

FFRPL Report to MCLS & RPL Boards – October 2020

ADVANCEMENT REPORT

Annual Campaign: Response to the Fall 2020-21 Annual Campaign letter has been very encouraging in numbers of gifts, new and returning donors, and dollars received. Every gift counts, including yours! Why not make your gift during **National Friends of Libraries Week, 18-24 October**, and join thousands of Friends across the country in support of libraries? Thank you, as always, for your generosity. We will send a two-wave December appeal with a reminder of tax incentives for 2020 charitable donations.

The online Arnett peer-to-peer fundraising pilot met its \$2,250 goal, and the exterior murals are completed and beautiful. The project also brought in new donors who are loyal to their neighborhood branch. FFRPL staff will be talking with all branch managers about how we can do peer-to-peer fundraising for any branch project.

FFRPL will **ROC the Day** on Tuesday, 1 December – we are reviewing previous ROC-donor data for trends that will help us make decisions on how to run the campaign. And we are starting to see results of the Central Library tours that started with Fall 2019 donors. A longtime \$25 annual donor couple *tripled* their gift this year. In a follow up phone call, the husband said that seeing all the library services on the tour impressed his wife so much that they increased their giving.

Memorials: Memorial gifts are close to \$8,000 in this fiscal year, thanks to generous friends and loved ones of Eileen Riedman and Peg Glisson.

Grants/Sponsorships: FFRPL received a \$5000 grant of unrestricted support from the Maximus Foundation and a \$5000 grant for *Raising a Reader* from the Florence M. Muller Foundation ‘with full faith and confidence in Tonia Burton’s vision and leadership’, following Tonia’s inspiring presentation to a foundation rep. We are waiting to hear from the Daisy Marquis Jones Foundation and the United Way/RACF COVID Community Crisis Fund. MVP denied our grant request for mobile hot spots but is interested in Publishers’ Circle sponsorship, joining Alesco Advisors who have confirmed as a returning sponsor (more below).

Donor Stewardship: FFRPL is working on a *virtual Publishers’ Circle Library Celebration* slated for mid-November, which all library board members will be invited to view. FFRPL President Dick Hamilton will MC as usual, we’ll have special recognition of our volunteers and retirees (new this year), Patty will present Library updates, Ned has a ten-year review of FFRPL, and we will bestow the Harold Hacker Library Lifetime Achievement Award to retiring library champion Sen. Joe Robach – all in 45 minutes. Cook your own dinner!



PROGRAMMING & MARKETING REPORT

Virtual Fringe Festival: A success! We had 424 views of our five [Spooky Stories in the \(Virtual\) Stacks](#). Thanks again to City Historian Christine Ridarsky for overseeing this year’s roster.

BSI Fall (online): First online BSI video premiered Tuesday 9/22, with diversity of titles and reviewers as a focus for the series. To date: 66 views of *Disability Visibility*, 83 views/*Elderhood*; 31 views/*End of October*. Thanks to RPL staff Joe Born, Dennis Williams and Alicia Gunther for technical support.



Central Exhibits team: Worked with Central Graphics team on FFRPL pages for new RPL calendar. Continued promoting *Art of the Book* Call for Entries; helped review roster of exhibits planned through 2023.

Central Program Team: Reviewed online options and programs being offered/promoted by FFRPL/RPL.

FFRPL Annual Report 2019-20: Finalizing now after audited financials were approved by FFRPL Board last month. This Annual Report will also include a section highlighting FFRPL’s last 10 years.

FFRPL biweekly email newsletter stats:

10 September: Spooky Stories for Fringe; Fall BSI; Deadly Medicine; Antiracist resources – 26% open rate.

25 September: Spooky Stories, Disability Visibility, Arnett Mural Project – 24% open rate.

FFRPL Website: Continued ongoing updates of all pages, especially Fringe, BSI, etc.; created an unindexed (non-searchable) page of all Marketing materials from *Deadly Medicine* to share with donors.