

FFRPL Report to MCLS & RPL Boards–November 2020

ADVANCEMENT REPORT

Annual Campaign: The December appeal will be in homes around 11/30, with a follow up letter in homes 12/17. We remain encouraged by the numbers of gifts, new and returning donors, and dollars received. Board members receive every appeal for info, so if you have already given, we thank you! Remember, you may be eligible for CARES Act tax advantages if you give before December 31st. Please give generously!

FFRPL will **ROC the Day** on Tuesday 12/1. Funds raised during *ROC the Day* will go toward the first of many efforts by the Local History Division to **preserve Rochester's Black History at Central Library**, filling gaps in the historical record and ensuring that it reflects all of the city's residents and their experiences. Library staff, working in partnership with the Clarissa Street Reunion Archive Committee and Teen Empowerment, seek to establish a crowd-sourced digital archive of photographs, documents and oral history interviews that document the history of Clarissa Street and the Third Ward, the historic heart of Rochester's African American community. Generous FFRPL donors have secured a challenge grant of \$3000 toward our one-day goal of \$15,000. **Be a ROCer on December 1st** at www.roctheday.org.



Grants/Sponsorships: FFRPL received a grant of \$61,000 from the United Way/RACF Community Crisis Fund for ionizers/HEPA filters to improve air quality within Central Library buildings and for additional temporary branch security through June 2021 to help with their reopening. We also received a \$20,000 grant from the Daisy Marquis Jones Foundation, helping us meet our annual Business Insight Center support goal.

Planned Giving: FFRPL recently received notice from a donor that she is including us in her estate planning. Her giving history is \$15, \$25, \$25, \$25, with her last gift in 2009. We have identified 740 other donors who have given to FFRPL for 15+ years, and this group will get a special planned giving packet after the new year.

Donor Stewardship: Our Thursday 19 November *Virtual Publishers' Circle Library Celebration* has the chance to reach more people than those who would fit in Harold Hacker Hall—we are extending our invitations to retirees, volunteers, newly-acquired donors and donors of lower giving levels. We are grateful to FFRPL Board members who helped us gather as many donor emails as possible. In addition to Patty's and Ned's presentations, there will be patron appreciation videos, and retiring NYS Sen. Joe Robach will receive the Harold Hacker Library Lifetime Achievement Award – all in 45 minutes. Patty's and Ned's presentations will be posted to FFRPL.org after the event and shared widely with library associations and donors; these videos will be valuable tools we never had before – a small silver lining to the wild year.

Online Book Sales Update: Last month our internet store sold 298 books for \$6,363, the highest earnings per month since we reopened in mid-July (although the half month of July was \$4,330 – people love books!).

MARKETING & PROGRAMMING REPORT

Books Sandwiched In Fall (online): Continued to solicit, post and promote online versions of the pre-recorded *BSI* reviews which have had several hundred views cumulatively. Posted to LibCal; promoted through website, Constant Contact, FB, printed and online calendars. Continued to work with reviewers on parameters of their submissions, along with Central's Joe Born (Media), Dennis Williams (Youth), and Alicia Gunther (MCLS liaison) on filming intros, editing/splicing, closed captioning and posting to Central's playlist and social media.

Sokol High School Literary Contest, May 2021: Worked with Central Graphics on updating flyers, social media graphics; began updating online portal.

Constant Contact: October 16: 'Four *BSI* Reviews' with links. Open rate: 25% / click rate 8%.
November 9: 'You're Invited!' Publishers' Circle initial notice. Open rate (day of): 32%. (No links)

Annual Report 2019-20: Worked on revisions for report to be issued by year-end.