



Beyond the Booksale

This article was written by: Patricia Lawson, Director, Phillipsburg Public Library, lawson@huplib.lib.nj.us, Phone: 908-454-3712, Chairperson of the HRLC Funding and Resource Development Taskforce. Please contact her with any additions, corrections or questions.

Highlights of...

“Beyond the Booksale- Innovative Funding Opportunities for Libraries” sponsored by NJLA and held Friday, Jan. 28th at Roselle Catholic High School
(*Only Sessions attended by Task Force members are included, with our comments*)

Keynote: “Fundraising Legally: What NJ Libraries Need to Know”

Nancy Eberhart, Esq., of Pro Bono Partnership (neberhardt@probonopartner.org)

- Creating a library foundation
- Distinct roles and rules for library, Friends groups and foundations
- Donations: tax implications for donors, obligations of libraries
- Federal, state and local government requirements for raffles
- Caveats:
 - Are business activities related or unrelated to library’s mission?
 - Which is better: 501(c)(3), or “arm of local government” status?
 - Pitfalls of solicitations; liability in outsourcing to fundraising firms
 - Corporate sponsorships vs. advertising

Comment: “Best session [for] learning the ins and outs”

“When Fund-Raising Meets Planning”

Jim Bourque, United Way (retired) (jbourke@comcast.net)

- Cover the basics: Need should arise from mission, fund-raising plan should arise from strategic plan. Get trustees, Friends, volunteers on board first.
- Libraries should not be tempted to believe that they are different, and can ignore these basics.

“Major Events, Major Donors”

Susan H. Gulick, Director, Morristown and Morris Twp. Library (gulick@main.morris.org)

- At each event, be ready with a packet of materials. Make sure they carry something away!
- Tap retired and semi-retired journalists or marketers for PR
- Approach donors through their interests: fishing, Civil War, art, etc.
- Bringing people INTO the library is key.
- However, a wealthy couple gave a party in their home raising nearly \$20K!
- Accept gifts of art, real estate, etc.—but insist on appraisal, and turn it into cash.
- Use the contacts of library staff, trustees, volunteers; they know lots of people.
- Have a large overall goal? Set levels of giving, and include a \$100,000 level.
- Issue a “gold” library card for big donors—no fines, no waiting lists, etc.

Comments: “Morristown and Morris Township raised \$8 million”



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“Sales for Fun and Profit”

Jason Stone, East Brunswick Public Library (libraryadmin@ebpl.org)

Nancy Dowd, Asst. Public Information Officer, Ocean County Library
(Dowd_n@oceancounty.lib.nj.us)

- To generate revenue, think about your patrons’ needs/convenience first, and revenue second.
- Consider *purchasing* a vending machine—E. Brunswick vends school supplies
- Think about fee-for-service for “no waiting” hot items: new DVDs, bestsellers
- E. Brunswick received permission to provide US passports and passport photos
- Have a Friends group! They can sell items, put used books on eBay/Half.com
- OC uses good branding techniques. Logos, Harleys, even donated art can “theme” items.
- Sell ad space on giveaway plastic bags, bookmarks, cards.
- Go for volume rather than high prices; people love a bargain.

Comment: Be nontraditional! Find something others don’t do, and do it.

“From Both Sides Now: Grant Writing Perspectives”

Sharon Karmazin, E. Brunswick PL (retired) and Karma Foundation

(info@Karmafoundation.org)

Jennie Ayres, Public Information Officer, Atlantic City PL (jayres@postoffice.acpl.org)

- Determine which library/community needs are suitable for grant funding
- What is the problem, and what can the library realistically do to solve it?
- Goals, objectives, strategies—What is the difference, anyway?
- Handouts: Things to Think About, Ten Tips for Grant Writers, Ten Reasons Grants *Don’t* Get Funded
- Use available resources. Find the Foundation Center’s 5 NJ Cooperating Collections at <http://www.fdncenter.org/collections/ccnj.html>

Comment: The handouts distill a lot of knowledge and experience