

Library Giving Day

The Complete 2019 Library Giving Day Toolkit

April 10, 2019

#LibraryGivingDay

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INTRODUCTION

Overview & Opportunity

The Seattle Public Library Foundation (SPLF), in partnership with supporting Foundations for King and Pierce County Libraries in Washington state, is piloting the first Library Giving Day campaign. This online giving campaign will be dedicated to growing philanthropic support for libraries and will occur on **April 10, 2019**.

This Library Giving Day will create a lasting impact for libraries of all sizes and help bolster future awareness building efforts. Additionally, this community campaign will activate existing and new bases of support, while providing new opportunities for media and corporate partnerships. Participating library systems can leverage this type of fundraising initiative to diversify their funding streams, build awareness while acquiring new donors, strengthen the culture of philanthropy within their library systems, and elevate their advocacy efforts.

Campaigns like these build a sense of urgency through a heightened sense of philanthropy around a shared community need. This Library Giving Day presents an opportunity for SPLF and other library partners to use a statewide fundraising initiative to gain a broader level of support from the community.

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 1976. CBA's first client was the nation's largest public library system, the New York Public Library, for whom they established The Friends Giving Program.

In the 43 years since CBA was founded, 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

The following items are key to each library system's success in this type of online fundraising campaign:

- Ability to receive online gifts
- Ability to receive monthly 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

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- Collaboration with your library leadership team
- A list of 1-3 goals you wish to achieve with the help of your donors

CAMPAIGN PLANNING TIMELINE

January 2019 (3 months out)

- Review this timeline and the checklist on page X to ensure you are prepared to participate in Library Giving Day.
- Inform your board, library leadership, major donors and key partners of your involvement in this campaign and ask for their commitment to Library Giving Day.
 - From now through March, ask key board members and major donors — as well as others in key library leadership positions — for donation matches and other incentives.
 - Identify other key supporters to ensure maximum campaign exposure and success. This includes library staff and volunteers for participation and training them on the campaign and ways in which they can participate.
- From now through March, identify any local social media influencers who can help you create and build momentum online.
- Begin building your email list. Include patron cardholders, event participants, donors, staff, partners and other key individuals. This should be an ongoing process through the end of the campaign.
- Finally, begin determining your own internal messaging strategy and integrate/adapt with content in this toolkit.

February 2019 (2 months out)

- Begin segmenting your messaging and communications, if possible. What opportunities do you have to reach specific individuals with special, targeted messaging?
- Begin designing and preparing your digital messages for the following channels:
 - Email
 - Website landing pages and donation forms
 - Social media imagery and posts

Note: See page 4 in this toolkit for strategy and messaging tips.
- Update all online elements to include campaign theme. This includes lightboxes, homepage ads, your social media cover photos, etc., to ensure everything is co-branded.
- Begin planning post-campaign activity and ongoing stewardship.

March 2019 (1 month out)

- Print and display campaign materials (posters) in your local branch with a goal of having everything displayed by March 15.
- Create and distribute campaign-theme items like stickers for children and buttons for staff in

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your branch.

- **Public-facing promotions begin:**
 - Email messages begin
 - Press release(s) distributed/pitched
 - “Save the Date” social media messaging and other digital messaging deployed
 - Ambassadors, board members and partners begin promoting on their own channels

April 10, 2019

- April 10th is Library Giving Day!
 - Extra communications sent on this day
 - Multiple emails deployed this day to encourage gifts
 - Multiple social media posts shared this day
 - Extra promotion within your branch on this day
 - Consider a party/celebration in your branch/community

End of April and beyond

- Communicate results and thank your supporters via online channels (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.

BRANDING OVERVIEW

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.

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.

Logo Styles

Vertical Stacked and Horizontal are the two acceptable logo styles. Logos are available and downloadable on the Library Giving Day website at <http://librarygivingday.org/campaign-tools/>.

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Color Options

The following colors should be used in campaign materials:

PMS Blue 072 & PMS 368

Black & 50% Gray

LIBRARY AND DONOR ENGAGEMENT STRATEGY

Building a Culture of Philanthropy

With Library Leadership

Ensuring that you have your Library leadership's full support and participation is key. Start early and have a

discussion with them to see if they would be willing 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, lunch with the Library Director through a random drawing.
- 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 of any size. 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 and build marketing opportunities in the branch. Think about the following ideas:

- 1) Make an announcement to all library staff about the campaign and begin to educate staff about the importance of the philanthropic support received from fundraisers like this. Make a direct connection to the benefits of the library. Utilize staff meetings, staff-wide emails, etc., to regularly communicate information and news about #LibraryGivingDay.
- 2) Build and promote fun staff incentives. Ask key staff members what would inspire them to make a financial contribution to #LibraryGivingDay.

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- 3) Find ways to celebrate the online day of giving such as a branch party, raffles, publicly recognizing influencers, etc.
- 4) In-branch promotion can help make this giving campaign more visible to patrons and staff. Providing 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!
- 5) Leverage ALA's National Library Week and build this campaign into the week's activities. Bookmobile day will also occur on April 10th, so be sure to make #LibraryGivingDay a focus on any announcements, emails, and visual materials.
- 6) If you have a Friends of the Library group, be sure to include them in the early planning of this campaign. Ask them for help promoting this event through their social media networks or for a matching gift to use as community incentive while recognizing their support, generating cross-promotion opportunities, or creating other fun incentives for the community. Ask them what they think and for new ideas!
- 7) 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 own 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)
- 8) Don't forget to thank and report back the impact each of these groups have made on the larger fundraising campaign.

Engaging New and Current Donors

Engaging 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:

- 1) 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)
- 2) Share this campaign with your board's networks through a personal email from them or to share/post on their personal social media accounts.
- 3) Opportunity to engage your board's employers or co-workers in this campaign through sponsorships or personal gifts.
- 4) If you have a major donor, ask them to use their regular annual gift as a matching opportunity for the campaign. (BIG GOAL: This could be an opportunity to ask them for an increased gift of support too)

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- 5) 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. Start with:

- 1) 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)
- 2) Email your library cardholders! (BIG GOAL: Warm these prospects up with with an engagement email that does not include an ask. Include surveys or other low barrier actions prior to asking for a gift)
- 3) Are you collecting emails at your events, website, branches, etc.? Continuing the collection of emails and contact information throughout the year is crucial.
- 4) 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.
- 5) 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.*

HOW TO PROMOTE #LibraryGivingDay

For added assistance promoting #LibraryGivingDay 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 10th approaches. If you've secured a matching gift goal, the deadline for gift matches should be April 10th and that deadline should be stressed throughout the email arc.

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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.

Email designs should include:

- Easy-to-see and easily clickable call-to-action buttons ("GIVE NOW"; "MATCH MY GIFT"; "SUPPORT MY 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 own 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 Wednesday, April 10th 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 10th will be MATCHED! That means your support will go twice as far to help your local library

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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. [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]
- 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 own 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 own website.
- Special branding on donation pages that matches 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 re-target 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 Wednesday, April 10th. Visit us at [your website] DOT ORG.

:15 (30 words)

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Join [Your Library Name] during Library Giving Day, an online fundraising event occurring on Wednesday, April 10th. 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 Wednesday, April 10th and we encourage patrons and Library lovers to make a gift in support of your Library anytime now through April 10th by visiting us at [your website] DOT ORG.

:60 (80 words)

Today's libraries strengthen communities and transform lives every day. Beyond 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 Wednesday, April 10th and we encourage patrons and Library lovers to make a gift in support of your Library anytime now through April 10th 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 an inaugural Library Giving Day campaign. This one-day online fundraising event will occur on Wednesday, April 10th and will encourage patrons and Library lovers to support their library. This campaign reminds us that libraries serve as a cornerstone for our communities. Beyond 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 Wednesday, April 10th and we encourage patrons and Library lovers to make a gift in support of your Library anytime now through April 10th 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 |

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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 an inaugural Library Giving Day campaign. This one-day online fundraising event will occur on Wednesday, April 10, 2019 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. Beyond well-loved books, many libraries offer innovative programs that promote lifelong learning, 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

- 1.1.1. Branded posters and displays in the branch
- 1.1.2. Leveraging Library’s outward facing patron tools (computers, holds, etc.)
- 1.1.3. Staff to wear buttons and receive training/information in advance
- 1.1.4. Stickers and other items to distribute to patrons

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1.1.5. Day of activities versus weeks leading up to Day of Giving

In-branch presence: Print a poster, build a display — if library branches do nothing else, this may be easiest for them.

Ways Library Patrons/Library Lovers Can Get Involved

(Opportunity to provide specific samples of campaigns and library activities that have been successful involving patron support— things that are easy to recreate or build on. Examples include patron photos with signs- endorsements on social media, etc. What will we ask for from supporters? How do we incentivize? Leverage staff to share posts, etc.)