

FFRPL Report to MCLS & RPL Boards – March 2020

ADVANCEMENT REPORT

Annual Campaign: The third and final Annual Campaign letter of the FY highlights the Gallup poll on library usage <https://news.gallup.com/poll/284009/library-visits-outpaced-trips-movies-2019.aspx> and the positive impact of library technology on patrons' lives. Responses are just starting to come in. Since July 2019 we have received more than 1440 AnnCamp gifts totaling \$187,400, slightly ahead of last year in number of gifts and money raised. We have \$52,600 to go to meet our annual campaign goal of \$240,000. Last year's spring campaign raised \$61,422, so we are hopeful. Presidents of all the library boards have written personal notes on letters going to members who have not given yet this year. We may also schedule a May teleparty if the spring campaign is lagging.

Upcoming Library tours and meetings with legacy donors will be Tuesdays 3/10 (Sally Millick, board rep), 4/14 and 5/12 at 10am, and Wednesdays 3/18 (Tiana Stephens, board rep), 4/22 (Donna Goldberg, board rep) and 5/20 at 5pm. Tours have revealed planned giving/major gifts prospects. We would like a board rep on each tour, so if you are available for any of the above with no rep listed, please contact Rebecca.

FFRPL Planning & Development Committee: In order to build sustainable, perpetual funding to support the Library, growing the FFRPL endowment/investment account through planned and major gifts is a priority for 2020. The Planning & Development Committee met on 6 March to discuss ways that the Board can help with this priority. Ideas included: deeper engagement to make people feel they are 'in the club', moving from transactions to donor relationships, more face to face visits, and a mobility accessible tour.

Grant proposals pending: For *Safe to be Smart* (FFRPL's single largest recurring expense, at ~\$132,750/yr): Konar Foundation, Joan & Harold Feinbloom Foundation, Farash Foundation, MAXIMUS Foundation, and a proposal to the Chase Rippey Trust for South Wedge branch outreach (including *Safe to be Smart*).

FFRPL Support in the Library and the Community: *Deadly Medicine: Creating the Master Race* exhibition, 3/9 – 5/31 in Harold Hacker Hall. FFRPL secured funding from the William & Sheila Konar Foundation and the Israel & Helen Wortman Fund of The Foundation of the Jewish Federation of Greater Rochester. This exhibition comes from the [US Holocaust Memorial Museum](#). Plans are being developed for an April 22 reception with catering by Inspired Catering and music by cellist Stefan Reuss.

In just one month, FFRPL has been asked for and is providing support for:

**new toys for the Toy Library, incentives for teens in *imagineYOU*, self-publishing classes plus the Rochester Writes monthly writing classes, and sending two staff to a children's services conference;
*the MCLS Directors Council retreat, a children's librarians' Resilience Conference and First Voice Interpreter at Ganondagan, copies of Kirsten Gillibrand's book on woman suffrage to be handed out at two VoterCade events this summer, and flowers for the RPL Remembrance Service.

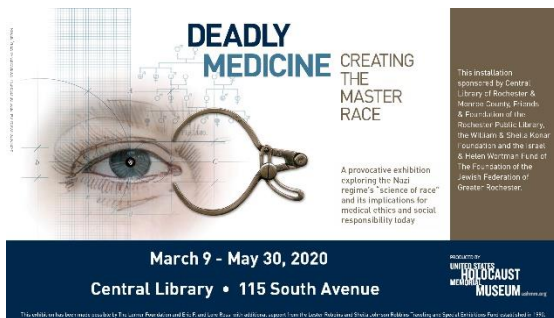
(Items with ** asterisks are supported through restricted funds held by FFRPL; * asterisk items are funded through FFRPL discretionary funds.)

Advocacy: FFRPL is co-sponsoring and will be participating in the Central Library Orientation and Tour for Monroe County legislators and administration on Wednesday 18 March. Our message will focus on how FFRPL supports their library to help the legislators meet their constituents' needs. We will explain our support to Central Library with business, technology, health and human services, and quality of life downtown. We will also provide the virtual reality demonstration of the Rundel Terrace Revitalization as the 'wow factor' at our table.

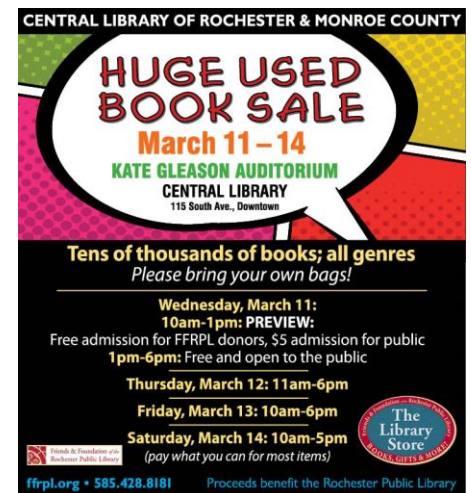
PROGRAMS / MARKETING & EVENTS



- We sent 5 **Constant Contact** e-blasts in February; and have 5 slated for March (3,250 reached per e-blast). We also sent mini ads (hot-linked to our content) for the **Huge Used Book Sale** with two e-blasts through the Little Theatre's list (sent March 5 and March 12).
- We ran a screen ad in the Little Theatre for *Deadly Medicine* which will run March 6 – April 30.



- We ran a ¼ page color ad in the March 4 issue of *City Newspaper* for the **Huge Used Book Sale** and sent a mini ad (hot-linked to our content) to the *City Newspaper* Weekend Planner subscriber list.



- **Tuesday Topics 2020** ran through February 25 in KGA. The eight-week series features presentations given by local experts on current issues in science, the arts, the economy, health care and government, with this year's series highlight programs and services the Library provides to the community on these critical issues. We continued to host post-lecture tours to best leverage the programs.
 - 80 people attended/26 viewed *Then and Now: Suffrage 2020* (Feb. 11), presented by Suzanne Schnittman, PhD, historian and author of the forthcoming *Provocative Mothers and their Precocious Daughters* / then 12 people toured the Local History Division.
 - 35 people attended/25 viewed *Technology in 2020* (Feb. 18) presented by Central Librarian and Computer Instructor Brian DiNitto / then 8 people went to see the new Technology area.
 - 37 people attended/37 viewed *Environment 2020* presented by Shalini Beath, Energy & Sustainability Analyst for the City of Rochester / then 4 people toured the Business Insight Center.
- **Books Sandwiched In** brochures were in homes by March 6. The Series launches March 17 and runs through May 5 with 8 reviews scheduled, including one as part of a Special Event being presented in partnership with the Local History & Genealogy Division: the last review of the season (*The Color of Law*) will be followed by a tour of Local History's exhibit, *Everyday People: the Dinkle Family and Rochester's African American Past*.
- FFRPL worked with Central Library's **Local History & Genealogy Division** in support of the 3rd annual **Anthony Mascioli Rainbow Dialogues**, held on 29 February 2020 (a partnership with the Out Alliance). The focus was 'Intersectionality in Social and Political Change: A Historical Perspective,' with keynote address by Stanley Byrd, Ed.D., Vice President for Diversity, Inclusion and Human Resources, Empire Justice Center. Approximately 100 people attended, and we received positive feedback and showcased the Library.
- Susan Lusignan has just been asked to join **Central Library's new Marketing Committee** and is looking forward to working with that new group, as well as **RPL's Exhibits Team**.

