



Metropolitan Group

Communications that make a difference.

**PRE-CAMPAIGN STRATEGIES:
THE PATHWAY TO CREATING
A NEW OR RENEWED LIBRARY
FOR YOUR COMMUNITY**

American Library Association
Annual Conference - Chicago

Presented By Metropolitan Group
www.metgroup.com/libraries

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INTRODUCTION

- Background
- Articulating the Need
- Discovering the Political Will
- Defining the Project Scope
- Defining the Funding Mix
- Creating Fertile Ground
- Public and Private Funds
- Metropolitan Group



BACKGROUND

- MG has worked with dozens of libraries to create new facilities, expand programs, enhance technology and increase collections.
- All of the projects were built with either public funds, private funds or some combination of these two sources.
- To be successful, you have to prepare.



ARTICULATING THE NEED

- Community support for a new library will be based on the true need for enhanced library services in your community.
- Identify the gaps and the needs.
- Does your current facility(s) have:
 - Adequate technology, collections (in appropriate languages), programming, ADA accessibility, specific children's space, meeting rooms, branch libraries, a book mobile, etc.
- Are you communicating how an enhanced library would benefit your community?



DISCOVERING THE POLITICAL WILL

- Who will lead the charge?
 - Staff
 - Volunteers
 - Political leadership
 - Key partnerships
- Who needs to lend support to get the project on the radar?
- How does this project relate to other community needs (literacy levels, after-school programs, downtown revitalization initiatives, etc.)?



DEFINING THE PROJECT SCOPE

- If helpful, compare with ALA benchmarks based on community population.
- Address specific community challenges.
 - Internet penetration, digital divide, number of children on free or reduced lunch, need for library facilities for other community institutions, etc.
- Define initial scope and costs with potential architect and/or contractor.



DEFINING THE FUNDING MIX

- Public funds
 - Bond
 - Directed appropriations
 - State, county or city funds
 - Partner funds (community college, university, etc.)
 - Tax credits or economic development grants



DEFINING THE FUNDING MIX CONTINUED

- Private funds (identify the opportunities unique to your community)
 - Foundations (local, regional and national)
 - Corporations (both cash and in-kind)
 - Individuals (both current and estate gifts)



CREATING FERTILE GROUND

- Use established library communications to highlight campaign support messages.
 - Youth programs, literacy, adult ed, etc.
- Use education-oriented communications such as signs and displays in buildings, articles in newsletters, studies to highlight the library's needs and the gaps.



CREATING FERTILE GROUND CONTINUED

- Engage business and media partners in general library support programs to establish relationship and track record.
- Energize the library user base.
 - Soft campaign to build volunteer messenger cooperation



CAMPAIGN FOR PUBLIC FUNDS

- Establish the mechanism (voter-approved bond, taxing authority budget allocation, etc.) and timing .
- Raise funds to support the campaign for public funds.
 - Form a PAC or partner with an existing 501(C4)
- Engage the media—seek early editorial support.



CAMPAIGN FOR PUBLIC FUNDS CONTINUED

- Energize the library user base.
 - Fundraising and grassroots campaigning
- Be prepared to go to the ballot box more than once (learn and adapt when you don't win).
- Conduct private fundraising to library family/supporters (the inner circle) while working on the public dollars to create momentum for private campaign—indicate leverage of both.



PRIVATE FUNDRAISING CAMPAIGN

- Define case for support based on community need.
 - Margin of excellence
 - Shopping list
 - Gift recognition
- Establish campaign infrastructure.
 - Foundation
 - Database
 - Governance
 - Recruit campaign leadership
- Identify and qualify donors.



PRIVATE FUNDRAISING CAMPAIGN CONTINUED

- Work pathways to donors.
- Conduct cultivation at regular intervals.
- Seek leadership gifts with challenges for major gifts and public appeal.
- Integrate marketing and fundraising to build support for the public phase.
- Complete tips on library capital campaigns are available in a separate presentation.



QUESTIONS AND DISCUSSION



METROPOLITAN GROUP AGENCY PROFILE

- Library services:
 - Capital campaigns
 - Endowment campaigns
 - Program and annual funds
 - Summer reading program campaigns
 - Public funding initiatives
 - Brand communication plans
 - Strategic planning



METROPOLITAN GROUP AGENCY PROFILE

- Library clients
 - City and county libraries
 - State libraries
 - Research libraries
 - Archives and special collections
 - Friends organizations
 - Library foundations
 - Library associations



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Communications that make a difference.

Strategic Communication
Resource Development
Organizational Development
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Communication

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Mission: Metropolitan Group crafts strategic and creative services to help social purpose organizations create a just and sustainable world.