

MINUTES

Waverly Public Library Fundraising Committee

December 6, 2022

WPL Fundraising Committee met December 6, 2022, at 5:00 PM at the Waverly Public Library.

Present: Kim Folkers, Jim Janssen, Deanna McCue, Sarah Meyer, Fred Ribich, Ross Helgevold
(Diana Blake came late.)

Absent: Trevor Krug, Elaine Main, Steve Main

McCue called the meeting to order at 5:00 p.m.

Motion carried to approve the 12/6 agenda & the 11/9 minutes (Janssen moved/Ribich seconded).

Next meeting: 5:00 p.m. Wed. Jan. 11th, 2023

Fundraising Progress and Master Schedule – currently over \$400,000 raised of the \$700,000 goal. A semi-formal update should be given to the City Administrator and Council by Meyer.

Update from WPL Building & Grounds Committee – Studio MELEE is working on the design of the story tree; Feedback on the story tree from the committee was sent to Curtis at Studio MELEE; Considering an additional naming opportunity for the donor wall;

Report from Leadership Gifts Subcommittee – This subcommittee is still working -- lots of initial contacts have been made (26); 18 contacts remaining; Letter to businesses will be sent out tomorrow (Dec. 7th); Question about opening up the teen areas for multiple donors – minimum gift of \$20,000? Could hold a roundtable discussion for local service clubs to collaborate on a gift; Other naming opportunities to add in addition to the donor wall – outdoor digital sign? Bookmobile garage?

Report from Communications Subcommittee – need another meeting; Considering a newspaper article or letter to the editor at the holidays; Making a social media strategy; Thinking about the timing of celebrating donors; Considering more soft-promotion to the Council; The new, longer video is completed and is linked on the website; Shorter video drafts to be done by Christmas;

Report from Operations Subcommittee – Meyer is pleased that letters to businesses were produced by mail merge through the Little Green Light software with the help of Ryan Webster; These letter will be in the outgoing mail tomorrow; Next, the confirmation of gift letter for taxes will be sent by the end of the year – this will assure donors that their gift is tax deductible; McCue and Meyer will stop at First Bank to sign the ACH approval paperwork that Folkers arranged; First Bank has waived the fee for this service; We will need a supply of these auto-withdrawal forms for donors;

Report from Grants Subcommittee – Folkers is working on the Carver grant application; Trying to track down the exact amount of the grant from Carver in 1997 (in the range of \$15,000 to \$49,999 for “technological flexibility”); Kris Fagre is working on the McElroy grant and Sarah Meyer is working on the C.A.T. grant through IEDA;

Discuss Grassroots Subcommittee – in December and January we need to ramp up this committee; Need to find a chair and gather a committee together;

Adjournment: A motion to adjourn (Ribich/Folkers) passed at 6:30 p.m.

Respectfully submitted,
Sarah C.C. Meyer