

MINUTES

Waverly Public Library Fundraising Committee

June 20, 2022

WPL Fundraising Committee met June 20, 2022, at 4:30 PM at the Waverly Public Library.

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

Absent: Emily Frederick

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

Motion carried to approve the agenda (S.Main moved/Janssen seconded).

Motion carried to approve the June 13, 2022, minutes (Ribich/Janssen). Minutes will be shared with trustees. William Werger, city attorney, will be asked about the necessity of posting fundraising committee agendas and minutes and holding open meetings.

Officers: Elected as officers are Deanna McCue, president; Ross Helgevold, vice president; Elaine Main, secretary; Sarah Meyer, treasurer (S.Main/Ribich/carried).

Fundraising target: McCue reviewed discussions and action from the trustees' meeting June 14. The committee voted to suggest adding a contingency sum that would include the fundraising budget. A motion passed (S.Main/Blake) to suggest as target:

\$700,000 City

\$700,000 Foundation (including \$200,000 for matching gifts)

\$700,000 Public fundraising

\$300,000 Grants

\$2,400,000 (~13% contingency or \$275,000)

Professional fundraising support McCue is checking three firms to see what services they offer—Amperage, 1Vision, Northeast Iowa Community Foundation. Hiring some targeted professional fundraising help from Dennis Haugen is a possibility. Needs are administrative support, software for tracking donors, volunteer professionalism in making donor contacts, and effective marketing materials. Library staff could help but should not compromise their responsibilities. Werger will be asked about legalities of utilizing library staff and contracting extra library staff time for fundraising purposes. The possibility of using specific volunteers on a regular basis was mentioned.

Project budget: Fundraising income will be kept in a separate account within the Library Foundation, and donors will receive tax deduction letters. PayPal software will be set up. Cost of the campaign will include video, information resources, developing and printing materials, direct mail including postage, adding a campaign page to the library website, purchasing tracking software, installing PayPal with its fees, part-time staff, consulting. Cost might be 5 percent of fundraising goal or \$35,000 (\$50,000 for a \$1 million project).

Timeline: City staff have suggested the library present its project at the August City Council study session (Monday, August 22, 2022). The Library might request the City pass a motion of

intent in September, to give the campaign a reliable start. If action is positive, donors could then be contacted.

Brochure, theme, case statement: Committee members will examine the draft brochure before June 27 and work on sharp messaging at that meeting. Outside expertise would add unbiased ideas and fresh perspectives. The message to City Council may differ from the public messages, and information regarding children/teens/adults could differ as presented to different populations. At the library, campaign information should be displayed and brochures be available. The need of updating a 25-year-old library should be stressed, which might be a difficult message to communicate because of the library's good maintenance. A three-dimensional model would be meaningful.

Video: James Mossman, a Wartburg student recommended by Dr. Penni Pier, Communication Arts, is an experienced videographer. A motion (Janssen/Blake) passed to hire Mossman at current Wartburg student payment wages, with the estimated \$400 fee to be requested from the library's special project fund. These last three weeks of the library's summer reading program are critical events to capture on video. Goal for video length is under four minutes, with the possibility of using the video for television advertising. Suggestions are needed for the most compelling individuals to offer testimonials.

Donor recognition and naming opportunities: Donors to the current library structure are being added to the donor data base. On June 27, committee members and trustee are asked to provide additional names and bring a suggestion for structuring a \$700,000 list of naming opportunities.

Adjournment: A motion to adjourn (Helgevold/S.Main) passed at 6:05 p.m.

Respectfully submitted,
Elaine Main, Secretary