

FFRPL Report to MCLS & RPL Boards – May 2020

ADVANCEMENT REPORT

FFRPL COVID-19 Support to RPL: “100% board participation in a campaign is the most powerful signal to prospective donors that the organization excels in carrying out its mission.” - Certified Fundraising Executive Intl, 2020



Thank you to all who supported our **#GivingTuesdayNow** campaign on May 5th to help RPL increase critical public access to resources and information in Monroe County with digital devices & mobile hotspots, online chat reference and programs. We are especially proud of the 100% support from the FFRPL Board. All donors are true Library heroes, improving one household at a time with internet access for work, school, medical needs and keeping in touch with loved ones. As of May 11th, the campaign has raised more than \$4,500 from 71 donors, and FFRPL will receive partial matching funds for all gifts made by May 26th: [click here to join in and help the Library!](#)

Although FFRPL investment income has significantly dropped and our book sales are suspended, we are honoring all of our FY2019-20 commitments to RPL, plus ~\$30,000 in emergency COVID-19-related support.

Annual Campaign: As the heartening response to the #GivingTuesdayNow campaign shows, the community recognizes and supports the incredible work of the Library during these difficult times. And because of that good will, FFRPL is now only five percent short of our \$240,000 Annual Campaign goal for June 30th. FFRPL staff and Board members will be calling longstanding donors who have not yet made a gift this year, and if you’ve got about two hours and would like to help, please consider joining us and making some calls – it can have a big impact. Most people called are usually very receptive, and it is also a great opportunity to tell donors about the Library’s continuing positive impact on patrons and the community.

Donor Tours: Those requesting a Library tour are added to our waiting list, and we’re considering producing a video tour, as well.

Donor Relations & Stewardship: FFRPL will, of course, follow the social distancing lead of the Central Library for our five main stewardship events remaining in 2020: Publishers’ Circle Dinner, Editors’ Circle Luncheon, Director’s Lunch, and events for retirees and volunteers. Non-profits throughout the country are switching to virtual events in creative ways, and FFRPL will rethink ours as appropriate.

Grant proposals: Most welcome news was notification of \$35,000 for support of South Wedge library programs from the Chase Rippey Trust, and for *Safe to be Smart* \$10,000 from the Joan & Harold Feinbloom Supporting Foundation and \$12,000 from the Farash Foundation.

Pending proposals include: MAXIMUS Foundation for *Safe to be Smart*; and Odd Fellow & Rebekah Benefit Fund for *Festival-To-Go*, part of the Rochester Children’s Book Festival.

PROGRAMS / MARKETING REPORT

- Kept online versions of programs and projects active (*Books Sandwiched In*; *Sokol High School Literary Awards*) – *BSI* has now posted five of its eight originally-scheduled reviews on the Library’s [YouTube page](#) and those videos have been viewed by more than 350 people to date;
- Continued all marketing & publicity efforts across all platforms (website updates, seven e-blasts sent, regular Facebook posts), especially crafting messages promoting FFRPL’s [#GivingTuesdayNow campaign continuing through May 26th](#);
- Maintained correspondence with patrons, donors, colleagues, Library staff;
- Published and sent to donors an [eblast message from FFRPL Executive Director](#)

