



The Richmond District Libraries Campaign

The Richmond District Libraries Campaign is a unique partnership of Friends of the San Francisco Public Library, the San Francisco Public Library and community members to raise money and support for renovating the Richmond/Senator Milton Marks Branch (9th Avenue near Clement) and the Anza Branch (37th Avenue near Anza). Both libraries will be restored and improved as part of a city-wide program to revitalize San Francisco's neighborhood library system. Each branch will be seismically strengthened, made accessible for people with disabilities, and given the capacity to handle today's technologies. Bond funds for these vital improvements were overwhelmingly approved by San Francisco voters. But city bonds cannot be used to buy the new furniture, fixtures and equipment that will make each library a real neighborhood home, including tables, chairs, lamps, self-check out machines, desks, study carrels, computers, and more.

Friends of the San Francisco Public Library promised voters to raise the critical funds needed to complete this library renaissance. We asked local communities to join us, making each library project a team effort of people of diverse backgrounds and interests. Campaigns similar to the one we're launching in the Richmond District are already underway in neighborhoods throughout the city, where library construction and renovation projects are in progress or about to begin under the management of the Branch Library Improvement Program (or BLIP), the bond administration. In fact, we've already brought our Excelsior Library Campaign to a successful conclusion. We invite you to visit that branch (4400 Mission Street @ Cotter) to see how a restored neighborhood library benefits children, supports families, and enriches a neighborhood.

The Richmond District Libraries Campaign Committee is creating an exciting fundraising and outreach plan that includes soliciting large individual donations, staging literary events and throwing house parties, to name but a few possibilities. Each Neighborhood Library Campaign draws on the strengths, interests and ideas of the community. The Committee for the Richmond District Libraries Campaign is made up of "worker bees" who devote several hours a month to the project for about two years, as well as Honorary Campaign Committee members who lend their name and social stature to the effort, with the understanding that they are welcome to pitch in, as time permits. The Richmond District Libraries Campaign Committee meets monthly, to brainstorm, develop goals and plans, and strategize about how to put their plans into action.

For more information and to learn how you can help the Richmond District Libraries Campaign please contact Marian Chatfield-Taylor at Friends of the San Francisco Public Library, 415-626-7512 X103 or marian.ctaylor@friendssfpl.org

Friends of the San Francisco Public Library is raising \$16 million for 24 branch renovations citywide. Friends is a member-supported, nonprofit that advocates, fundraises and provides critical support for the San Francisco Public Library.

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Additional Richmond and Anza Renovation information:

<http://sfpl.org/news/blip/pdfs/richmondfaq.pdf>

<http://sfpl.org/news/blip/pdfs/anzafaq.pdf>



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Overview

	Phase 0 Planning & Training	Phase I <u>"Quiet"</u>	Phase II Low Intensity <u>Outreach</u>	Phase III Highly Visible <u>Outreach</u>
Focus	Committee organization, training	In person solicitation Top donors	Small group events, letters	Many, larger community events
Examples	Recruit committees Establish goal ID top donors Lay out timeline, key activities	In-person with top donors (individual or business) Selective celebratory events	Letters, follow-up Selective events (e.g., cocktail party)	Thermometer Merchant Day Restaurant Day Items for sale
Antic. % of Goal Raised	0 – 10%	40 – 50%	20 - 30%	10 – 20%
Timing Projected Dates	Through Fall 05	~ 10 months Nov 05- Oct 06	~ 13 months Nov 06-Sept 07	~ 12 months Oct 07-Fall 08