

FFRPL Report to MCLS & RPL Boards – September 2020

ADVANCEMENT REPORT

Annual Campaign: The fall 2020-21 Annual Campaign letter is in homes now, with a focus on gratitude for support during the COVID closure. Returning and new strategies include creating a welcome postcard for first-time donors, soliciting patrons age 70+ in high-return ZIP codes, peer-to-peer online fundraising, and a question to drive personalized response: “What is the best book you’ve read in the past six months?”

Our peer-to-peer fundraising special project is for [additional exterior library murals at the Arnett Branch](#). One FFRPL donor who gives a modest annual donation surprised us with a very generous gift to the Arnett project and commented that it felt like something she really wanted to give to. Finding that personal connection is key to increased gifts, and branch patrons are very loyal to their neighborhoods.

Grants: FFRPL has been invited to submit proposals to the Daisy Marquis Jones Foundation, MVP, and the United Way/Rochester Area Community Foundation COVID Community Crisis Fund. FFRPL is ready to respond to RPL’s requests for COVID-related support as decisions are made and communicated.

Memorials: Gifts have been requested for *Safe to be Smart* in memory of long-time FFRPL volunteer Harry Riley, whose memorial service was September 2.

Donor Stewardship: FFRPL Planning & Development Committee members assisted staff in contacting the 29 legacy donor households (10+ years of giving) on a waiting list for Central Library tours. Interestingly, 22 do not live in the city of Rochester. These calls were a great opportunity to check in with donors and develop advocacy for county services.

Major gift strategies include reviewing our Top 100 donor list and contacting 2019 sponsors and attendees of the *Publishers’ Circle Dinner*. The input is valuable in deciding how to steward donors without the traditional face-to-(masked)-face dinner and evening at Central Library. Staff are also reviewing the list of donors who gave \$1,000+ in 2018-19 but not 2019-20 and will follow up with them.

NYLA 2020 Virtual Conference registration is now open. The conference always provides a wealth of information for library trustees, staff and Friends, and this year’s rates are deeply discounted. The theme is ‘Strengthening Our Core,’ and the conference will be held November 5-6. For more information:

<https://www.nyla.org/events/nyla-virtual-annual-conference-2020/345/>

PROGRAMMING & MARKETING REPORT

Virtual Fringe Festival: Worked with Central Library’s Local History & Genealogy Division to prepare and offer five free videos for ‘Spooky Stories in the (Virtual) Stacks’. Thanks to City Historian Christine Ridarsky for arranging and overseeing this year’s roster of storytellers!

BSI Fall (online): First online BSI video premieres Tuesday 9/22, with diversity of titles and reviewers as a focus for the series. The brochure was mailed with the Annual Campaign letter and is in homes now.

Central Exhibits team: Worked with Library staff, Central Graphics and US Holocaust Memorial Museum staff to present and promote two online programs in August related to the *Deadly Medicine* exhibit on view in Hacker Hall through September. Introduced speaker for [‘Complicity of Physicians’ program with Dr. Patricia Haberer](#) and worked with the Museum to capture emails for Rochester-area participants for donor follow-up. Helped promote *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: Aiming to post online after audited financials are approved later this month. This Annual Report will also include a section highlighting FFRPL’s last 10 years.

FFRPL biweekly email newsletter stats:

July 29: Understanding Black Experiences, Terrace update, Kids Out & About survey - 26% open rate

August 7: Library reopening, online programs for *Deadly Medicine* - 32% open rate

August 14: #GivingTuesdayNow thank you to donors - 57% open rate

Office Update: The FFRPL Offices have moved down the hallway of the Rundel 3rd floor, from the southeast corner to the northeast corner – basically when you get off the 3rd floor public elevator, turn RIGHT now instead of left to find us.