

STAY CONNECTED

Indiana State Library Blog

<http://blog.library.in.gov/>



**Indiana
State Library**

The Wednesday Word

<http://www.in.gov/library/newsroom.htm>

Indiana State Library's Continuing Education Website

<https://continuinged.isl.in.gov/>

Indiana State Library's Calendar of Events

<http://indianastatelibrary.evanced.info/signup/calendar?In=ALL>

JUST ASK: PARTNERSHIPS THAT PROVIDE FUNDING

Susan Miller,
Library
Director

Megan Martin,
Director of
Community
Engagement

START AT THE TOP

- Does your Library Board see fundraising as a strategic part of the Library's work?
- Is fundraising supported in spirit by the administration?
- What is your focus or target audience?
- Does your Strategic Plan address community outreach, partnerships, and fundraising?
- Will Board members help?
- Why do you need funds?
- Who will take responsibility?
- Do you need to hire new staff?
- Share information the staff. Ask for their ideas and assistance

YOUR STRATEGIC PLAN IS YOUR ROADMAP

- Share copies of your plan with everyone.
- Market your vision, mission, and values.
- Brand everything. (Your community should recognize your logo.)
- Ask for funding that will support programs, services, initiatives included in your plan.
- Use data from your planning process to help other organizations and agencies secure funding

Vision

To provide knowledge, hope, and endless possibilities.

Mission

We bring people, information, and ideas together to enrich lives and build community.

Values

At the Bedford Public Library we:

Strengthen Community

- Connect people with information and services
- Provide a community space for individuals and groups
- Build excitement for education and learning
- Promote wellness

Develop Partnerships

- Share skills and programs
- Encourage collaborative efforts
- Advocate for improved services
- Listen and learn from others

Encourage Innovation

- Recruit and train dedicated and professional staff
- Investigate new funding sources and budget practices
- Focus on future possibilities
- Embrace change
- Explore new technologies

DEVELOP A FORMAL PROCCESS FOR PROGRAM PLANNING

- Develop a form or process that will assist staff in their planning process.
- Incorporate key components that you could share with a funding partner.
- Use the form as a guide for staffing, publicity and budgeting.
- Include a requirement for anticipated outcomes and for evaluation.

Endless Possibilities...



PROGRAM PROPOSAL

Please e-mail this completed proposal to Mary Hall

All programs provided by the Bedford Public Library will be consistent with our Vision, Mission, and Values.

This program will: (check all that apply)

Strengthen Community

Develop Partnerships

Encourage Innovation

Section 1: Basic Program information

1. Staff facilitator:
2. Community Partner (s) if applicable:
3. Program or Initiative name:
4. Program date(s) and time(s):
5. Age group:
6. This is a: single program series Exploration Activity
7. Is registration required? If so, what is the maximum attendance?

Section 2: Relationship to Strategic Plan

1. This program will relate directly to which goal of the Strategic Plan? (check all that apply)

Your Library is a community partner

Your Library is a destination

Your Library is innovative

Your Library is thinking ahead

|

2. Describe how this program will help the Library achieve this goal:

3. Describe the target audience. Keep this audience in mind when planning, marketing, and evaluating the program.

SECTION 3: PROGRAM, PROJECT, OR INITIATIVE

1. Briefly describe the proposed activities:
2. Complete the attached budget

RESULTS (see Strategic Plan)

1. As a result of this program, community will benefit from:
2. Indicators of success: (what are the expected outcomes such as behavior, knowledge, attitudes, skills, social interaction etc.)
3. How will outcomes be determined or calculated? (pre and post surveys, Program Review form, anecdotal evidence, product or result)
4. Is a survey appropriate for this program? If so, will you be creating it, or will Mary H.?

1. Staff:			
	Name	# of Hours	
	Linda: Promotion/ Publicity	2	
	Christina: Review/Evaluation	1	
	Mary: Planning/ Evaluation	2	
	TOTAL STAFF HOURS:	5.00	
2. Supplies:			
	Item	Price	Quantity
			Total Cost
			\$0.00
			\$0.00
			\$0.00
			\$0.00
			\$0.00
			\$0.00
			\$0.00
			\$0.00
			\$0.00
			\$0.00
	TOTAL COST ALL SUPPLIES:	\$0.00	
3. Marketing:			
		Price	Quantity
			Total Cost
	B/W Copies		\$0.00
	Color Copies		\$0.00
	Paid Ads		\$0.00
	TOTAL COST ALL MARKETING:	\$0.00	
	TOTAL PROGRAM COST:	\$0.00	

CHOOSE YOUR PARTNERS WISELY

- Do they have similar mission/vision/values?
- Are they required to participate in or contribute to community activities?
- Foundations, banks, grocery stores, home improvement stores, restaurants and pizza places, and the school system.

WHAT COULD THEY CONTRIBUTE THAT YOU DO NOT HAVE?

- Space
- Money
- Time/extra hands
- Support
- Publicity
- Relationship with other individuals, agencies, organizations, companies
- Access
- Materials
- Food

REACH OUT/ BE INVOLVED THE COMMUNITY

- Be visible
- Listen
- Be nice
- Participate in local activities
- Help other organizations
- Be reliable
- Be open to new ideas
- Be accountable

BE KNOWLEDGEABLE AND PERSONABLE

- Be visible in your community
- Research the company and staff
- Build a relationship with them
- Learn about their interests as an organization but also, that specific person's interests

KNOW WHAT YOU ARE ASKING FOR

- Have a reasonable dollar amount already worked up that will meet your needs
- Know exactly how the money will be used and how it relates to your strategic plan, mission, and vision.
- Be delicate with sponsor opinions. Be mindful of the relationships and connections they may have throughout the community.

MAKE IT PERSONAL

- If possible, ask in person. If not, make a phone call
- Explain in detail, what the money will be used to do
- Share stories from people who have or will benefit from the funds
- Give statistics to show your cause

STAY CONNECTED

- Send pictures
- Give them a flash drive with a short PowerPoint presentation of pictures and statistics.
- Share anecdotal stories from people who did benefit from the funds
- Share statistics that show impact. Share outcome measures.

SHOW APPRECIATION

- Send a thank you card
- Thank them in public at events as well. Make them a hero.
- Respect donor's requests to remain anonymous
- Invite community partners to big events.
- Let them advocate for you!

QUESTIONS?



STAY CONNECTED

Indiana State Library Blog

<http://blog.library.in.gov/>



**Indiana
State Library**

The Wednesday Word

<http://www.in.gov/library/newsroom.htm>

Indiana State Library's Continuing Education Website

<https://continuinged.isl.in.gov/>

Indiana State Library's Calendar of Events

<http://indianastatelibrary.evanced.info/signup/calendar?In=ALL>