

# The Green to Dream: Library Capital Campaigns



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# LIBRARY STRATEGIES

A Consulting Group of The Friends of the Saint Paul Public Library

## WE STRENGTHEN COMMUNITIES ONE LIBRARY AT A TIME.

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STRATEGIC PLANNING



DEVELOPMENT PLANNING



FEASIBILITY STUDIES



CAPITAL CAMPAIGNS



FRIENDS & FOUNDATIONS



FACILITIES PLANNING



STAFFING



ADVOCACY TRAINING



BOARD DEVELOPMENT

# The Library you want



*Seattle Public Library*

# The Library you can afford



*Hayden Heights Library*

# Public-Private Library Support



## Public Support

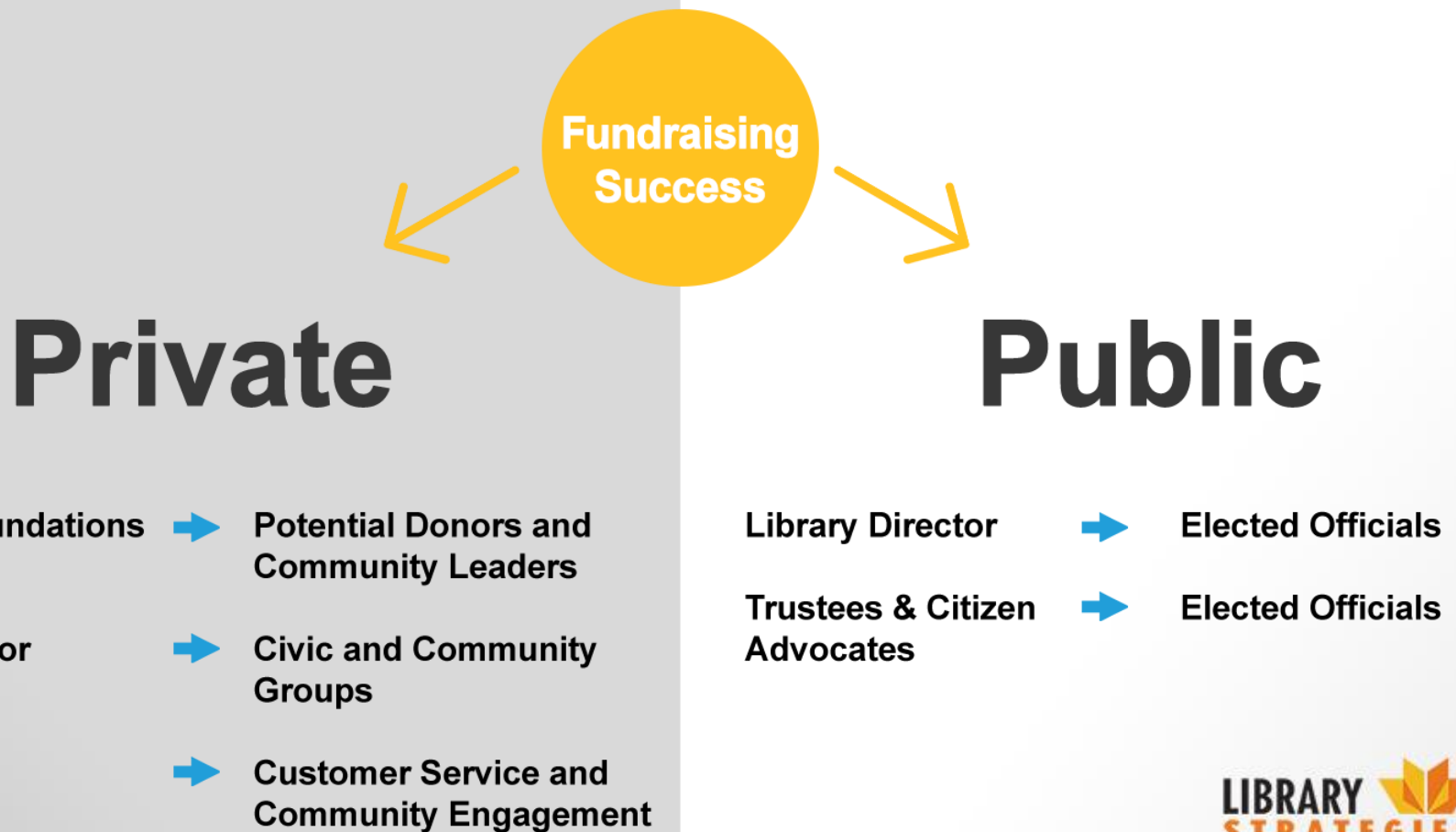
- City, County, or State Bonding or Funds Currently Available
- Referendum



## Private Support

- Individuals
- Foundations
- Corporations

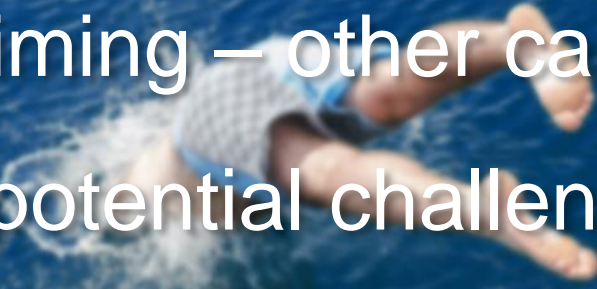
# Relationships are crucial to fundraising success



# Framework of a Capital Campaign

- ❑ Strong Case for Giving
- ❑ Respected & visible Leadership
- ❑ Campaign Plan & Budget
- ❑ Infrastructure & Processes
- ❑ Qualified Major Donor Pool
- ❑ Feasibility Study

# Why conduct a Feasibility Study?

- 1) Test the vision – does it resonate?
  - 2) Test the goal – is it realistic?
  - 3) Test the timing – other campaigns?
  - 4) Uncover potential challenges
  - 5) Introduce donors to a future ASK
- 
- A photograph of a person falling into the ocean, used as a metaphor for a feasibility study. The person is in mid-air, with their arms and legs outstretched, and a splash of water is visible below them. The background is a vast, deep blue ocean.



# The Feasibility Study Process

1. Recruit Feasibility Study Planning Committee
2. Confirm campaign goal (public-private funding mix)
3. Create a graphically designed Project Overview (renderings)
4. Identify potential interview participants (50-60 prospects)
5. Send invitation letters signed by library/community leader
6. Follow up phone calls – staff or Planning Committee
7. Interviews conducted by independent consultant

# What will you learn from the Feasibility Study?

- Community perceptions of library and its leadership
- Priority of the library compared with other civic projects
- Any potential barriers or challenges to overcome
- Whether the goal is reasonable and attainable
- Identification of potential campaign leadership
- Framework for the case statement

# What happens next?

## NOT QUITE



- a) Delay project to develop relationships and overcome barriers
- b) Scale project to accommodate new goal or build in phases
- c) Negotiate more public funding participation

## YES!



- a) Recruit Campaign Chair
- b) With Chair, Recruit Committee
- c) Prepare Campaign Plan/Budget & Develop Case Statement
- d) Quiet Phase
- e) Public Phase

# 7 Habits of a Highly Effective Campaign Chair

1. Passionate
2. Highly respected and visible
3. Available to give significant time
4. Disciplined and well-organized
5. Connected to potential major donors
6. Able to give a notable gift
7. Willing and able to personally ASK



# The Campaign Committee

**8-10 members**

**Connected,  
respected leaders  
and philanthropists**

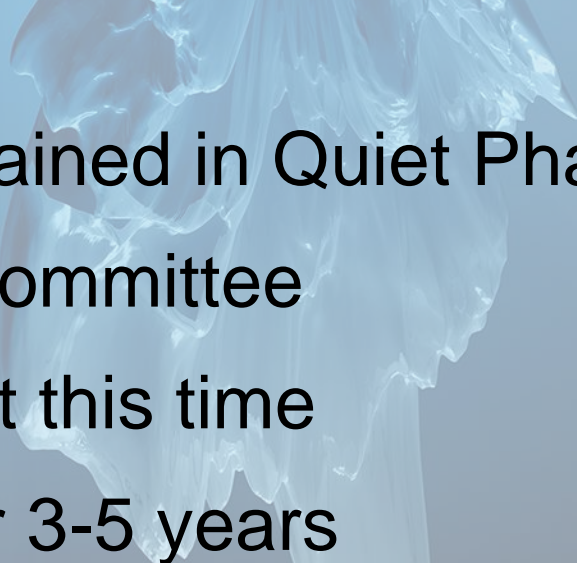
**Willing and able  
to ask peers**



# The Case Statement: Telling your Story

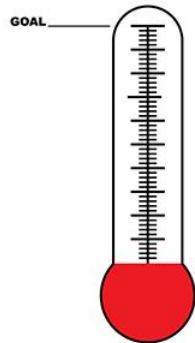
- Compelling, well-designed expression of the vision
  - Why is this campaign important?
  - What will be its impact on the community?
  - How will lives change?
- Financial details
- Naming opportunities
- Print and perhaps video

# Campaign Solicitation: Quiet Phase

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- An iceberg floating in the ocean, with only a small tip visible above the water surface and a much larger, jagged mass submerged below. This visual metaphor represents the 'Quiet Phase' of a campaign, where the majority of the goal is achieved through personal solicitations rather than public lead gifts.
- Lead gift: 15-20% of goal
  - 90-95% of your goal is obtained in Quiet Phase
  - Personal solicitations by Committee
  - Do not accept small gifts at this time
  - Pledges typically paid over 3-5 years

# Campaign Solicitation: Public Phase

- Last dollars of the campaign – up to 10% of goal
- Broad-based solicitations: direct mail/ social media/ events





# Celebration!

- **Community Events**
- **Donor Thanks & Recognition**

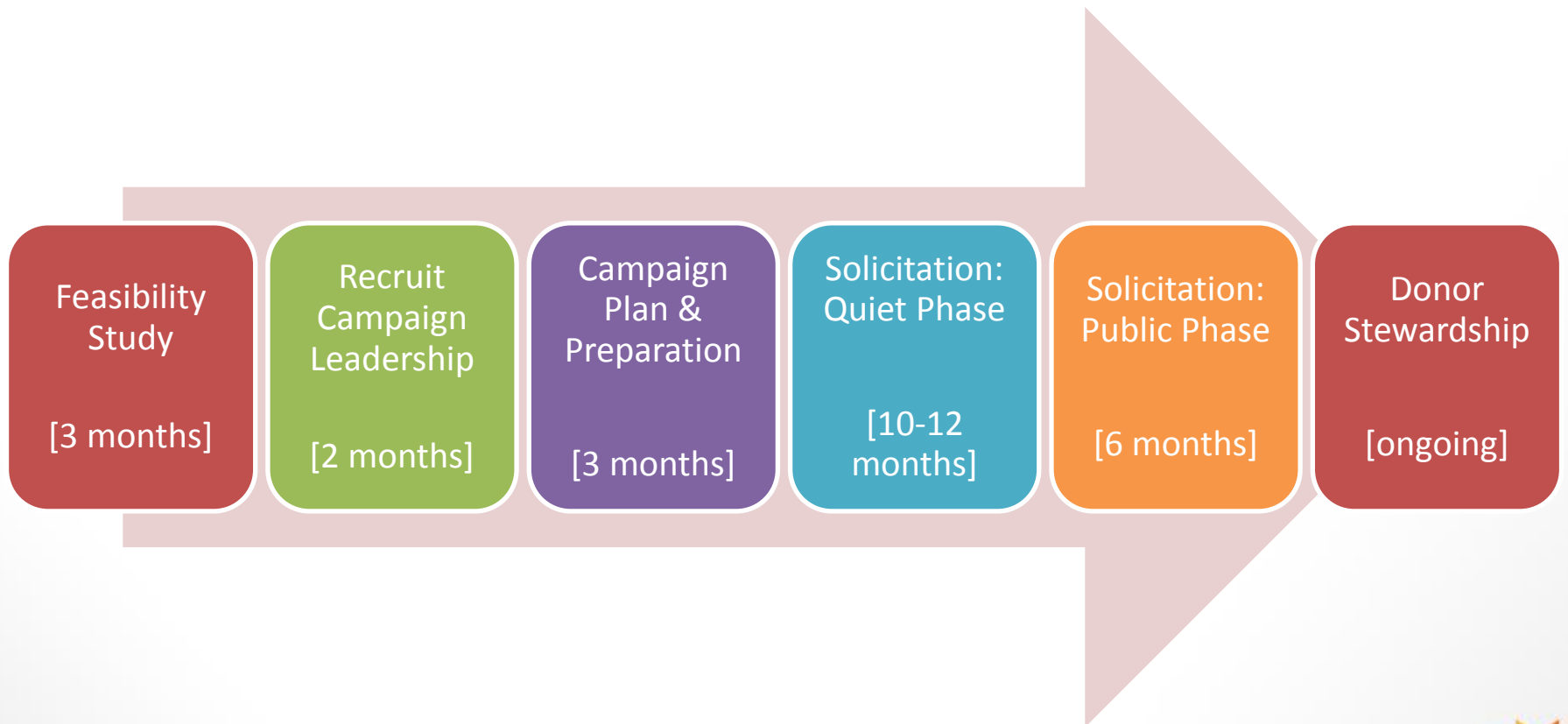


# You're not done yet!

## Ongoing Donor Stewardship:

- Annual Giving
- Special Projects
- Endowment/Planned Giving
- Ongoing communication & inclusion

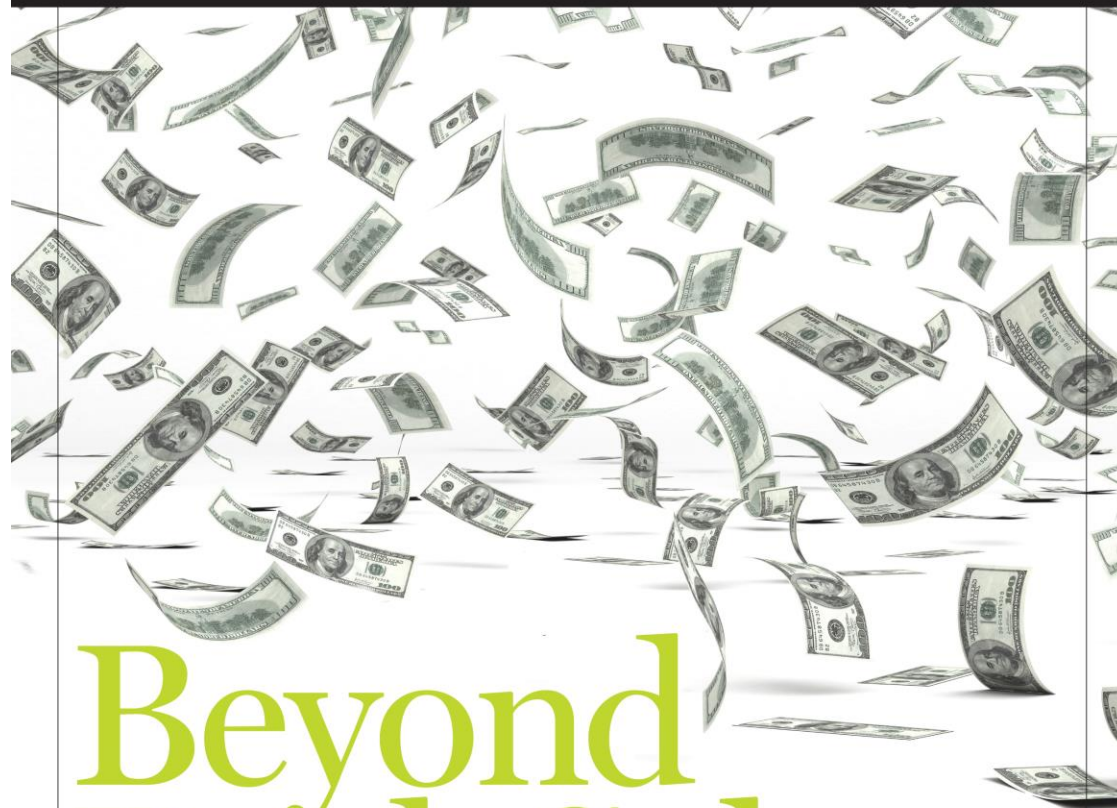
# Campaign Timeline



# Lay a foundation for future campaign success



- Establish 501(c)(3) entity (Friends or Foundation)
- Recruit a fundraising Board
- Create culture of philanthropy – everyone should be involved!
- Increase visibility and build relationships
- Make annual fundraising appeals



# Beyond Book Sales

The Complete Guide  
to **Raising Real Money**  
for Your Library

EDITED BY SUSAN DOWD



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