

Library Giving Day

The Complete 2020 Library Giving Day

Campaign Toolkit

April 23, 2020

#LibraryGivingDay

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Library Giving Day

1. INTRODUCTION

Overview & Opportunity

The Library Giving Day campaign is a concept dedicated to growing philanthropic support for libraries across the nation as part of Library Awareness Week. It was conceived by The Seattle Public Library Foundation and piloted in 2019. This first-ever Library Giving Day helped participating libraries raise a collective \$737,000! Given the participation and success, the second Library Giving Day will occur on **April 23, 2020**.

Libraries that embrace fundraising have the potential to create a powerful public/private partnership that has lasting impact and untold benefits.

Library Giving Day benefits libraries of all sizes by sharing tools and learning, and using a special day to create momentum for a fundraising campaign. This campaign activates new and existing bases of support and provides opportunities for media and corporate partnerships. Participating libraries can leverage this initiative to help diversify their funding streams, build awareness while acquiring new donors, and elevate their advocacy efforts.

Our Official Fundraising Partner

This campaign would not be possible without the assistance of our official Library Giving Day fundraising partner, Carl Bloom Associates (CBA). CBA has been working with nonprofit organizations, including many library systems, since it was founded in 1976. CBA's first client was the nation's largest public library system, the New York Public Library, for which they established The Friends Giving Program.

Over time, direct marketing and fundraising have evolved to include new approaches and techniques like data modeling and digital strategies. CBA has tested and integrated many of these winning strategies into programs for hundreds of nonprofits, helping them to raise many millions of dollars to fund their missions.

Preliminary Checklist

Before planning your Library Giving Day campaign, check that your library has the following:

- Ability to receive online gifts and direct donations
- Social media accounts (Facebook, Twitter, etc.)
- Ability to send mass emails
- A list of email recipients (donors, supporters, partners, patrons, etc.)
- Board members who are informed and supportive of this campaign
- Support from and collaboration with your library leadership team
- A list of 1–3 goals you wish to achieve with the help of your donors

Having some of all of these resources will help you achieve your fundraising goals.

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2. CAMPAIGN PLANNING TIMELINE

January 2020 (3 months out)

- Review this timeline to ensure you are prepared to participate in Library Giving Day.
- Establish a fundraising goal to build excitement. Consider a modest goal that can build over subsequent years.
- Inform your key players (board, leadership, major donors and partners) of your involvement in this campaign and ask for their commitment to Library Giving Day.
 - From now through March, ask between one and five key supporters for donations that could be used as a match campaign and other incentives.
 - Identify other supporters to ensure campaign exposure and success. This includes training library staff and volunteers on ways they can participate.
- From now through March, identify any local social media influencers who can help you build momentum online. Library staff can be a great source for this too.
- Begin building your email list. Include cardholders, event participants, donors, staff, partners, and other key individuals. This should be an ongoing process through the end of the campaign.
- Use the email lists you are building to send one non-fundraising story a month about your library's impact (featured Foundation/Friends-funded programs). This will help cultivate your donors toward making a gift.
- Begin determining your internal messaging strategy and integrate it with the content in this toolkit.
- Consider forming a "planning committee" with key members of your Library team, including Library leadership, marketing, IT, and development/foundation staff.
- Search the web and social media using #LibraryGivingDay to see how other libraries promoted Library Giving Day last year. You will find all kinds of wonderful examples and creative ideas to replicate.

February 2020 (2 months out)

- Finalize your campaign plan. Begin designing and preparing your digital messages for the following channels:
 - Email
 - Website homepage and donation forms
 - Social media posts

*Note: See **HOW TO PROMOTE #LibraryGivingDay** on page 7 in this toolkit for strategy and messaging tips.*
- Update all online elements to include campaign themes. This includes homepage graphics, your social media cover photos, etc. to ensure your online presence is in sync.
- Think about how you can segment your messaging when possible. What opportunities do you have to reach specific individuals with special, targeted messaging?
- Begin planning post-campaign activity and how you will stewardship these special supporters.

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March 2020 (1 month out)

- **Internal promotions begin:**
 - Alert library staff about this special effort, why it is so important and how they can participate.
 - Print and display Library Giving Day posters in your local branch with a goal of having everything displayed by March 15.
 - Create and distribute campaign-theme items like stickers and buttons for children and staff in your branch.
- **Public-facing promotions begin:**
 - Email messages begin
 - Press release(s) distributed
 - “Save the Date” social media and digital messaging deployed
 - Ambassadors, board members, and partners begin promoting on their own channels

April 23, 2020

- April 23rd is Library Giving Day!
 - Extra communications sent on this day to build excitement and create urgency
 - Multiple emails deployed this day to encourage gifts (typically early morning, late afternoon, and early evening)
 - Multiple social media posts shared this day
 - Extra promotion within your branch on this day
 - Consider a celebration in your branch/community

End of April and Beyond

- Communicate results and thank your supporters via email, social media, etc.
- Send thank-you communications to all donors via paper, email, phone call, etc. Personalize these thank-you efforts as much as possible.
- Plan for next steps to lock in a second gift from any new donors who came in during this campaign.
- If you promoted donations to a specific program, or highlighted one, consider sending an update email to all donors after the program is completed to report on your library’s success.

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3. BRANDING OVERVIEW

By incorporating the Library Giving Day branding, you are helping increase awareness of this concept for all libraries. Plus it creates a unifying theme.

Logo Concept

The Library Giving Day logo has been designed to make the donor feel welcomed for joining the movement. This concept is depicted in the word "Giving" where the letter "V" has wrapped its arm around the letter "I." The visual treatment of the letter "V" looks like it is pulling the letter "I" toward it to convey a message of inclusion. The friendly logo treatment was intended to make donors feel good about themselves when supporting the cause.

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Campaign Font

The font utilized in the official Library Giving Day logo is called Montserrat. It is a clean and inviting sans serif font. When possible, please utilize this font on official materials. [Access Montserrat font here.](#)

Logo Styles

Vertical stacked and horizontal are the two acceptable logo styles. Logos are available and downloadable on the Library Giving Day website at <https://librarygivingday.org/campaign-tools/#logos>

Stacked:



Horizontal:



Color Options

The following colors should be used in campaign materials:

PMS Blue 072 & PMS 368

Black & 50% Gray

Hashtag

#LibraryGivingDay

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4. LIBRARY AND DONOR ENGAGEMENT STRATEGY

People who love the library want to help the library. Fundraising allows you to harness their support and build a culture of philanthropy. Once you receive a gift, that is just the beginning of the relationship.

With Library Leadership

Ensuring that you have your Library leadership's full support and participation is key. Ask them to:

- Endorse the online giving campaign internally to inform staff.
- Get approval to promote the campaign to patrons.
- Get approval to approach staff for a gift of support of any size. If this is challenging, offer a way staff can participate through a social media "share" instead of a financial contribution. (BIG GOALS: Tracking this activity will be crucial)
- Help create a fun staff incentive — for example, casual dress day, pizza lunch, etc.
- Share this campaign with their own personal networks through emails and social media posts. (BIG GOALS: Make sure all leadership has "liked" your social media accounts)
- Have each member of the leadership team make a financial contribution. This will be another powerful statement to staff and the community. Additionally, they can give to build a match pool to incentivize the staff and community. (BIG GOALS: 100% leadership participation! Set a goal for your match pool!)

With Library Staff, in Branch, with Friends and Volunteers

Once you have full support from the Library leadership, you can begin to engage the staff. Consider the following:

- Make an announcement to staff about the campaign and educate them about the importance of the funds received from #LibraryGivingDay. Utilize staff meetings, emails, etc. to regularly communicate information and news about Library Giving Day.
- Build and promote fun staff incentives. Ask staff what would inspire them to make a gift to Library Giving Day.
- Find ways to celebrate Library Giving Day, such as a branch party, raffles, publicly recognizing influencers, etc.
- In-branch promotion can help make this giving campaign more visible to patrons and staff. Posters, buttons and stickers can engage staff and help them promote the campaign to patrons. Be sure to include training and instructions prior to distribution of materials. Make it fun and meaningful — ask the staff what they think!
- Leverage ALA's National Library Week and build this campaign into the week's activities. Bookmobile day will also occur on April 22th, so be sure to make Library Giving Day a focus on any announcements, emails, and visual materials.
- If you have a Friends group, be sure to include them in planning this campaign. Ask them for help promoting this event on their social media networks or for a matching gift to use as an incentive. Ask them what they think and for new ideas!

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- Engage your key volunteers early as they are your biggest fans. Ask them to help you promote on their personal social media networks, get their picture and quote for your social media posts, ask for a special gift of support, and recognize volunteers in your electronic newsletters/social media. (BIG GOAL: Identifying one or two volunteer champions—or staff members—may help spread the word to other volunteers)
- Don't forget to thank and report back the impact each of these groups have made on the larger fundraising campaign.

Engaging Current Donors, Your Board, Major Donors and Other Key Supporters

Major donor and board support and engagement is crucial. Begin to have early conversations with your board around the #LibraryGivingDay concept and the goals you have made. Ask them for:

- Board participation in this campaign and help around building a meaningful incentive for staff and the community. Prepare a presentation then have individual conversations with board members to assess their interest and lock in their commitments early! Be sure to keep them informed of your goals and update them throughout the campaign. (BIG GOAL: 100% participation and build a board match pool)
- If you have a major donor, or two to three major donors, ask them to use their regular annual gift(s) as a matching opportunity for the campaign. (BIG GOAL: This could be an opportunity to ask them for an increased gift of support too)
- Share this campaign with your board's networks through a personal email from them or to share/post on their personal social media accounts.
- Opportunity to engage your board's employers or coworkers in this campaign through sponsorships or personal gifts.
- Identify social media influencers among staff, donors or your board. Ask them for their early promotion of this event on their social media account. If they make a gift, ask them to share it on their social media accounts and to ask their friends to join them (BIG GOAL: Create a social media badge to share with your supporters online)

Engaging New Donors

Engaging your patrons and donors is key to gaining new donors. Engagement occurs when you:

- Create an opportunity in the branch for patrons to learn about this giving campaign. In-branch ideas include taglines on hold receipts, checkout receipts, banners on public computers, links on library website, dedicated screen on any displays, etc. (BIG GOAL: Work with your library on the best way to promote this campaign in the branches and on all online options)
- Email your library cardholders! (BIG GOAL: Warm these prospects up with an engagement email that does not include an ask. Include surveys or other low barrier actions prior to asking for a gift.)
- Collect emails at your events, website, branches, etc. Continuing the collection of emails and contact information throughout the year is crucial.

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- Leverage your donors and key stakeholders (library staff, leadership, board, major donors). Ask those closest to your organization to forward your emails or repost your social media posts to their own networks. Starting with engaging your current donors is key to growing this campaign.
- Consider reporting back in a meaningful way to new donors through a welcome series of emails or a personal thank you. You don't want their support to stop here; you'll need to think about how to get that second gift in the coming months. See "How to Promote #LibraryGivingDay" section below for more tips on promoting this campaign via email and your other digital channels.

5. HOW TO PROMOTE #LibraryGivingDay

For added assistance promoting Library Giving Day across all digital channels, feel free to contact the Carl Bloom Associates fundraising team at 914-468-8942 or email christina@carlbloom.com.

Emails

Engaging your donors (existing and prospective), cardholders, patrons and others via a strategic email series throughout this campaign is key and will help maximize your revenue and success.

Your email series should ideally consist of between 4 and 8 emails deployed regularly in the month leading up to — and 2 or more emails *on* the day of — Library Giving Day. The email series should tell a story, with urgency building as April 23rd approaches. If you've secured a matching gift goal, the deadline for gift matches should be April 23rd and that deadline should be stressed throughout the email arc.

Email messaging should be concise and include:

- A compelling subject line
- *Why* the recipient's local library deserves and needs the donor's support. Include very clear, obvious calls-to-action that allow the recipient to immediately understand what's being asked of him or her.
- What Library Giving Day is and why it's important.
- Where and when appropriate, short, meaningful stories that help paint a heartfelt picture of your branch or library system. This can include a patron story, a librarian story, ways your library helps your community, etc.
- Details about your matching gift campaign, if you were able to secure one, with emphasis on the match deadline.
- Always include a message about the importance of "books" in your messages. Even though many foundation/friends-funded projects support specific programs, all library supporters share a universal love for books and this establishes an important connection.

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Email designs should include:

- Easy-to-see and easily clickable call-to-action buttons (“GIVE NOW”; “MATCH MY GIFT”; “SUPPORT YOUR LIBRARY”)
- Compelling visuals that help tell your library’s story
- Linked text where key calls-to-action exist

Social Media

A combination of both paid and organic social media tactics should be used for maximum campaign impact.

Paid Facebook and Instagram Ads

To increase exposure, Facebook and Instagram ads about Library Giving Day can and should be created and deployed with appropriate messaging and audience targeting.

- You can also “boost” or promote messages on your Facebook page by putting dollars behind organic posts.

Organic Social Media Posts

Regularly posting on *all* of your social media channels — including Facebook, Instagram, Twitter and any other channels your library currently uses — is an important tactic in order to keep social audiences engaged with the campaign. The posts should mirror your email arc in terms of storytelling, urgency, stressing the match and deadline and explaining the importance of Library Giving Day. The hashtag #LibraryGivingDay should be used where and when possible.

Sample Organic Facebook Posts:

- Calling all library lovers: Support [Your Library Name] this #LibraryGivingDay! This one-day online fundraising event will occur on Thursday, April 23rd and will help us strengthen our community and transform lives every day. [INSERT DONATION PAGE LINK]
- This just in: All gifts made to [Your Library Name] between now and #LibraryGivingDay on April 23rd will be MATCHED! That means your support will go twice as far to help your local library serve the thousands who rely on us each year. Learn more and make a gift that will be doubled today. [INSERT DONATION PAGE LINK]
- It’s here! Today is #LibraryGivingDay, a one-day online fundraising event to help support the libraries that serve as cornerstones of our communities. Now through midnight, your gift to [Your Library Name] will be DOUBLED and go twice as far to help us achieve our goal. [INSERT DONATION PAGE LINK]

Sample Organic Twitter Posts:

- Do you love [Your Library Name]? Support it with a gift this #LibraryGivingDay! Learn more [INSERT SHORT URL]
- Today is #LibraryGivingDay. Celebrate YOUR library today by making a gift that will be DOUBLED to support it! Learn more [INSERT SHORT URL]

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- Our country needs local libraries. Today is #LibraryGivingDay. Please join me in celebrating by making a gift to [Library Name]! Learn more [SHORT URL]

Web Presence and Other Online Promotions

Your email and social media strategies should be complemented with as many of the following elements as possible to ensure co-branding across channels, recognizability of campaign and maximum exposure across your website:

- Lightboxes (or pop-up boxes) on your homepage that stress the importance of the campaign, a match (if applicable) and a clear call-to-action button that allows web visitors to quickly and easily support the campaign.
- Homepage graphics and ads on your website.
- Special branding on donation pages that sync with your email, social media and web creative.

Other Tactics

- Paid search ads (on Google and Bing) can help bring new audiences in. You can also use this tactic to retarget your site visitors across the web and in other strategic ways.

Public Service Announcements Scripts and Statements

:10 (25 words)

Join [Your Library Name] during Library Giving Day, an online fundraising event occurring on Thursday, April 23rd. Visit us at [your website] DOT ORG.

:15 (30 words)

Join [Your Library Name] during Library Giving Day, an online fundraising event occurring on Thursday, April 23rd. We encourage patrons and library lovers to visit us at [your website] DOT ORG.

:20 (50 words)

Join [Your Library Name] during Library Giving Day! This one-day online fundraising event will occur on Thursday, April 23rd and we encourage patrons and library lovers to make a gift in support of your library anytime now through April 23rd by visiting us at [your website] DOT ORG.

:60 (80 words)

Libraries strengthen communities and transform lives every day. In addition to well-loved books, many libraries offer innovative programs that promote lifelong learning, connect patrons to technology, and advance knowledge. Join [Your Library Name] during Library Giving Day! This one-day online fundraising

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event will occur on Thursday, April 23rd and we encourage patrons and library lovers to make a gift in support of your library anytime now through April 23rd by visiting us at [your website] DOT ORG.

Longer Statement

1:30 (130 words)

[Your Library Name] is part of a coalition of libraries joining forces to raise funds through a Library Giving Day campaign. This one-day online fundraising event will occur on Thursday, April 23rd and will encourage patrons and library lovers to support their library. This campaign reminds us that libraries serve as a cornerstone for our communities. In addition to well-loved books, many libraries offer innovative programs that promote lifelong learning, connect patrons to technology, and advance knowledge. Join [Your Library Name] during Library Giving Day! This one-day online fundraising event will occur on Thursday, April 23 and we encourage patrons and library lovers to make a gift in support of your library anytime now through April 23rd by visiting us at [your website] DOT ORG.

Lengths:

10 second: 20-25 words

15 second: 30-35 words

20 second: 40-50 words

30 second: 60-75 words

Press Release Sample

Use the following Press Release sample and adapt the language for your organization. This can be posted on your website and shared with your media contacts. Be sure to work with your library and other partner organizations to time the release.

For Immediate Release

DATE

Contact:

[Main contact]

[Library name]

[address]

[email]

ONLINE DAY OF GIVING ESTABLISHED TO SUPPORT [LIBRARY NAME]

[Your City] – [Your Library name] is raising funds through a Library Giving Day campaign. This one-day online fundraising event will occur on Thursday, April 23, 2020 and will encourage patrons and library lovers to make a gift to their individual library system.

This campaign reminds us that libraries, small and large, serve as a cornerstone for our communities. In addition to well-loved books, many libraries offer innovative programs that promote lifelong learning,

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connect patrons to technology, and advance knowledge. [Library Name Staff Member] shares, “— Sample Quote Here —.”

[Add any special information or community activity/incentive here]

###

About [Your Library name]:

[Your Library name — edit as you see fit] is a not-for-profit 501(c)(3) established in [Year] that helps the library build its collection and resources, offer programs for patrons of all ages and better serve the needs of our community. The Foundation does this by securing and managing donations from the community to support the library beyond what public funding provides.

To learn more about #LibraryGivingDay or to join the celebration of libraries, please visit:

Website: [insert]

Facebook: [insert]

Twitter: [insert]

How to Promote in Your Library

- Branded posters and displays in the branch
- Leveraging the library's outward facing patron tools (computers, holds, etc.)
- Staff to wear buttons and receive training/information in advance
- Stickers and other items to distribute to patrons
- Day of activities versus weeks leading up to Day of Giving

In-branch presence: Print a poster, build a display about the importance of libraries (e.g. *Palaces for the People* by Eric Klinenberg and *The Library Book* by Susan Orleans, etc.) — if library branches do nothing else, this may be easiest for them.