

Past/Current Fundraising Initiatives

New-to-you stores

Revenues from the Treasure Trove and Thrift Shop make up a large proportion of our fundraising dollars. As of September 2022, the two stores raised a combined \$16,381.55 (split 50/50 with Community Care). While this is an impressive number, this number has declined since 2019, when the stores raised a total of \$27,673.

COVID had a negative impact on store sales, with forced closures and reduced operating hours, but currently, we are struggling with a volunteer shortage. Both stores are volunteer run and since re-opening, finding volunteers to staff shifts has proved to be problematic. This has resulted in a reduction in operating hours.

Book sales

Book sales continue to provide a steady stream of revenue for the Library and have raised \$5500 as of September 2022, which is comparable to pre-COVID revenues. In addition to our regularly scheduled book sales in the spring and fall, we have also been experimenting with book sale tables and pop-up book sales, both of which have been very successful. The Bridgenorth book sale table, in particular, brings in an average of \$100 per month.

The incoming Board is encouraged to experiment with more pop-up sales and to explore the possibility of facilitating a book sale at the Lakefield Farmers Market.

The Shamrock Festival has historically been a worthwhile event but this past summer we found sales to be lower, though this is likely related to a change in format of the festival with less foot traffic by our booth. We did share a booth at this event with Community Care, and would have expected higher sales as a result.

Online Auction

The Selwyn Public Library's first Online Silent Auction was held November 1-12, 2021, using the online auction site GalaBid. The purpose of the auction was to raise funds for our 2021 *Support Our Library* Campaign. This campaign was launched to help bridge the shortfall of funds due to the intermittent closures of New-to-You stores and an inability to hold annual book sales throughout the COVID pandemic. The goal for the entire 2021 library fundraising campaign was \$10,000. The auction was very successful, raising \$6,223.00 toward our goal.

Suggestions for Future Events:

- We would recommend that the Board considers coordinating an online auction once per term (year two)

- Timing is important; our auction was held in the month prior to Christmas which worked well, but it is also important to be cognizant of other fundraisers that are taking place so that we're not overlapping with a number of other organizations fundraising efforts.
- We would recommend using the GalaBid platform in the future for online auctions
- We would recommend canvassing businesses rather than local community members for donations in future events
- We would recommend that committee members collect donations 5-6 months in advance of the auction to allow for more time to document and upload auction items to the platform
- Unless in unopened condition, we would not recommend accepting previously owned items for auction purposes, but they could be directed for sale through our New-to-You stores
- We would recommend reviewing remaining prints that were earmarked for fundraising purposes in Library archives for future events
- We would recommend designating specific pick-up days/times for paid auction items rather than a full week. If items cannot be picked up during the specified days/times, a pre-arranged pick-up time can be organized

Buy a Paper Book Campaign

Similar to campaigns such as the Easter Seals paper egg campaign, patrons were encouraged to make a donation to the Library and in return, were given a paper book to sign and post in the Library. This fundraising initiative was not successful.

Canada Helps

Canada Helps is an online fundraising tool that allows the public to make online donations to the Library. To date, we have received \$4234.11 in online donations. We currently have two monthly donors.

Canada Helps collects a 4% fee on one-time donations and a 3.5% fee on monthly donations.

In the past, when we promoted or pushed the Canada Helps page for a giving campaign, we have been very successful in receiving online donations.

Consideration should be given to promoting online giving campaigns at certain times throughout the year, but our current staffing model cannot support this undertaking.

MyTributeGift.ca

My Tribute Gift is an online memorial donation platform and we have received approximately \$800 in memorial donations through this platform. The fees for this platform are pretty high, at 8% on each donation.

The incoming Board should consider reaching out to local funeral homes with an updated Legacy/donation brochure and discussing the possibility of having our Canada Helps page linked to their site, to avoid the high user fees associated with this platform.

Paint Nite

We have held two Paint Nites in the past, which raised just under \$1000 each. Paint Nite is a pretty simple fundraiser, with a portion of the ticket sales going to the Library and a portion going back to Paint Nite.

Paint Nite has also expanded and now offers plant nite, flower workshops, candle making workshops, resin art, and knitting workshops.

The Board should consider hosting another Paint Nite experience in the future, and maybe would be a worthwhile event in the first year of the Board term as there is little work to organize this event.

Short-Term Goals

In 2021, the Board set a \$10,000 fundraising goal. We would recommend that the incoming Board endeavours to raise \$5000 through fundraising efforts in 2023 (in addition to book sales, and new-to-you-store revenue). The fundraising goal should be reviewed annually, alongside the Library system needs.

These fundraising endeavours should be planned and executed by the Board. Staff will assist when possible.

The incoming Board should consider recruiting new or current volunteers to assist with Fundraising efforts.

Some short-term fundraising suggestions include:

- Online giving campaign(s)
- Pop-up book sales/market books sales
- Paint Nite experience (plants, knitting, resin art, etc.)
- Selling items through a Makerspace shop (online or in house shop)

Long Terms Goals: Donor retention, communication cycle, measuring results

We are hopeful that the fundraising strategy and toolkit developed by Strexer Harrop will assist us in developing some of our long-term goals.

Goal: Increase donor retention

- Donor management strategy

Goal: Develop a communication cycle/strategy

- Inform, ask, express, gratitude, share result, repeat
- an annual newsletter (included with a copy of annual report) to regular donors saying how fundraising dollars were spent and how to become a monthly or regular donor?
- Include patron and user testimonials (in digital format)

Goal: Web presence

- Dedicated Fundraising and Donation page (section dedicated to highlighting donors and how the funds were used)

Goal: Measure and record results

- How will we measure results (qualitative, quantitative)

Fees for Service

- Fines (many Libraries have went fine-free)
- Fax Fees
- Photocopying
- Select programs and workshops (Makerspace in particular) – perhaps we could find businesses to sponsor these programs
- Room rentals (2 rooms. 1 in Lakefield, 1 in Bridgenorth)

Key Stakeholders

- Volunteers
- Patrons/community members
- Community Partners: Community Care, Lakefield Literary Festival
- Board members
- Township Council
- Library Staff