



Greetings!

Here's our latest RICHMOND DISTRICT LIBRARIES CAMPAIGN UPDATE.

### **Committee Building**

Please look at our latest list of Richmond District Libraries Campaign Committee and Honorary Committee members. We are grateful to each of you for playing a role in this milestone project. Membership on the Campaign Committee is still open, of course, so let me know if you would like to extend an invitation to a friend, neighbor or colleague.

### **Fundraising Training—Repeated twice, so please choose your best time and place!**

**October 18<sup>th</sup>**—Anza Branch, 37<sup>th</sup> near Anza 6:00-8PM

**October 20<sup>th</sup>**—Richmond Branch, 9<sup>th</sup> near Clement 6:00-8PM

Please note that we'll meet **half an hour earlier** than usual for this important fundraising training. We'll share a **light supper** first, and still have time to complete our agenda. You'll find the fundraising training **enjoyable and informative**. We will cover the basics and provide lots of ways to address your own individual concerns and questions. You'll learn how to make the case for donating to the Richmond District Libraries Campaign, how to ask for and handle all types of gifts (i.e. pledges, one-time gifts, cash, credit or stocks), and how to talk with donors about different forms of gift recognition. You will also receive your own customized packet that includes a "starter list" of donor prospects (and I'll be in touch with each of you, individually, before and after the fundraising training, regarding personal prospects.) Please be in touch with any questions you have beforehand.

### **Booth at the Clement Street Fair**

**October 8<sup>th</sup> and October 9<sup>th</sup>**

**10AM-5PM Booth # 425 between 5<sup>th</sup> and 6<sup>th</sup> Avenues**

Many thanks to those who have already signed up for shifts of a few hours each, to help staff our booth at the Clement Street Fair on Saturday, Oct 8<sup>th</sup> and Sunday, October 9<sup>th</sup>, from 10AM-5PM. In this packet I'm sending you a sign-up sheet, and I've also sent an email around asking people to volunteer for vacant "slots." We will be giving out information about the Richmond District Libraries Campaign, as well as collecting names and contact information for individuals, organizations and businesses interested in learning more about our efforts. We'll conduct a free raffle (prizes include a Green Apple Bookstore gift certificate and a 3 month free membership for the Richmond YMCA). Additionally, we'll give away free books from our own Friends bookstores. The purpose of our booth at the Clement Street Fair is to increase our contacts in the Richmond neighborhood, to let people know more about the Richmond District Library Campaign, and to inform people about schedules and/or plans for the Richmond & Anza branch renovations. We have fun at these neighborhood fair booths, so please consider signing up! On both days we'll provide a boxed lunch for lunch-time volunteers; and we'll have plenty of snacks and beverages on hand for everyone! We'll be back in touch to confirm your time-slot, if you can volunteer.

### **Other Plans/Developments**

At our last Richmond District Libraries Campaign Committee meeting we examined a gift pyramid chart that demonstrates levels and numbers of gifts we can raise to reach our \$1 million goal. (Please see the enclosed documents.) Committee members wrote in the names of donor prospects they know or know about, for each level. We will continue to use this and other organizing tools to help us identify donor prospects and ask for their support. We also took steps towards refining our fundraising and outreach plan for the next 12-15 months, including hosting two types of campaign "kick off" events: one small event for high-end donors and prospects (probably at a private home), and one bigger event (at a single-screen theater like the Balboa). Several committee members are already making preliminary inquiries related to these events. We will also be working with the library system to plan the eventual Richmond/Milton Marks Branch closing party, probably in early 06. Finally, we are continuing to work on our knowledge about and connections with a range of community constituents, including parents of school age children, faith based organizations, and professional, neighborhood, and merchants associations.

### Next Steps

To summarize:

Please plan to attend our fundraising training, either on **Oct. 18<sup>th</sup>** or **Oct. 20<sup>th</sup>**, from **6-8PM** each time. Even if you are a member of the Honorary Campaign Committee, we strongly encourage you to join us just this one time, since it will help you to understand what we're doing, how we're moving ahead, and what you can do.

We'll be at the Clement Street Fair **Oct 8<sup>th</sup> and 9<sup>th</sup>**—so let us know if you can sign up for a few hours on either day (or both days), to staff our booth.

We welcome your suggestions about how to reach **prospective donors** and how to get the word out in the Richmond District about our Campaign. We'll be in touch with you individually about this!

Finally, we're in the early stages of planning our **"kick off" events** for the Richmond District Libraries Campaign, and we're starting to work with the library system on how to **mark the occasion when the Richmond Library on 9<sup>th</sup> Avenue will close for renovations**, while we're still at the stage of soliciting larger donations. We **welcome your ideas** about these and other fundraising events.

Warm Regards,

Marian Chatfield-Taylor

626-7512 X103

email: [marian.ctaylor@friendssfpl.org](mailto:marian.ctaylor@friendssfpl.org)