Archive of the April 21 2020 #critlib chat on fundraising and development, moderated by @shhh_librarian & @evangelestia. For more info about critlib, including past and future chats, visit http://critlib.org.

Tamar Evangelestia-Dougherty
@evangelestia

Please join @Shhh_Librarian and I for #critlib chat tomorrow night Tuesday April 21, 6 pm Pacific/9 pm Eastern.
The topic is fundraising! twitter.com/violetbfox/sta...

Violet Fox 🦊 @violetbfox
TOMORROW: please join @shhh_librarian & @evangelestia for a #critlib chat on library fundraising and development.
How do we build relationships? Who gets a say in funding decisions? Let's discuss! Tuesday April 21, 6 pm Pacific/9 pm Eastern. critlib.org/fundraising-an...

Emily @Shhh_Librarian
Hey #critlib! It's that time again. Introduction time - Hi, I’m Emily, was a librarian, went to Development for a few years, now I’m back as a librarian. @evangelestia and I can't wait to hear about you & your ideas!
Aman @akaur0

Hi. I'm a science librarian. It's been a while, since I have attended a critlib chat.

Emily @Shhh_Librarian · Apr 22, 2020

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Tamar Evangelestia-Dougherty @eva... · Apr 22, 2020

Replying to @Shhh_Librarian
Hi I am Tamar, Associate University Librarian @Cornell_Library. In my capacity as AUL, I am the grants coordinator for the library. My portfolio includes Rare and Distinctive Collections, the Asia Division and Digitization and Conservation Services.

Tamar Evangelestia-Dougherty @evangelestia

#critlib

1:02 AM - Apr 22, 2020

Violet Fox 🐱

@violetbfox

If you would like to tweet anonymously during tonight's chat, you can use the critlib anonymous Twitter relay found at critlib.org/anon. You (and everyone else following the #critlib hashtag) will then see your tweet posted via the @CritLib_anon account.

1:02 AM - Apr 22, 2020
Violet Fox
@violetbfox

Find all the questions for tonight’s #critlib chat at: critlib.org/fundraising-an....

Huge thanks to @evangelestia & @Shhh_Librarian for moderating the chat on this important topic!

Tamar Evangelestia-Dougherty @eva... · Apr 22, 2020
Replying to @akaur0 @Shhh_Librarian
Hi Aman!

Aman
@akaur0

Hi Tamar and Emily! #critlib

Emily
@Shhh_Librarian

Here's the first one! Q1. How does your library define fundraising and what critical functions does it entail? Who does that type of work in your library? #critlib
Hi #critlib I'm Kate, an academic archivist/mess/Assoc Prof at a private college in Denver.

Emily @Shhh_Librarian · Apr 22, 2020

Here's the first one! Q1. How does your library define fundraising and what critical functions does it entail? Who does that type of work in your library? #critlib

A1. While my current library doesn’t focus on fundraising, I define fundraising as building lasting relationships w/ donors to serve both the institutions and their personal interests #critlib

Emily @Shhh_Librarian

Replying to @Shhh_Librarian

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Tamar Evangelestia-Dougherty @evangelestia

A2. In my experience development as a function and who is involved with it can vary depending on the institution. When I was at Columbia Libraries we had our own development person for the library. He was very connected to our Rare Book and Manuscript Library dept. #critlib
A1. Our lib is prob pretty typical of most private acad libs. We have 2 long-time "friends" groups that are reflective of demo grps that no longer donate in the $ amounts they used to. Our challenge is also not unique - our lib has both all & none of the uni's alums. #critlib
twitter.com/Shhh_Librarian...

Emily @Shhh_Librarian
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Emily @Shhh_Librarian
Are the "friends" group handled by the library, outside, or the development office?  #critlib
Tamar Evangelestia-Dougherty @eva...

Replying to @Shhh_Librarian

A2. In my experience development as a function and who is involved with it can vary depending on the institution. When I was at Columbia Libraries we had our own development person for the library. He was very connected to our Rare Book and Manuscript Library dept. #critlib

Tamar Evangelestia-Dougherty @evangelestia

I say development because it almost seems as though - at least in academic libraries that fundraising is never the term used. But we all know what we are referring to. At Cornell it is our Dept. of Alumni Affairs that is most involved. #critlib

Emily @Shhh_Librarian

Here’s the first one! Q1. How does your library define fundraising and what critical functions does it entail? Who does that type of work in your library? #critlib

Aman @akaur0

A1) My library system has an Advancement Office that deals w/ fundraising, focusing on strategic initiatives. Every now & then, the rest of staff will get updates from the office. I do apply for grants to support my own professional development-related travel. #critlib
Kate 'ProtectLibraryWorkers' Crowe @kcrowe  
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Kate 'ProtectLibraryWorkers' Crowe @kcrowe  
I wld say we do "friend-raising," where we take existing outreach to our friends groups and expan it, as well as trying to work w/our Dev/Adv staff to give us the "chaff" from other areas. Did you ask an Ed alum for $ & they were like no thanks? Give the library a crack! #critlib

Emily @Shhh_Librarian  
Yup! Did the library make attempts to involve everyone in fundraising or was it mostly up to the development person on what they focused on? #critlib
Marsha Taichman
@MarshaTaichman
Hi #critlib! I'm Marsha and I work at @Cornell_Library with @evangelista. Excited to read more about your experiences with fundraising, I don't do much of it at all.

Tamar Evangelestia-Dougherty
@evangelestia
I will proceed with Question #2
Who gets a say on who funds your library? Who doesn't get a say? What challenges does that entail? #critlib

Aman
@akaur0
From my exp volunteering & working for non-profit orgs, I either heard fundraising or development. I think it depends on whether the focus comes from the orgs were focused on holding events as fundraisers or if they were more interested in very large donations & grants. #critlib
A little late to #critlib and new to this chat. Mostly lurking.

Sarah B.

See Sarah B.'s other Tweets

Kate 'ProtectLibraryWorkers' Crowe

A2. Oof. This is hard/has changed over time. Is the lib part of the current campaign (it was in the last one, it's not in this one). "Who gets a say" has changed a LOT bc a lot of the staff in our Development/Alumni division has changed (the new VC is brand new, for ex). #critlib
twitter.com/evangelestia/s...

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Kate 'ProtectLibraryWorkers' Crowe

A 2.1. I spend a lot of time inserting myself into conversations in ways that seem to support existing missions AND the library/archives. #critlib
In past libraries, the development people or exec team did, while everyone else was kept in the dark. We don’t get a clear view of how we can truly engage people. #critlib

twitter.com/evangelestia/s…

Who gets a say on who funds your library? Who doesn’t get a say? What challenges does that entail? #critlib

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Can you give tips on how to insert yourself into the conversation? Are there certain people we should reach out to? #critlib

My library system has an Advancement Office that deals w/ fundraising, focusing on strategic initiatives. Every now & then, the rest of staff will get updates from the office. I do apply for grants to support my own professional development-related travel. #critlib

For the past couple of yrs, all staff were engaged in the strategic planning process, which influences the initiatives that Advancement is promoting. Every now and then, my fellow librarians & I write short reports or thank you letters to donors or their loved ones. #critlib
I believe that all librarians should have a say. They are the ones who are close to our resources and researchers. Any funding sought has to complement our mission and library strategic priorities. #critlib

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I'm interested in tonight's #critlib chat but it's making me realize just how different academic library culture is! In a public library, the need for constant fundraising is (too?) emphasized.
A 2.1. I spend a lot of time inserting myself into conversations in ways that seem to support existing missions AND the library/archives. #critlib

A 2.2. Me in a call earlier today with a new community partner w/the uni: "Did you know that we've been partnering since 1947 and that your first director was an alum of this institution?" #critlib

I'm interested in tonight's #critlib chat but it's making me realize just how different academic library culture is! In a public library, the need for constant fundraising is (too?) emphasized.

We'd be glad for your perspective! Do you feel like everyone is inculcated into the idea that fundraising is part of their job in public libraries? Even if it's not part of their stated duties? #critlib
I asked our Dean to see if the new VC of Marketing & Comms would meet with me and she invited me to be part of our "communicators' roundtable" (it takes different forms in every institution - in ours it's all the marketing/comms people) so I could provide support/historical context. #critlib

Emily @Shhh_Librarian · Apr 22, 2020
Replying to @kcrowe
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Emily @Shhh_Librarian
How did the library and Advancement office become more engaged? P.S. Good job on writing those notes! It's a lot! I totally get it. #critlib
Caitlin Goodman  
@caitlinest

I think one thing is to have clear programmatic priorities for your library (or division, or program, or whatever) that can be pitched to Development staff in language that aligns with whatever bigger strategy they’re operating towards. (Without being inauthentic!) #critlib

twitter.com/evangelestia/s...

Tamar Evangelestia-Dougherty  
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Tamar Evangelestia-Dougherty  
@evangelestia

I worked at NYPL for a little bit and fundraising was very different there. I felt as if I had no agency for deciding what proposals to submit. #critlib

Tamar Evangelestia-Dougherty  
@evangelestia  
·  Apr 22, 2020

Q3. In efforts to fundraise for your library, what works in creating relationships? What hasn’t worked?#critlib
Caitlin Goodman @caitlinest  Apr 22, 2020
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Emily @Shhh_Librarian
Absolutely! How so? I would love to hear more. #critlib

Kate 'ProtectLibraryWorkers' Crowe @kcrowe  Apr 22, 2020
Replying to @kcrowe
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Kate 'ProtectLibraryWorkers' Crowe @kcrowe  Apr 22, 2020
A 2.3. We also hv a reg "pitch" meeting for "human interest/historical interest" stories for our alumni mag & I try to align them with current strategy. Ex: I brought up @tolloid & co.'s Collections as Data grant as an example of how archives can connect to AI/STEM. #critlib
Tamar Evangelestia-Dougherty @eva... · Apr 22, 2020
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a say? What challenges does that entail? #critlib

Aman
@akaur0
A2) I assume the Advancement Office staff makes
decisions about this for the library system, but I am not
sure. #critlib

Emily
@Shhh_Librarian
A3. Having a more personal relationship with interested
parties, i.e. donors, foundations. Plus, having
interdepartmental relationships with the development
office helps to keep everyone interested. #critlib
twitter.com/evangelestia/s...

Tamar Evangelestia-Dougherty @evangelestia
Q3. In efforts to fundraise for your library, what works in
creating relationships? What hasn't worked? #critlib

Kate 'ProtectLibraryWorkers' Crowe
@kcrowe
A3. My rule of thumb in my job and in life is, the first
time you go to someone with a hand out shouldn't be
when you meet them. Your job is to find out what that
person cares about and find out where that interest is
mutually beneficial. The "ask" is the last part. #critlib
twitter.com/evangelestia/s...

Tamar Evangelestia-Dougherty @evangelestia
Q3. In efforts to fundraise for your library, what works in
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A3. The COVID-19 crisis has made the need for funding more critical than ever. How will it change our efforts? What worked before may not work now. We may have to change how we create those relationships.

Q3. In efforts to fundraise for your library, what works in creating relationships? What hasn't worked?

Kate 'ProtectLibraryWorkers' Crowe

I have met exactly 1 dev officer who actually did this well. We literally just had a conversation about what I cared about. That's exactly how it shld be. They will be able to look up your $ "potential," & that relationship buildup can/should take yrs.
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did you know?

Emily @Shhh_Librarian
Having been on the Development side, it really does. Picking out wording in the overall strategy really catches their eye, as well, as having a long lunch #critlib #toomanylunches

Caitlin Goodman @caitlinest  ·  Apr 22, 2020
Replying to @evangelestia
Oh interesting! I think there’s definitely different levels of fundraising happening at the Free Library, but the big money certainly requires administrative buy-in (which causes its own mutations)

Tamar Evangelestia-Dougherty @evangelestia
NYPL had its own entire army of development people who were often not librarians. They were great but I felt that our needs and values in seeking funding were very disconnected and lost in translation. #critlib
The Advancement Office is a department within the library system, so we're all colleagues. There were many meetings, in which we did activities & held discussions over current projects, aspirational goals, & critical gaps that need to be filled. #critlib

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This is also a great example of the "long game," because when we had this conversation I was like...29? I had no money! But you wait to develop that relationship until the person has enough money to be interesting, that's too late. #critlib

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Emily @Shhh_Librarian

Oh, that's really interesting and I've only heard of that in a few cases. #critlib

Aman @akaur0 · Apr 22, 2020
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The Advancement Office is a department within the library system, so we're all colleagues. There were many meetings, in which we did activities & held discussions over current projects, aspirational goals, & critical gaps that need to be filled. #critlib

Emily @Shhh_Librarian

Yeah, CPL has a foundation. I don't know how often the librarians the staff truly chat though #critlib

Tamar Evangelestia-Dougherty @eva... · Apr 22, 2020
Replying to @caitlinest

NYPL had its own entire army of development people who were often not librarians. They were great but I felt that our needs and values in seeking funding were very disconnected and lost in translation. #critlib
The bummer about this that no one usually tells you is that the most effective Development people are usually the ones who come from money, because then they have existing relationships with the people they're going to have to ask for money. #critlib

twitter.com/evangelestia/s...

NYPL had its own entire army of development people who were often not librarians. They were great but I felt that our needs and values in seeking funding were very disconnected and lost in translation. #critlib

Q4. How can we adapt our fundraising efforts to integrate diversity, equity, and inclusion into our operations? #critlib

That is interesting because I find many do not understand the difference between the terms fundraising, development and advancement. Advancement is moving forward, making progress-development and fundraising are components of advancement. #critlib
Aman @akaur0

The COVID-19 pandemic has pushed the university to include the #library system as one of its 3 strategic fundraising priorities. This will help us be able to purchase more online resources to better support online students & instructors as well as the research community. #critlib

Tamar Evangelestia-Dougherty @eva... · Apr 22, 2020

A3. The COVID-19 crisis has made the need for funding more critical than ever. How will it change our efforts? What worked before may not work now. We may have to change how we create those relationships #critlib

Emily @Shhh_Librarian

True! And interestingly enough you rarely see the Development office as the "fundraising office" it's either "Advancement/Development Office" like we can only "advance" with money. #critlib
Marsha has wonderful artists' books and there is lots of ways that we can do fundraising and development around that collection! #critlib

Marsha Taichman @MarshaTaichman · Apr 22, 2020
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Tamar Evangelestia-Dougherty @evangelestia

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McNamara, A @mcnamx

Nonprofit librarying also definitely conscious of where funds do or might come from! #critlib

McNamara, A @mcnamx · Apr 22, 2020
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Kate 'ProtectLibraryWorkers' Crowe @kcrowe · Apr 22, 2020
See my answer to Q3 - the first time you go with a hand out should not be the first time you meet. Show up with some evidence of what you've already done, what work you're prepared to do. #critlib
twitter.com/Shhh_Librarian...

Emily @Shhh_Librarian

Q4. How can we adapt our fundraising efforts to integrate diversity, equity, and inclusion into our operations? #critlib

Emily @Shhh_Librarian · Apr 22, 2020
Q4. How can we adapt our fundraising efforts to integrate diversity, equity, and inclusion into our operations? #critlib
A4. From a pure fundraising standpoint, doing different tiers of fundraising, and working with more inclusive language. But also, making campaigns/fundraisers known throughout the entire library and not the top

Tamar Evangelestia-Dougherty
@evangelestia

I think the way fundraising for libraries will have to adjust during the pandemic is to entertain "small ball" methods = looking at smaller dollar members rather than larger dollar. You can raise an amazing amount of revenue with smaller gifts. #critlib
Caitlin Goodman
@caitlinest

I’m really interested in this as it relates to grant funding. Both in the “nonprofit industrial complex” way but also the precarious labor way. #critlib
twitter.com/shhh_librarian...

Emily @Shhh_Librarian
Q4. How can we adapt our fundraising efforts to integrate diversity, equity, and inclusion into our operations? #critlib

Madelīne Jårvīs
@jadeline_marvis

I think we all help with fundraising even if not making the ask - keeping an eye out for stories and data to help our mission come alive for folks #critlib

Kate ‘ProtectLibraryWorkers' Crowe
@kcrowe

Yeah. Basically, read anything from @incitenews, get really mad, and then keep that in mind as you’re doing dev work. #critlib
A4. Academic & public libraries still largely leave POC out of conversations about planned giving. There was once a study that said Blacks tend to give but it is to religious organizations. As a result, development staff rarely try to appeal to diverse donors. #critlib

Emily @Shhh_Librarian · Apr 22, 2020
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Madelīne Jårvīs @jadeline_marvis
A4 as far as working with friends and foundation boards: flexible meeting times and formats, flexible volunteer and board requirements, clear expectations. #critlib

Aman @akaur0
A4) In #libraries, operations are impacted by staff, collections, & services. This could mean $$ for new positions such as fellowships/residencies, student worker/intern stipends, endowed positions, & prof dev funds; improved collections; or accessibility-related tech #critlib
Yes! Create a sincere meaningful opportunity for engagement. $5 for some is $50 to others. A culture of philanthropy isn’t just funds raised, its lives touched. #critlib

Unrelated to any specific question, I’ve often joked that I was going to start an endowment where all you could do was buy archival boxes/supplies because no one ever seems to want to fund operations, just programs/events. #critlib

We have to change our target demographics. As far as special collections are concerned, I am still not seeing diversity outreach to students of color. Current students are FUTURE DONORS. Get them into the collections and cultivate them as donors of the future! #critlib.
Alright, last question! Q5. How can we build structures that strengthen the future of fundraising for libraries? #critlib

That is truly the curse of development... everyone wants a fancy name on the door when we really need supplies... #critlib

I think the way fundraising for libraries will have to adjust during the pandemic is to entertain "small ball" methods = looking at smaller dollar members rather than larger dollar. You can raise an amazing amount of revenue with smaller gifts. #critlib

Earlier this yr, I recently went to a @SpruceFdn Council meeting, where we discussed the general trend of nonprofit orgs finding more success in collecting many small donations. This also makes orgs more resilient, since you have a wider network of supporters. #critlib
A5. By building long-lasting relationships with not only people but foundations, companies, etc. #critlib
twitter.com/Shhh_Librarian...

Emily @Shhh_Librarian
Alright, last question! Q5. How can we build structures that strengthen the future of fundraising for libraries? #critlib

Emily @Shhh_Librarian
I think one thing my library is struggling with is the Board of Directors (there are two boards let's not get into it...) is a giving board and that setup is basically opposed to equity #critlib twitter.com/shhh_librarian...

Emily @Shhh_Librarian
Q4. How can we adapt our fundraising efforts to integrate diversity, equity, and inclusion into our operations? #critlib

Emily @Shhh_Librarian
Hi #critlib better late than never I guess. I'm Colleen and I work at a land grant institution as a Rare Books Librarian. I'm often called upon for tours and have met with select donors.

Emily @Shhh_Librarian
Tamar Evangelestia-Dougherty
@evangelestia

A5. Covey reach to multiple audiences through branding. We have to be mindful of the situation that we are in w/the pandemic but also communicate that we need support. But understanding different people will have different levels of support. #critlib

Emily @Shhh_Librarian
Alight, last question! Q5. How can we build structures that strengthen the future of fundraising for libraries? #critlib

Kate 'ProtectLibraryWorkers' Crowe
@kcrowe

If we're acad libs, we need to be seen as integral to the future of the org. If we're pub libs, we need to be seen as integral to the future of the area we serve. Once we're seen as essential, we need to be v transparent about the funding req to op at those levels. #critlib
twitter.com/Shhh_Librarian...

Emily @Shhh_Librarian
Alight, last question! Q5. How can we build structures that strengthen the future of fundraising for libraries? #critlib
Aman @akaur0

Agreed! And our students need to have welcoming experiences/good memories in #library spaces; otherwise, they'll hang up the phone or delete the emails, when the Alumni Association starts asking for donations upon graduation. #critlib

Tamar Evangelestia-Dougherty @eva... · Apr 22, 2020

Replying to @evangelestia @Shhh_Librarian

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McNamara, A @mcnamx

Popping in, solo lib'n at a nonprofit org, to note for #critlib A4 that making DEI a priority for everything I do/the library does helps me create better rel'ps inside and outside the org, w the people I want to work with

Emily @Shhh_Librarian · Apr 22, 2020

Alright, last question! Q5. How can we build structures that strengthen the future of fundraising for libraries? #critlib

Madelīne Jårvīs @jadeline_marvis

Fundraisers for and representative of our community - create pride, ownership, and longevity! #critlib
A5. Covey reach to multiple audiences through branding. We have to be mindful of the situation that we are in with the pandemic but also communicate that we need support. Understanding different people will have different levels of support. #critlib

A5 2. How many times have you wanted to give something to say a museum and were intimidated by those giving gifts of $5000??? We have to say it is ok to give $5 or $50. Create wish lists for actual items - sort of like a bridal registry. We need $200 for a scanner. #critlib

Emily @Shhh_Librarian · Apr 22, 2020
Q4. How can we adapt our fundraising efforts to integrate diversity, equity, and inclusion into our operations? #critlib

Sierra is a remote librarian now @SLaddusaw · Apr 22, 2020
A4 (sorta) I always wonder about who we accept money from. When someone comes offering but they are a "good ol boy," how do we get support or become empowered to say thanks, but no thanks? Or do we take the money and "use it for good?" #CritLib
Caitlin Goodman
@caitlinest

Focus on real engagement with our users (and potential users!) not just performative outreach. Let our user communities have real ownership in programs and program development.

...Uh, and tax the rich. #critlib
twitter.com/shhh_librarian...

Emily @Shhh_Librarian

Alright, last question! Q5. How can we build structures that strengthen the future of fundraising for libraries? #critlib

Convey the value of #libraries in a way that makes sense to the target audiences whether those are tuition-paying students/loved ones, private donors, & grant-making agencies. #critlib

Madelīne Jārvis
@jadeline_marvis

In conjunction with @ala_united we created an action planner to engage library donors of all ages and income levels. #critlib alastore.ala.org/unitedaaw
twitter.com/Shhh_Librarian...

Emily @Shhh_Librarian

Alright, last question! Q5. How can we build structures that strengthen the future of fundraising for libraries? #critlib
First, I laughed very hard at this. Second, I think this would be an EXCELLENT idea! Museums have done something similar in the past and so have zoos, if you need back up for a plan lmk #critlib #betterthanbridal

I am really pushing the wishlist idea because in my experience it works. Wow, I was able to buy a book truck for my library or a broadside. There is this trope in library fundraising that only wealthy people are worth pursuing as donors. We have to evolve from that. #critlib
Unrelated to any specific question, I’ve often joked that I was going to start an endowment where all you could do was buy archival boxes/supplies because no one ever seems to want to fund operations, just programs/events. #critlib

Bless!! Yes!! Build capacity, not just notoriety. (All gifts are great, don’t get me wrong.) #critlib

Unrelated to any specific question, I’ve often joked that I was going to start an endowment where all you could do was buy archival boxes/supplies because no one ever seems to want to fund operations, just programs/events. #critlib

THIS is what is very interesting to me. #critlib #totakeornottotake

A4 (sorta) I always wonder about who we accept money from. When someone comes offering but they are a “good ol boy,” how do we get support or become empowered to say thanks, but no thanks? Or do we take the money and “use it for good?” #CritLib

First, I laughed very hard at this. Second, I think this would be an EXCELLENT idea! Museums have done something similar in the past and so have zoos, if you need back up for a plan lmk #critlib #betterthanbridal

It can also work for reasonable rare book purchases. Create a wish list or menu of options for acquisitions. That way your stakeholders have some idea of the collections you would like to acquire. Make a bookplate to acknowledge their gift. #critlib
In Philly, young professional boards or advisory councils are becoming quite trendy w/ local nonprofit orgs. This concept might be helpful to libraries looking to grow their base of support. #critlib

A4 as far as working with friends and foundation boards: flexible meeting times and formats, flexible volunteer and board requirements, clear expectations. #critlib

My library doesn't really do fundraising, but engagement is so important and I'm all about structural change. After this pandemic there's going to be a lot of budget changes. We need new ways to reach out and really do the research on what our communities look like. #critlib

Thank you to everyone who was able to participate in tonight's #critlib chat! Please feel free to continue discussing and sharing resources using the hashtag. Thank you to our fearless first-time moderators @Shhh_Librarian & @evangelestia!
Alright, #critlib thank you so much for tonight's session! Everyone was great! Thanks to my co-moderator @evangelestia! Stay connected and stay healthy and safe!

Sarah B. #protectlibraryworkers #stoplibrarylayoffs @braunsk
Such an interesting thought. And so relevant. #critlib

The challenge I see is that a lot of groups that used to make larger donations have shifted to becoming largely social groups that no longer contribute even enough $ to pay for the events organized theoretically related to development/fundraising (straight talk). 😞 #critlib
Thank you to everyone who was able to participate in tonight's #critlib chat! Please feel free to continue discussing and sharing resources using the hashtag. Thank you to our fearless first-time moderators @Shhh_Librarian & @evangelestia!

Got an idea for a #critlib chat you'd like to see happen? Our "suggest an idea" form is available here: critlib.org/twitter-chats/. We need folks like you to step up to continue these discussions!

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If we're acad libs, we need to be seen as integral to the future of the org. If we're pub libs, we need to be seen as integral to the future of the area we serve. Once we're seen as essential, we need to be very transparent about the funding req to op at those levels. #critlib

twitter.com/Shhh_Librarian...

Alright, last question! Q5. How can we build structures that strengthen the future of fundraising for libraries? #critlib

We can't rely on good will alone. Everyone loves libraries. Not everyone loves funding libraries. #critlib
Thank you @violetbfox & @Shhh_Librarian
We have to communicate the value of our collections even more now in this crisis. We have to engage donors in a way that is sensitive about our reality but also let them know that our library's need for funding is still critical. #critlib

Aman
@akaur0

Yup. I went to donate $500 towards a scholarship fund to my alma mater, but they wanted a min of $5,000. I understand that there is overheard involved, but I was better off just leaving generous tips at places, where students work. #critlib
The key is to use the lingo of the audience. I used to be a grant writer, so I used to have templates full of messaging geared towards different types of companies, govt agencies, and foundations. #critlib

Universities please stop alienating potential donors who do not meet your limited thresholds of giving. Any solid development effort includes a diversified portfolio of potential revenue streams. Early cultivation is important. Asking small can lead to big results. #critlib.

twitter.com/akaur0/status/…

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Emily @Shhh_Librarian

Absolutely! Do you have any sites you would recommend if people were just starting out and need those as well? #critlib

Aman @akaur0 · Apr 22, 2020
Good Q! I got my Grant Writing Cert from @CCM_edu: ccm.edu/workforce/nonp…. I imagine the training is now available online, bc of the #COVID19pandemic. #critlib
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Aman @akaur0

I also recommend checking out @CandidDotOrg, which used to be called GuideStar and the Foundation Center. Find your closest partner location here: candid.org/find-us #critlib

Find us
Candid can be found across the country and around the world. How can we help you get the funding resources you need to do candid.org