# Library Giving Day

# Library Giving Day Playbook: Strategies to Inspire Support & Transform Communities

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# 1. INTRODUCTION

**Overview & Opportunity**

Since its inception in 2019 by The Seattle Public Library Foundation and Carl Bloom Associates, Inc., Library Giving Day (LGD) has grown into a transformative movement. As of spring 2024, LGD had raised over **$8.5 million** for libraries across the U.S. and Canada.

This annual fundraising event empowers libraries of all sizes to build momentum, engage their communities, and create lasting philanthropic partnerships. By harnessing the collective power of storytelling and community support, the campaign helps diversify funding streams, acquire new donors, and elevate advocacy efforts.

**Our Official Fundraising Partner**

Carl Bloom Associates (CBA), our official fundraising partner, has supported LGD since its inception. With nearly five decades of experience, CBA has pioneered innovative fundraising strategies, helping libraries nationwide unlock their potential. Their expertise in digital marketing, data analysis, and donor engagement ensures every campaign achieves its goals.

**Preliminary Checklist**

Before planning your Library Giving Day campaign, ensure you have the following resources in place:

- **Donation Tools**: Ability to receive online gifts and direct donations.
- **Social Media Presence**: Active accounts on platforms like Facebook, Instagram, TikTok, LinkedIn, and YouTube.

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- **Mass Communication Capabilities**: Email marketing, SMS tools, and automated response systems.
- **Stakeholder Support**: Commitment from board members, leadership, and key library staff.
- **Defined Goals**: A list of 1–3 measurable objectives for your campaign.
- **Engagement Plan**: Defined strategies to mobilize volunteers, patrons, and corporate sponsors.

## 2. CAMPAIGN PLANNING TIMELINE

### January (3 months out)

- Review the campaign toolkit and prepare to launch.
- Establish a **fundraising goal** and align key stakeholders.
- Identify **local influencers and brand ambassadors** who can amplify your message on social platforms.
- Start building and refining your email lists.
- Form a cross-functional **planning committee** involving leadership, marketing, and development teams.
- Research **matching gift partners** to increase donation impact.

### February (2 months out)

- Finalize your campaign strategy and materials, including:
  - Email templates.
  - Website banners and donation forms.
  - Social media content calendar.
  - Paid advertising plans for Google, Facebook, and YouTube ads.
- Segment your donor lists to deliver **personalized messages**.

- Organize **pre-launch engagement activities**, such as teaser posts and behind-the-scenes videos.
- Begin post-campaign planning to ensure seamless follow-up with donors.

**March (1 month out)**

- Launch **internal promotions**:
  - Train staff and distribute promotional materials (stickers, posters, buttons, etc.).
  - Engage Friends groups and volunteers to champion the campaign.
  - Assign responsibilities for social media, donor outreach, and event coordination.
- Initiate **public-facing promotions**:
  - Start a countdown on social media.
  - Share impact stories via email and social posts.
  - Conduct a live Q&A session on social media to educate donors about your library's impact.

**Library Giving Day (April)**

- Deploy **real-time updates** to drive urgency.
- Share live progress on social media and email platforms.
- Host celebratory in-library events or virtual meet-ups to engage donors.
- Use **donation thermometers** and live donor shoutouts to encourage giving.

**Post-Campaign (May and Beyond)**

- Send personalized thank-you emails and video messages.
- Plan targeted follow-ups to new donors with a second gift ask.
- Share campaign results through emails, social media, and library newsletters.

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- Analyze campaign data to improve next year's strategies.

## 3. BRANDING OVERVIEW

### Logo and Campaign Colors

The official Library Giving Day logo can be downloaded from [LibraryGivingDay.org](LibraryGivingDay.org).

- **Colors**: PMS Blue 072 & PMS 368, with complementary black and 50% gray.
- **Fonts**: Montserrat, a clean sans-serif typeface, ensures a cohesive and welcoming design.

### Hashtag & Messaging

All online communications should use the primary hashtag **#LibraryGivingDay**. Consider creating a secondary hashtag unique to your library, such as **#Support[YourLibraryName]**. Create **short, compelling messages** that reinforce the campaign's urgency and impact.

## 4. LIBRARY AND DONOR ENGAGEMENT STRATEGY

### With Library Leadership

- Secure **100% participation** from leadership in donations or in-kind support.
- Encourage leaders to promote the campaign on their personal LinkedIn and social accounts.
- Collaborate on building a **matching gift pool** to inspire additional donations.
- Organize a **leadership testimonial series** showcasing executives and staff explaining why they support LGD.

### With Library Staff and Volunteers

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- Host pre-campaign workshops to train staff and volunteers.
- Create incentives like raffles or recognition programs for staff participation.
- Equip volunteers with tools to promote the campaign through their personal networks.
- Encourage **peer-to-peer fundraising** where staff can set up mini-fundraisers for LGD.

### With Current Donors

- Introduce **matching gift opportunities** to amplify contributions.
- Personalize outreach with video testimonials or impact stories.
- Send pre-LGD engagement emails with invitations to exclusive donor briefings.

### Engaging New Donors

- Use gamified elements like **digital donor walls** to highlight first-time contributors.
- Promote campaign awareness through interactive in-library displays and QR codes linked to donation pages.
- Offer **donation incentives**, such as exclusive library experiences for donors at different giving levels.

## 5. HOW TO PROMOTE #LIBRARYGIVINGDAY

### Email Campaigns

- Deploy a **6–8-part email series** leading up to LGD:
    - Build urgency with countdown emails.
    - Share donor impact stories and library milestones.

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- Use compelling subject lines and clear CTAs like "Give Now" or "Support Your Library."
- Offer an **early-bird donation incentive** for early givers.

**Social Media Strategy**

- Expand to **emerging platforms** like TikTok, Instagram Reels, and YouTube Shorts.
- Use live streams to showcase campaign progress and donor shoutouts.
- Create interactive content such as polls, quizzes, or challenges.
- Run a **user-generated content challenge** asking supporters to share why they love their library.

**Digital Ads**

- Leverage the **Google Ad Grant** to drive traffic to your LGD donation page.
- Retarget visitors who interacted with your library's website or social media.
- Invest in **geo-targeted Facebook and Instagram ads** to reach local donors.

**In-Library Promotions**

- Display branded posters and banners prominently.
- Set up donation kiosks with QR codes for easy giving.
- Offer campaign-themed stickers or bookmarks as thank-you gifts for patrons.
- Create a **Library Giving Day donor wall** in the library to recognize supporters.

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