next meeting: 4:30 p.m., Wednesday, July 6

Legalities: William Werger, city attorney, advises that, if the committee includes five trustees, it is a function of the library board; therefore, both agendas and minutes will be posted. He advises that, with the Foundation administering the campaign, library staff can be shared employees without conflict of interest.

Fundraising target: No change in what will be recommended to the trustees.

City council presentation: The library project will be presented to city council at its study session Monday, August 22.

Communication pieces: These include glossy brochure, donor card, smaller brochure, thank-you card, webpage with frequently asked questions, PowerPoint presentation, and, possibly, postcard and newsletter. Much time was spent reviewing the draft mock-up of the larger brochure. A recommended goal is eight pages that are sharply targeted, visual appealing, highlighting evidence such as charts and figures. Filming for a less-than-four-minute video is underway. The brochure suggests the theme “Room for Renewal”; the video, “Renew, Reshape, Renovate.”

Professional fundraising support: McCue will bring to the next meeting facts about contracting help.

Donor database and board participation: Next meeting.

Donor recognition/naming opportunities: Goal is a list totaling \$700,000. The committee will present to the board a donor-recognition proposal, including a way to recognize Wayne and Nancy Anderson for their estate gift.

Budget, grant writing, challenge gift: Next meeting.

Adjournment: A motion to adjourn (Ribich/S.Main) passed at 6:25 p.m.

Respectfully submitted,
Elaine Main, Secretary