Friends Fundraising Ideas (from around the Listservs and the Web)

with

4 Tennessee Friends Fundraising Success Stories

Compiled by Donald B. Reynolds, Jr.
President, Friends of Tennessee Libraries
FOTL Annual Meeting, Franklin, 5 May 2018

Billings Public Library, Montana

Our Foundation has a major event in late spring, called Food For Thought. The event is a seated dinner with 20 tables held amidst the stacks of the library. Each table is assigned a topic for discussion. When people register for the event, they choose their top three topics, and are guaranteed that they will be at one of those tables. Each table includes a table host - sometimes a pair - who is knowledgeable on the topic. Topics are designed to be wide-ranging, and table numbers are designated by the topic's Dewey call number. Past topics for the last several years are listed here: http://www.billingslibraryfoundation.org/?page=food

The Library closes early at 5 pm, as these are always held on a Thursday to avoid conflicting with weekend plans. The event starts at 6 pm with a cocktail hour (actually just beer and wine) with hors d'oeuvres and mingling about. We take this opportunity to showcase some of the things going on at the library as well. As people arrive, they find out which table they will be at, with the table information presented to them on an old catalog card. At 7 pm, people move to their assigned tables in the stacks for a wonderful catered dinner. The table hosts initiate the conversations and facilitate discussions. At about 8:30, people are asked to start winding down, and the event ends at 9 pm, though it’s hard to get people to stop talking or leave. The event is wildly popular, and people don't sit with only the people they already know; instead they meet new people interested in the same topic. Even spouses are rarely sitting together. Discussions are lively and respectful, and meal is terrific. Look forward to it every year.

Adrienne Clark, Warminster, Pennsylvania

We do an annual appeal. Last year we sent 500 letters and brought in $8,000.

Dianne Connery dianneconnery@gmail.com

1. The major fundraising activity of the Friends is their book sales. Last year they raised almost $150,000 selling books at our three large book sales, on two book carts in the library's lobby and on Amazon. Revenue from online sales moved from about $22,000 in 2014 to $44,000 in 2015. The reason it jumped so much was because we now use a scanner to see if books have been listed on Amazon. If they are valued over $5 we list our copy. If it is under $5, but in great condition, we sell it on the book cart for $2-$4. Pretty basic stuff, but it works for us. (Rochester Hills Public Library)

2. We do a Wish List Fundraiser each year. We use “wishlister” for this. We have a link on our computer that leads to this page: http://www.wishlister.com/ottawakslibrary. Patrons can click on an item and order directly, can click on another link on our website to donate using their credit card, or can come into the library to make a cash or check donation toward an item or a general donation for us to pick. We have done well for 2 years now. We kick it off in late November for donations at Christmas and right before end of year of tax deductions. Our staff decides on the items to put on the wish list. We do a chamber coffee, have a display, promote on website, and on facebook. (Ottawa, Kansas)

3. Annual Library Run 5K/10K (Tonganoxie Public Library, Kansas)

4. Foundation holds a “Wine & Cheese” event in fall. (Dodge City Public Library, Kansas)
5. Not sure if you're familiar with Johnson County Library's **Pinnacle Awards**. They have a banquet to honor the winners and charge quite a bit to attend. 

6. **Taste of Soup** - staff, board, friends of library make crock pots of a variety of soups. We sell tickets for $5 they get 3 cups of soup (they are not huge cups), drinks, and crackers. The friends group also has a bake sale. We have sold 100 tickets before the thing started and done a ton of walk in business.  (Coffeyville Public Library, Kansas)

7. We do an annual **Booklovers' Bash**, with an author speaker, silent auction, live auction, and sometimes other mid-event activities like a dessert auction. It has been very successful but it's a LOT of work.  (Laramie County Library System, Wyoming)

Hope Decker  
*hdecker@pls-net.org*

When I was the Director of a small rural library in upstate New York, we were in a village of 800 people and were chartered to serve 1400. Fund raising was tricky because many of our residents had a low income. The events that raised money and provided **some form of entertainment and education** were the best. We did a fund raiser with the Finger Lakes Museum, they did a presentation about the history of wine making in the region and we had a wine tasting.  
My favorite fundraiser was for **Pi Day** (3.14.15) we celebrated the Pi the mathematical concept with Pi activities for the whole family and ate pie the dessert. We raised money by having an auction to throw a pie in the face of prominent local residents like the mayor, the principal, the school librarian, myself, a business owner and our local police officer. What I loved about this fundraiser was anyone could participate whether they contributed money to the auction or not. The kids loved especially seeing their principal and school librarian get a pie in the face!

Elgin Community Library, Oklahoma  
elginoklibrary@gmail.com

Our biggest fundraiser is hosted annually by the Masons. They cook **breakfast**, we pre-sell tickets for $5 or donations can be made at the door. They will match up to $1000 and we have always made over $1000, so an extra $1000 for free is great.  
Our city population is about 2400, altho we serve about 10000 with surrounding areas.  
A year ago we made 3 **throw size quilts**, all book themed. We started them in the summer so would be complete by fall. Sold chances and Thanksgiving weekend did drawing. All material, sewing, and machine quilting were donated. We made about $1500  
We have also had our local electric company donate **sports tickets** to raffle and made about $1500 on that also.

Eureka Public Library, Kansas

We always have our **“Wishing Jar”** out on the counter. We ask people to throw in their spare change, and each quarter it is used for something different. We always make sure we show what we purchased with it. Super easy, very little time involved, and we normally raise $400-$500 a year.  
The **Murder Mystery Dinner** - a good fundraiser but lots of work. We generally do a themed basket silent auction in conjunction. Tickets are $20 and we normally serve 65 to 70 people. We've done this 4 times and cleared in the $1500 to $1800 range each time.  
We did **Christmas ornaments** featuring the old library while we were still in it. We sold roughly 200 ornaments. I think we sold them for $10 but I don't remember how much of that was profit.

Cathleen Fish,  
Hillsboro Public Library, Kansas,  
cfish67063@yahoo.com

We have had success the past two years with a **soup lunch**. Success for us means raising more than $500. We are a community of about 3,000. The lunch is held in March during the noon hour so we can draw from the local business crowd. All of the soup is donated. Board members and others donate a crock pot of soup of their choice. Not a big fundraiser, but it seems to be what works for us… a super small town that is bombarded constantly by fundraisers!  
We have run out of soup in the past, but last year made an entire roaster of chili. We had just one gallon of that left. We ask for a donation of $5. Last year a couple of businesses bought lunch for their entire staff!  
We have had the following soups (some local recipes) Borscht; Potato/Sausage; Cheeseburger, Chicken Noodle, Cheesy Potato; White Chili and Chili. The ones that sell our fastest are Borscht and Potato Sausage… We serve from 11 to 1. Volunteers and board members do the serving. If we happen to schedule it during Spring Break we also have kids buss the tables.

Friends Fundraising Ideas

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Jennie Garner, North Liberty Community Library, Iowa

Our appeal was to ask community members to give up a pizza a month and donate $10 to the library each month instead. We set up automatic transfers through a local bank and contributors just had to fill out the ACH form and provide a blank check and the rest was seamless. Each person who participated got a t-shirt. I don’t have the t-shirt logo but I attached the staff shirts (the only difference was that the t-shirt contributors got didn’t have the “ask me how to join”). We ended up getting a handful of donors for this (about 12). Some of them just gave us the money up front and others signed up for the five-year once a month $10 pledge.

Our hope was to get 200 donors (equaling $120,000 for the five years), which was why it’s called Club 200, and while we didn’t even come close to that number, I still feel it’s a viable and fairly simply fund-raise.

Interestingly, the pledges actually are complete this month and I just was talking to a Club 200 contributors this week and mentioned that. She immediately suggested I ask everyone to just continue making this monthly contribution since it’s already coming out of their account. Brilliant! I’m working on a letter right now explaining the impact their funds had so far and how they can help us going forward with expanded services/programs.

I think this could be used for a very specific ask or as a general “your dollars support the library” ask.

Let me know if this makes sense or if you have questions.

Jack Granath, Bonner Springs, Kansas

1. The library’s Second Century Library Foundation has been holding an annual Flower & Garden Tour (except for 2 years) to promote the foundation and raise funds. We work with the Harvey County Master Gardeners who are on site at each location to answer questions, will add the Carriage Factory Gallery as another collaborator this year and ask local businesses to be underwriters for the tour. https://www.newtonplks.org/about/foundations/

2. The only fundraising the library does is an annual mailing to every household asking for contributions. We raise about $40,000 a year doing that.

3. The Friends of the Library is our major source of fundraising. They hold a couple of special events. We have Wine, Wit & Wisdom in March where we invite six speakers to the library and ask them to present a 20 minute talk twice. So we serve a strolling dinner from 6:30 - 7 p.m. and then have the first talk from 7 - 7:30, back for more food before the second talk begins at 8 - 9 pm. We had a silent auction in conjunction with the event and raise about $7,500 on that event.

The Friends also host a Holiday Home Tour and they get 5 - 6 homeowners to open their decorated homes just before Thanksgiving. We get between 600 - 700 people on those tours and earn about $16,000.

Debbie Heibert, Friends of the Brentwood Library, Tennessee

Years ago our group did a cookbook. We’ve also sold the cloth bags with our logo on it but really they didn't go over very well. Our library just introduced a new logo so in order to promote it the library will be selling cloth bags, travel mugs and a car magnet all with the new logo. I like the car magnet idea a lot. They are selling everything for $5.

Katie Hill, Coffeyville, Kansas

We just had another successful soup tasting. We had over 25 soups and sold 150+ tickets. This netted us over $750.

Joanne Hoefer, nco4242@sbcglobal.net

We are small rural community and stole an idea from LA a small art sale. We hold it annually and have done very well with it. Art objects priced from $5-$500 so something for everyone what we do is split 40/60 with craft person/artist we get the $60, provide space for them, served wine beer, snacks run it from 5-9pm offer silent auction and door prizes. We average about $10 grand the last 2 years.

It works because price range is in everyones level but you could expand prices etc to fit your needs. We get wines donated as beers, members make the snacks, and we also have a local lady who is a wiz with Chox and she makes something up different each year.

It also helps local craft and artists to show and sell their works.

Hannah Hosty, Friends of the Stirling Road Library, Hollywood, Florida

Our group has a Dedicate-A-Shelf program which has been quite successful. I can send you the background of this project and here’s a link to how we present the project to our membership: http://www.stirlingfriends.org/p/dedicate-shelf.html?m=1

Friends Fundraising Ideas
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Christy Jefferson, Friends of Deltona Library, Florida, cjefferson3@cfl.rr.com

We have done a Baubles & Bling that brought in almost $1000 over a couple of events and our volunteers really enjoyed that. It was gently used but still lovely costume jewelry. It also morphed into belts, purses, a leather 60s vest w/ fringe!! I just started new idea www.givingbean.com that I learned about from another local non-profit. 25% of online sales come to us and the first two orders, one of which is mine, have a commission to us pending of $14.88. We are promoting this through individual email invitations and our Deltona Library Fans Facebook page. It makes even more, 40%, if you submit your orders all at once. They are giving us great support and give good suggestions. If you are interested in seeing the email sample we used, give me a holler.

Roberta Karpincez, Friends of Somerville Public Library, New Jersey

Our webpage is somervillelibraryfriends.com, Facebook https://www.facebook.com/pg/SomervilleLibraryFriends/posts/?ref=page_internal

There are several actresses in our area who portray historic figures. We've begun hosting an Annual Tea with historic figures. In the past, our guests have had Tea with Catherine the Great, Jane Austen, and Julia Child. Last year, we had Tea with a local medium. In October, we're hosting a Titanic Tea. Our actress portrays a Titanic survivor. Local merchants donate door prizes. We serve tea and sweets and savories. The ticket is $25.

Molly S. Kinney, Mifflin County Library, Pennsylvania, mollykinney@mifflincountylibrary.org

We have a “Front of the Line” program that generates about $5,000 a year for our small community. It's so easy to operate and replicate. We post new, soon to be published bestseller titles (children's, YA and adult) on a bulletin board near the service desk. For $20.00 a customer can buy the book for the library and when the title comes in, they are the first to check it out. We've actually had fights between/among patrons to buy their favorite authors - ie John Grisham and James Patterson. We don't include any title that will cost us more than $20.00 to buy. The library gets to keep the book; the customer gets it first. It's a win win all around :) Let me know if you have questions or need more info.

Bonnie Krenz, Griggs County Public Library, Cooperstown, North Dakota

We serve a county of about 3000 people. We hold a free will donation Pancake Breakfast the second Sunday of September each year. It is held in the county fair exhibit building. There is no cost for the use of the building. One or more library supporters will apply for grants through Thrivent Financial for Lutheran for grants to cover the cost of supplies and advertising so all donations are profit. We have been making between $2500 and $3500 each year depending on the project. We usually serve between 300 and 400 people. We had tried other projects such as used book sales, chocolate day silent auction, and bake sales but for the work they haven't been very successful usually raising somewhere between $100 to $400.

Mary Last, Friends of the Del Webb Library, Indian Land, South Carolina

Some of the fund raising ideas that the Friends of the Del Webb Library have used include:
1. Selling Book Lover's Calendar
2. Partnering with the local Barnes and Noble for their Book Fairs
3. Christmas gift wrapping at Barnes and Noble
4. Selling “opportunity chances” (aka raffle tickets) for a donated item(s) or service. We have been lucky enough to get autographed football items from the Carolina Panthers as well as unique art work.
5. Participating in Belk Department Store charity sale (a twice-a-year event)

Our Friends group participated in Give Local America Day. This is a national online giving day and it was the first time our area participated. Because of the generosity of so many, 36 Lancaster, SC area nonprofits received 821 donations totaling $61,290. Our Friends group received over $1,700 in donations.
Paula S.W. Laurita, Athens-Limestone Public Library, Alabama

Our annual winter party. Someone will host a wine and appetizers event in their home and we sell tickets. We have some lovely homes, many historic, and people want to see the house. One home had been the original hospital in the city.

We do a storybook ball which is a family event. Kids band, kid friendly food, teens in costume for photo ops. Last year we started piggybacking onto the summer reading theme. We have some really good business sponsors for this event.

One of the most amazing was a local orchard that had hosted an annual Dinner in the Orchard with all locally sourced food. We were designated as the beneficiaries one year. They paid for Will Stutts to come from NYC and be Mark Twain for the evening (Will's mom is a librarian in a neighboring community). They stopped because tickets sold out within 30 minutes and people got ugly. It would also be hard for them to top their daughter’s wedding reception done in the same style. The reception music was by Alabama Shakes because they are friends of the family.

Theo Leverenz, Georgetown, Kentucky, eppa@juno.com

I'm a former president of a local Friends of the Library and, while president, learned of several Friends groups that have presented an adult spelling bee. There are numerous web sites with rules & regs, guidelines, suggestions, etc. for adult bees. Sources of revenue (particularly for non-profit Friends groups) are fees for teams to enter, admission fees for viewers, refreshments and/or pre-bee meals (with food donated by local venders as a tax-deduction, often), items for sale regularly sold by the sponsoring Friends group (key chains, hats, t-shirts, etc.). Expenses may be limited to winner plaques/ribbons, event site rental, etc. (expenses that ALSO may be donated as a tax deduction. A couple of local events I've heard of have been going on for several years and the revenue for the Friends groups have exceeded $10,000!

Leta Liesch, letaliesch@gmail.com

Our town's population is 2600. The tickets for the mystery dinner theater are $15 for a choice of pasta meals (chicken Alfredo or spaghetti) with a salad, bread sticks and choice of a variety of desserts and coffee or tea. The venue has a bar and only 60-80 seats are sold. Last year we did 2 nights and after food expenses (the venue was rent free) we netted around $1300. This year we are doing one night and is scheduled for the last weekend of February. We found last year's mystery theater script free on the Internet.

Linn County Library District #1, Parker, Kansas

I'll tell you what has worked for our Friends group twice in the past 3 years. We've raffled a Henry Golden Boy 22 caliber rifle in 2012 and the same rifle and a brick of ammo in 2014. We limited the number of tickets sold to 200 the first year and 250 the second year. Tickets sold for $10.00. We cleared about $1500.00 each year. Our town has about 300 people. Last year we didn't repeat it and we had people asking us when we were going to sell tickets for 2015. We had the drawing for the winners at Parker Days in September.

Annie Miller, Greenwich Free Library, New York, amiller@sals.edu

Never having done ongoing fundraising before, we started last year with some small "friendraising" events that made a little money: having a local brewery serve at an author talk about the history of brewing in the area, paint and sip, a talk by a local bird photographer and auction of his work, a local wine tasting and education event. All were done using board and local expertise and were very successful in getting our name out, getting new people in and raising our image as a fun community center. Our first ever annual appeal met its modest goal and board members feel very positive about doing it again.

Nancy Petralia, Friends of the Fort Myers Library, Florida

Our “curious senior” attendees respond best to performers. Over the years our monthly free programs have featured several one-woman shows where actors bring characters like Wallace Simpson, Amelia Earhart, Gertrude Bell and Catherine the Great to life. We've only just begun to do fundraisers and so we chose to have a Chautauqua presenter as a luncheon speaker. The first portrayed three women who knew Hemingway and the second portrayed a pioneer doctor in the Everglades. Both got rave reviews and drew about 85 attendees. While we only cleared about $1000 on each, we're building our audience and our reputation for high quality events is growing. Next year I will be increasing the ticket price for the luncheon.
Tiffany Newton, Green Forest Public Library, Arkansas

We're in a town of about 3000 in Northwest Arkansas. Things that have worked here are:

- **Chili Cook Off** ($5 for entrants to enter their chili - then $5 per person to come eat chili)
- **Chocolate Dipped Strawberries** (at Valentine’s day)
- **Raffles** (Silent Auctions don't work because the winner has to pay the entire cost of the item, and most of our people are at or below poverty, but they can usually spare $1-3 for a ticket). We've raffled a Kindle, a quilt, some afghans. 50/50 raffle, where the winner gets half the money raised, while we get the other half.
- **A Car Wash** (our Teen Advisory Board washed cars in the parking lot).
- **Cutest baby contest** We get a jar and put our youngest patron’s photos on the outside. People vote by leaving spare change in the jar of their choice. The winner is the one with the most money at the end. They keep their jar. The library keeps everything else.
- **Gift Wrapping** in December

Pleasanton Lincoln Library, Kansas

Our **Spring Bling** event was the most successful. It was an introduction to our newly renovated space, before shelves and books were installed. By invitation only, it targeted those we hoped would be willing to donate funds to the library. We promoted it as a special evening with fancy hors d'oeuvres, and wine donated from a local winery and a vendor in Springfield.

The mastermind was Theresa Miller, who owned a decor shop in Kansas City and had planned numerous events. In addition to making the hors d'oeuvres, she put together the invitation list, and decorated the library. Her daughter sat near the entrance to greet people and a large glass bowl was placed near by for donations. Theresa’s son-in-law served wine throughout the evening, and local elderberry wine was a huge hit. Many of our guests dressed up for the occasion and all hoped we'd have such an event again.

Comments included that nothing like this had been held in Pleasanton and it was so good to gather with folks they hadn’t seen in a while, etc.

In addition to the food and drink, we held a **photo contest** for students from the local junior high and high school. Three professional photographers reviewed the entries online and winners were selected from their choices. One of the photographers was in attendance to present awards to the winners. The winning entries were enlarged and hung in the teen area high on the wall for all to see. The students and their parents received invitations to the event and most attended. One even videotaped the award ceremony and many shot photos of their students.

We also had donated items for sale (framed prints, antiques, etc.) on display for sale and many were purchased. The event raised about $1,200, which was a large amount considering the size of the town and the number of people attending (75).

Mary Jean Regoli, Friends of Monroe County Public Library, Indiana, mjregoli@mcpl.info

We also do an annual appeal called our **Campaign for Excellence**. We began in 2010 and raised $27,000 the first year. This year we raised more than $62,000. Our expenses for the appeal have remained fairly steady between $4,000 and $5,000 so we are able to give most of the funds raised to the Library. Most people give to “where the library needs it most,” but we also allow them to designate specific areas or endowments. 10% of funds raised are used to build the specific endowment we designate that year (e.g. Children’s, Collections.) Most gifts are given through postal mail, but about 23% are given online: [http://is.gd/CE2017](http://is.gd/CE2017)

We’ve tried numerous strategies, but have not been very successful in increasing our membership base significantly, but through the Campaign, we have doubled our number of members and donors combined. The average gift to the Campaign is about $150 while our average membership contribution is about $50. Having our board members and Campaign chairs write personal notes on many of the Campaign appeal letters has made a huge difference in our response. We recruit new Honorary Co-Chairs each year who sign the appeal letter and send letters to their friends and colleagues. This helps expands our reach to more people who love the Library but who are not as aware about the Friends and financially supporting the Library, as well as some who simply want to make a gift to honor the co-chairs for all the good work they do in the community.

Our Library serves a county population of about 145,000 (about 50,000 households.) A third of that population are University students who are rarely members or donors to the Friends although they do shop at our Bookstore. There are about 800 nonprofit organizations in our county, so many possible events are already being done by other groups including a very successful and fun **Grown Up Spelling Bee** which was one event mentioned in response to this thread. Here’s another example of that type of event: [http://www.mccsfoundation.org/2017/08/29/great-grown-up-spelling-bee-october-12/](http://www.mccsfoundation.org/2017/08/29/great-grown-up-spelling-bee-october-12/). Another group within our Library does a **Quiz Bowl for Adult Literacy**
which raises many thousands each year for that program. That is fun and has been well-received in the community even before trivia nights became so popular https://mcpl.info/vital/2018-vital-quiz-bowl.

Another initiative we began in 2010 which has been very popular is our Dine Out for the Library. We invite a different local restaurant each month to partner with us. We create flyers that people present on the designated day and the restaurant donates a percentage of what people spend. Most restaurants donate 15-25% of the tab. For their donation, we make the restaurants “Business Members” of the Friends. Our members like to dine out anyway and support local restaurants, so this is an easy way to support the Library while they enjoy a meal out. We have built up our partners and support for this over time. The first year we earned about $1,000 while last year we earned $3,600. It takes some work to recruit the partners and work out the logistics and promote it, but overall, it’s not much compared to other events we do. One volunteer reaches out to the restaurants and I manage the publicity. Our individual member rate is $25, so we would need to recruit 144 more new members to bring in the same amount of money as our Dine Outs did last year. That would require a great deal more effort on our part. It really has been the easiest and least time-consuming fundraising event I’ve done https://mcpl.info/friends/dine-out-library.

Always need to balance the amount of effort that goes into planning an event against the reward in terms of not only funds raised, but in awareness and interest in the Friends and the Library.

Jane Somerville, Stanley Community Library, Idaho, stanley.id.library@gmail.com

We do a scenic calendar. It began as an awareness campaign and fundraiser for a new building. We don’t really need the funds anymore (Shhh...we’re very lucky, I know), so we don’t push it as much. We made nearly $10,000 one year. We get local business to sponsor each page, and the photographers donate their photos. This pays most of the printing cost. Granted, we live in one of the most beautiful places in the US, but every locale has its own beauty. The back page gives information about the library. We sell them in the library, in local businesses, and online. Here is the link to our online sales: www.sawtoothcalendar.wordpress.com.

Our town is tiny, official population is 63. Our service area population is close to 300. We have more than a million people come through our area each year as we are in the middle of the Sawtooth National Recreation Area. We are a district library with our funding coming from property taxes. Our new library and property is completely paid for. We did not raise taxes, but built our library solely with grants and private donations, including calendar sales. Hope this is helpful, and good luck with your presentation.

Mary Soucie, North Dakota State Library

It wasn’t a huge fundraiser but it was tons of fun. At a former library, our Friends group did a Gingerbread House Auction. Businesses and organizations paid to enter a gingerbread house and then they were auctioned off. The second year, a professional auctioneer volunteered his services which really upped the fun. :-) The initial year, the Lions Club made a replica of the library, including a picture of my van parked in the lot. Guess who bought that one. The second and third years, the library staff worked together on an entry as well.

Mary Beth Stenger, Southern Area Library, West Virginia, mbs26385@outlook.com

Marsha Shilling, Mifflin County Library, Pennsylvania, mshilling@mifflincountylibrary.org

We do a giving tree every year with our "Adopt a Book" event in December. The only tip I would add is to directly ask local organizations. We get very little money from patrons actually taking an ornament off the tree to donate for the book listed on the ornament. Most of the funds we receive are sent from organizations to whom we sent letters along with a copy of the book list. Some pick a particular book; most just send in $50 to $100 for the fundraiser.

We made decorations out of old magazines and have the magazines we subscribe to listed on other ornaments. It worked out pretty well for us. And we put adoption stickers on the front cover to credit the donor.

Selena Swink, Lake Public Library, Mississippi, sswink@cmris.lib.ms.us

The most successful fundraising I’ve had in my tiny community of around 400 is a silent auction. We have it during the holiday season. Last year before Thanksgiving. We get items donated from the community, businesses and baked goods as well. People sometimes buy the baked goods for pick up the week of a holiday so they don’t have to cook it. Last year we raised over $700 which is huge for a branch my size. That’s almost triple my programming budget for the year. The Friends group sells it as a fundraiser for summer reading and that’s what we use the money for. This year we were also able to buy a projector for use in the library which is still for programming since we usually show a movie one week in the summer in addition to the movie day we have every month for adults. It was nice for the money to go toward something permanent this time too.
Partnerships: Ways of Saving and Raising Money

Assumptions

- The resources within your Friends’ group and within the community at large make partnerships possible and mutually beneficial.
- Partners’ goals are compatible with Friends’ goals.
- Every Friends’ event is an act of advocacy for the library.
- The event may not earn money but will increase awareness of your group and mission.
- Each partner has a clear understanding of responsibilities and timelines.

Friends of the Knox County Public Library Partnerships

- Knox County Public Library: space for daily bookstore, space for storing books, office space for coordinator, space for meetings and events, communications/PR network
- Union Ave Books, independent book store: authors, book drive for Empty Stocking Fund
- East Tennessee History Center and East Tennessee Historical Society: space for author events, larger audience
- Library Society of University of Tennessee: payment for author, printing and mailing postcard
- First Presbyterian Church: space for author events
- West High School: space for YA author event
- Knoxville News Sentinel: free publicity
- Three Rivers Market and Magpies Bakery: food for volunteers during 4-day book sale
- Nonprofit groups that receive books from Friends in exchange for publicizing the Friends

What We Offer Our Partners

- Acknowledgment/logo on all printed and electronic materials
- An audience of our members and beyond through our communications network

CONTACT FOR MORE INFORMATION - Martha Gill: marthagill491@gmail.com, knoxfriends.org

Diane Johnson, Friends of King Family Library (Sevier): Historic Calendar

Friends of King Family Library (in partnership with Friends of Kodak and Friends of Seymour Libraries.

TITLE/TYPYE OF FUNDRAISER EVENT, PROJECT OR PARTNERSHIP

“Sevier County Memories”—Sevier County Annual Historical Calendar; launched at Fall 10 Mile Yard Sale.

Partners - History & Genealogy Center, library staff and local media and resellers. Materials for first calendar were covered by an FOTL grant.

PERIOD OF TIME / AMOUNT RAISED

October to February every year (calendars are marked to ½ price in February)

Maximum annual potential = $4800 (all supplies are covered by the sponsor so all proceeds go to Friends/libraries.) Each family featured in the calendar and each community reseller is given a free calendar.

SHORT DESCRIPTION OF EVENT, PROJECT OR PARTNERSHIP

In May we begin asking the community to donate historic family photos and peruse the History Center archives. The working committee has one meeting in June to select photos for the calendar and determine a sponsor ($500 donation covers all calendar paper and supplies needed and sponsor is featured on the back cover and in PR.)

From June to September, photos are curated and digitally repaired by the History Center staff, captions are researched and written and calendars are printed (the library generously does graphics and printing at no cost to the Friends). Calendars are launched at the annual Fall 10 Mile Yard Sale and are sold in all 3 libraries and select local businesses for $10 apiece.

PR AND/OR MEDIA MENTIONS

Photo search, launch, calendar highlights, holiday gift suggestion all distributed to local newspapers, radio stations and social media outlets.

CONTACT FOR MORE INFORMATION - Diane Johnson: djohnson@sevierlibrary.org
Connie Albrecht, Putnam County Library Friends: Dinner with an author

Putnam County Library Friends

PERIOD OF TIME / AMOUNT RAISED
About seven months (March through September)
Net Profit: $4,505.55

SHORT DESCRIPTION OF EVENT, PROJECT OR PARTNERSHIP
Held reception for sponsors and author prior to dinner. Author autographed books for sponsors. Then moved on to the dinner. Author spoke to group. Books were sold and autographed after dinner. Held a silent auction of books from previous authors that had been featured at our dinners.

PR AND/OR MEDIA MENTIONS
Letters, Local Newspaper, Facebook, Posters, Bookmarks

CONTACT FOR MORE INFORMATION -
Judy Titsworth: jat0002@gmail.com      Connie Albrecht: connie.albrecht@yahoo.com

Cynthia Harmon, Friends of Smyrna Library: “Spruce Up Smyrna Library” campaign


Spruce Up the Smyrna Library began with a tree planting ceremony on property surrounding the library in April 2016. Fundraising events began with contacts to individuals, businesses and civic organizations. Two locally prominent citizens were honorary co-chairs and spoke at any every event possible. The project received a wonderful boost with our adoption by Keller Williams Realtors for their annual R.E.D. Day (Renew, Energize and Donate). Keller Williams volunteers were instrumental in completing work in the Community Room and children’s area in just 4 days.

Phase I was completed in June, 2016. In this initial portion of the project, we repainted and replaced carpet and tile in the Children’s area and Community Room. Additionally, a new desk, storage areas and play zone were renovated. Keller Williams provided manpower, contractors and materials at either free or reduced rates. A great deal of work was completed at little or no cost. What a gift!!!

Phase II began in spring, 2017. All the walls in the remainder of the 16,000 square foot library were repainted.

Phase III began in August, 2017. New carpet and tile were installed in the remainder of the library. The largest obstacle involved moving all the books in the area. It’s expensive but absolutely must be done in a methodical way or there is total chaos when the time comes to returning books to shelves. This portion of Spruce Up was completed with minimum disruption to the library. We also replaced the circulation desk and paid for relocation of the relocated electric service to the circulation desk.

We set an original goal of $100,000 to complete Spruce Up the Smyrna Library. With continued requests for grants and donations, we received more than $110,000.

Phase IV will begin during the upcoming fall. Remaining funds have purchased storage for CD’s and will continue to spend down the remaining Spruce Up funds by repainting the library bathrooms and a large display cabinet. We are fortunate to have paint and labor donations for this portion of the project.

The work to refurbish the library will never end. We know that with an aging building, there will always be a need. Aging HVAC units will require replacement, other general maintenance issues will be dealt with, and the majority of that will fall on the shoulders of FOSL. With that in our future, the fundraising will continue. We have a coin jar on the circulation desk, at every community event and continue to receive donations, sometimes a penny at a time, toward those efforts. We continue to apply for grants and search for options to keep our library as the vibrant jewel in our community that it is and always should be.

CONTACT FOR MORE INFORMATION - Roseanne Peppers: peppersr@bellsouth.net
Paul Snyder, Friends of Michigan Libraries

The Friends of Michigan Libraries have a website that archives its newsletters. In each newsletter there are articles about the activities of many Michigan Libraries Friends groups, several of which involve fundraising. The website link is: [http://foml.org/resources/newsletters/](http://foml.org/resources/newsletters/).

Sally Gardner Reed, United for Libraries: Association of Trustees, Advocates, Friends and Foundations

United for Libraries has an idea sharing section ([http://www.ala.org/united/friends/ideasharing/fundraising](http://www.ala.org/united/friends/ideasharing/fundraising)) for fundraising ideas which is free for all. If you are a member of United for Libraries, you can get a free copy of *101+ Great Ideas for Libraries and Friends* in the Friend Zone.

360° Fund Raising | Budgets & Funding

[http://lj.libraryjournal.com/2016/05/budgets-funding/360-fund-raising-budgets-funding/](http://lj.libraryjournal.com/2016/05/budgets-funding/360-fund-raising-budgets-funding/)

FOTL has deposited a copy of *Even More Great Ideas for Libraries and Friends* by Sally Gardner Reed in each Regional Library professional collection. Both it and *101+ Great Ideas for Libraries and Friends* are available as a free PDF file to those who join the United for Libraries Division of the American Library Association. [http://www.ala.org/united/membership](http://www.ala.org/united/membership)


Beyond Book Sales: Examples of Fundraising Event


The Small Community Advantage in Library Fundraising


Here is a sampling of fundraising ebooks available through the R.E.A.D.S. program. After opening the site [http://reads.lib.overdrive.com](http://reads.lib.overdrive.com), type “fundraising” into the search box.

Of particular interest:
Also, here are three additional titles of fundraising ideas specifically for libraries. Borrow through Interlibrary Loan.


List of Ideas

| Adopt a Book 7 | Give Local America Day 4 |
| Adult spelling bee 5, 6 | Give up a pizza a month 3 |
| Annual appeal 1, 6 | Giving Bean 4 |
| Annual mailing 3 | Giving Tree 7 |
| Appeal - give up a pizza a month 3 | Grants 4 |
| Annual library run 1 | Henry Golden Boy 22 caliber rifle raffle 5 |
| Annual mailing 3 | Historic Calendar 8 |
| Annual Tea with historic figures 4 | Holiday Home Tour 3 |
| Annual Winter Party 5 | Home tour - holiday 3 |
| Art sale 3 | Lunch - Soup lunch 2 |
| Auction 7 (2) | Lunch with Chautauqua speaker 5 |
| Baubles & Bling 4 | Mystery dinner theater 5 |
| Book Fairs 4 | Opportunity Chances / raffles 4 |
| Book Lover’ Calendar 4 | Pancake breakfast 4 |
| Book sales 1 | Partnerships 8 |
| Book purchase Front of the Line 4 | Photo contest 6 |
| Booklovers’ Bash 2 | Pi Day 2 |
| Breakfast 2, 4 | Pinnacle awards 2 |
| Calendar 7, 8 | Quilts Raffle 2 |
| Campaign for excellence annual appeal 6 | Quiz Bowl for Adult Literacy 6 |
| Car Wash 6 | Raffle 4, 5, 6 |
| Charity sale 4 | Resources 10-11 |
| Chautauqua presenter as luncheon speaker 5 | Rifle Raffle 5 |
| Chili Cook off 6 | Sales of bags, travel mugs, car magnets 3 |
| Chocolate dipped strawberries 6 | Scenic calendar 7 |
| Christmas ornaments 2 | Silent auction 7 |
| Cookbook 3 | Soup lunch 2 |
| Cutest baby contest 6 | Soup tasting 3 |
| Dedicate -A-Shelf 3 | Spelling Bee 5, 6 |
| Dine out for the library 7 | Sports tickets raffle 2 |
| Dinner in the Orchard 5 | Spring Bling 6 |
| Dinner - Murder Mystery 2, 5 | Spruce Up the Library 9 |
| Dinner with an author 9 | Storybook Ball 5 |
| Entertainment and education 2 | Taste of Soup 2 |
| Flower & Garden Tour 3 | Tea with historic figures 4 |
| Food for thought 1 | Teen Advisory car wash 6 |
| Friendraising events 5 | Wine & Cheese event 2 |
| Front of the Line book holds 4 | Wine, Wit & Wisdom 3 |
| Gift wrapping 4, 6 | Wish List Fundraiser 1 |
| Gingerbread House Auction 7 | Wishing Jar 2 |
2018 FOTL Annual Meeting Hosts
Many, many thanks to the local arrangements team from the Friends of the Williamson County Public Library who hosted our meeting with incredibly Friendly hospitality.

Standing from left:
Phyllis Singleton, David Miller, LaVerne Sweeney, Harry Eads, Bonnie Lucas, Debbie Eads, Lori Scarbrough, Deb Walsh, April Nelson.