



## #critlib 2020-04-21: fundraising and development

104 Items

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!



**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](http://critlib.org/fundraising-an) ...

10:56 PM · Apr 20, 2020



9



See Tamar Evangelestia-Dougherty's other Tweets



**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!

12:59 AM · Apr 22, 2020



3



See Emily's other Tweets



**Emily** @Shhh\_Librarian · Apr 22, 2020



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.

1:01 AM · Apr 22, 2020



1



See Aman's other Tweets



**Tamar Evangelestia-Dougherty** @evangele... · Apr 22, 2020



Replying to @Shhh\_Librarian

Hi I am Tamar, Associate University Librarian [@Cornell\\_Library](#) I. 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



See Tamar Evangelestia-Dougherty's other Tweets



**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



3



See Violet Fox's other Tweets



**Violet Fox**  
@violetbfox



Find all the questions for tonight's [#critlib](#) chat at:  
[critlib.org/fundraising-an...](http://critlib.org/fundraising-an...)

Huge thanks to [@evangelestia](#) & [@Shhh\\_Librarian](#) for moderating the chat on this important topic!

1:04 AM · Apr 22, 2020



7



See Violet Fox's other Tweets



**Tamar Evangelestia-Dougherty** [@evangele...](#) · Apr 22, 2020

Replying to [@akaur0](#) and [@Shhh\\_Librarian](#)

Hi Aman!



**Aman**  
[@akaur0](#)

Hi Tamar and Emily! [#critlib](#)



GIF

1:04 AM · Apr 22, 2020



2



See Aman's other Tweets



**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](#)

1:05 AM · Apr 22, 2020



See Emily's other Tweets



**Kate 'the world is spooky enough' Crowe**

@kcrowe



Hi [#critlib](#) I'm Kate, an academic archivist/mess/Assoc Prof at a private college in Denver.

1:06 AM · Apr 22, 2020



1



See Kate 'the world is spooky enough' Crowe's other Tweets



**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](#)



**Emily**

@Shhh\_Librarian

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](#)

1:06 AM · Apr 22, 2020



1



See Emily's other Tweets



**Emily** @Shhh\_Librarian · Apr 22, 2020



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](#)

1:08 AM · Apr 22, 2020



4



See Tamar Evangelestia-Dougherty's other Tweets



**Kate 'the world is spooky enough' Crowe**

@kcrowe



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](#)



**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](#)

1:09 AM · Apr 22, 2020



See Kate 'the world is spooky enough' Crowe's other Tweets



**Kate 'the world is spooky enough' Crowe** ... · Apr 22, 2020

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](#)



**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](#)



**Emily @Shhh\_Librarian**

Are the "friends" group handled by the library, outside, or the development office? [#critlib](#)

1:11 AM · Apr 22, 2020



See Emily's other Tweets



**Tamar Evangelestia-Dougherty** @evangele... · Apr 22, 2020 

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](#)

1:12 AM · Apr 22, 2020



1



See Tamar Evangelestia-Dougherty's other Tweets



**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](#)



**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](#)

1:12 AM · Apr 22, 2020



1



See Aman's other Tweets



**Kate 'the world is spooky enough' Crowe** ... · Apr 22, 2020

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](#)



**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](#)



**Kate 'the world is spooky enough' 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](#)

1:13 AM · Apr 22, 2020



2



See Kate 'the world is spooky enough' Crowe's other Tweets



**Tamar Evangelestia-Dougherty** @evangele... · Apr 22, 2020

Replying to @evangelestia and @Shhh\_Librarian

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

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](#)

1:13 AM · Apr 22, 2020



1



See Emily's other Tweets



**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.

1:16 AM · Apr 22, 2020



4



See Marsha Taichman's other Tweets



**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](#)

1:16 AM · Apr 22, 2020



4



See Tamar Evangelestia-Dougherty's other Tweets



**Tamar Evangelestia-Dougherty** @evangele... · Apr 22, 2020

Replying to @evangelestia and @Shhh\_Librarian

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](#)



**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](#)

1:17 AM · Apr 22, 2020



1



See Aman's other Tweets



**Sarah Braun**

@braunsk



A little late to [#critlib](#) and new to this chat. Mostly  
lurking.

1:20 AM · Apr 22, 2020



2



See Sarah Braun's other Tweets



**Kate 'the world is spooky enough' Crowe**

@kcrowe



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](#)



**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](#)

1:20 AM · Apr 22, 2020



1



See Kate 'the world is spooky enough' Crowe's other Tweets



**Kate 'the world is spooky enough' Crowe** ... · Apr 22, 2020

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](#)



**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](#)



**Kate 'the world is spooky enough' Crowe**

@kcrowe

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](#)

1:20 AM · Apr 22, 2020



2



See Kate 'the world is spooky enough' Crowe's other Tweets



**Emily**  
@Shhh\_Librarian



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](#)



**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](#)

1:20 AM · Apr 22, 2020



2



See Emily's other Tweets



**Kate 'the world is spooky enough' Crowe** ... · Apr 22, 2020

Replying to @kcrowe

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](#)



**Emily**  
@Shhh\_Librarian

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

1:21 AM · Apr 22, 2020



1



See Emily's other Tweets



**Aman** @akaur0 · Apr 22, 2020



Replying to @Shhh\_Librarian

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](#)



**Aman**  
@akaur0

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](#)

1:21 AM · Apr 22, 2020



See Aman's other Tweets



**Tamar Evangelestia-Dougherty** @evangele... · Apr 22, 2020



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](#)



**Tamar Evangelestia-Dougherty**  
@evangelestia

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](#)

1:21 AM · Apr 22, 2020



5



See Tamar Evangelestia-Dougherty's other Tweets



**Kate 'the world is spooky enough' Crowe** ... · Apr 22, 2020

Replying to @kcrowe

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](#)



**Kate 'the world is spooky enough' Crowe**

@kcrowe

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](#)



1:22 AM · Apr 22, 2020



6



See Kate 'the world is spooky enough' Crowe's other Tweets



**Violet Fox**

@violetbfox



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](#)

1:24 AM · Apr 22, 2020



2



See Violet Fox's other Tweets



**Emily** @Shhh\_Librarian · Apr 22, 2020



Replying to @kcrowe

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



**Kate 'the world is spooky enough' Crowe**

@kcrowe

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 diff forms in every inst - in ours it's all the marketing/comms ppl) so I could provide support/historical context. [#critlib](#)

1:24 AM · Apr 22, 2020



2



See Kate 'the world is spooky enough' Crowe's other Tweets



**Aman** @akaur0 · Apr 22, 2020



Replying to @akaur0 and @Shhh\_Librarian

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](#)



**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](#)

1:25 AM · Apr 22, 2020



See Emily's other Tweets



**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](#)

1:26 AM · Apr 22, 2020



4



See Tamar Evangelestia-Dougherty's other Tweets



**Tamar Evangelestia-Dougherty**

@evangelestia



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

[#critlib](#)

1:26 AM · Apr 22, 2020



See Tamar Evangelestia-Dougherty's other Tweets



**Emily**

@Shhh\_Librarian



Absolutely! How so? I would love to hear more. [#critlib](#)

1:26 AM · Apr 22, 2020



See Emily's other Tweets



**Kate 'the world is spooky enough' Crowe** ... · Apr 22, 2020

Replying to @kcrowe

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](#)



**Kate 'the world is spooky enough' Crowe**

@kcrowe

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](#)

1:26 AM · Apr 22, 2020



2



See Kate 'the world is spooky enough' Crowe's other Tweets



**Tamar Evangelestia-Dougherty** @evangele... · Apr 22, 2020

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

A2) I assume the Advancement Office staff makes decisions about this for the library system, but I am not sure. [#critlib](#)

1:27 AM · Apr 22, 2020



1



See Aman's other Tweets



**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](#)



**Tamar Evangelestia-Dougherty** @evangelestia

Q3. In efforts to fundraise for your library, what works in creating relationships? What hasn't worked?  
[#critlib](#)

1:28 AM · Apr 22, 2020



See Emily's other Tweets



**Kate 'the world is spooky enough' 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](#)



**Tamar Evangelestia-Dougherty** @evangelestia

Q3. In efforts to fundraise for your library, what works in creating relationships? What hasn't worked?  
[#critlib](#)

1:28 AM · Apr 22, 2020



5



See Kate 'the world is spooky enough' Crowe's other Tweets



**Tamar Evangelestia-Dougherty** @evangele... · Apr 22, 2020

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

[#critlib](#)



**Tamar Evangelestia-Dougherty**  
@evangelestia

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](#)

1:30 AM · Apr 22, 2020



2



See the latest COVID-19 information on Twitter



**Kate 'the world is spooky enough' Crowe** ... · Apr 22, 2020

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](#)



**Tamar Evangelestia-Dougherty** @evangelestia

Q3. In efforts to fundraise for your library, what works in creating relationships? What hasn't worked? [#critlib](#)



**Kate 'the world is spooky enough' Crowe**  
@kcrowe

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. [#critlib](#)

1:30 AM · Apr 22, 2020



2



See Kate 'the world is spooky enough' Crowe's other Tweets



**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](#)

1:30 AM · Apr 22, 2020



3



See Emily's other Tweets



**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](#)

1:31 AM · Apr 22, 2020



4



See Tamar Evangelestia-Dougherty's other Tweets



**Emily** @Shhh\_Librarian · Apr 22, 2020



Replying to @akaur0

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](#)



**Aman**  
@akaur0

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](#)

1:32 AM · Apr 22, 2020



3



See Aman's other Tweets



**Kate 'the world is spooky enough' Crowe** ... · Apr 22, 2020

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**Kate 'the world is spooky enough' Crowe**  
@kcrowe

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](#)

1:33 AM · Apr 22, 2020



3



See Kate 'the world is spooky enough' Crowe's other Tweets



**Aman** @akaur0 · Apr 22, 2020



Replying to @Shhh\_Librarian

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

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

1:33 AM · Apr 22, 2020



See Emily's other Tweets



**Tamar Evangelestia-Dougherty** @evangele... · 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



**Emily**  
@Shhh\_Librarian

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

1:34 AM · Apr 22, 2020



2



See Emily's other Tweets



**Kate 'the world is spooky enough' Crowe**

@kcrowe



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



**Tamar Evangelestia-Dougherty** @evangelestia

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

1:34 AM · Apr 22, 2020



15



See Kate 'the world is spooky enough' Crowe's other Twe...



**Emily**  
@Shhh\_Librarian



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

1:35 AM · Apr 22, 2020



1



See Emily's other Tweets



**Emily** @Shhh\_Librarian · Apr 22, 2020



Replying to @akaur0

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



**Tamar Evangelestia-Dougherty**  
@evangelestia

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](#)

1:36 AM · Apr 22, 2020



4



See Tamar Evangelestia-Dougherty's other Tweets



**Tamar Evangelestia-Dougherty** @evangele... · Apr 22, 2020

Replying to @evangelestia

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](#)



**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](#)

1:37 AM · Apr 22, 2020



4



See the latest COVID-19 information on Twitter



**Tamar Evangelestia-Dougherty** @evangele... · Apr 22, 2020

Replying to @Shhh\_Librarian and @akaur0

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](#)



**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](#)

1:38 AM · Apr 22, 2020



3 See Emily's other Tweets



**Marsha Taichman** @MarshaTaichman · Apr 22, 2020

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

Marsha has wonderful artists' books and there is lots of ways that we can do fundraising and development around that collection ! [#critlib](#)

1:38 AM · Apr 22, 2020



5 See Tamar Evangelestia-Dougherty's other Tweets



**Kate 'the world is spooky enough' Crowe**  
@kcrowe

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](#)



**Emily** @Shhh\_Librarian

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

1:39 AM · Apr 22, 2020



3 See Kate 'the world is spooky enough' Crowe's other Tweets



**Emily** @Shhh\_Librarian · Apr 22, 2020



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



**Emily**  
@Shhh\_Librarian

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 [#critlib](#)

1:39 AM · Apr 22, 2020



4



See Emily's other Tweets



**Aman** @akaur0 · Apr 22, 2020



Replying to @evangelestia

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**  
@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](#)

1:40 AM · Apr 22, 2020



5



See the latest COVID-19 information on Twitter



**Violet Fox** @violetbfox · Apr 22, 2020



Replying to @caitlinest

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](#)



**Madeline Jarvis**

@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](#)

1:41 AM · Apr 22, 2020



4



See Madeline Jarvis's other Tweets



**Kate 'the world is spooky enough' Crowe**

@kcrowe



Yeah. Basically, read anything from [@inciteneews](#), get really mad, and then keep that in mind as you're doing dev work. [#critlib](#)

1:42 AM · Apr 22, 2020



2



See Kate 'the world is spooky enough' Crowe's other Tweets



**Emily** @Shhh\_Librarian · Apr 22, 2020



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



**Tamar Evangelestia-Dougherty**

@evangelestia

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](#)

1:44 AM · Apr 22, 2020



8



See Tamar Evangelestia-Dougherty's other Tweets



**Emily** @Shhh\_Librarian · Apr 22, 2020



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



**Madeline Jarvis**  
@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](#)

1:44 AM · Apr 22, 2020 from Cedar Rapids, IA



3



See Madeline Jarvis's other Tweets



**Emily** @Shhh\_Librarian · Apr 22, 2020



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

1:44 AM · Apr 22, 2020



1



See Aman's other Tweets



**Emily** @Shhh\_Librarian · Apr 22, 2020



Replying to @Shhh\_Librarian

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 [#critlib](#)



**Madeline Jarvis**  
@jadeline\_marvis

Yes! Create a sincere a meaningful opportunity for engagement. \$5 for some is \$50 to others. A culture of philanthropy isn't just funds raised, its lives touched. [#critlib](#)

1:45 AM · Apr 22, 2020



1



See Madeline Jarvis's other Tweets



**Kate 'the world is spooky enough' Crowe**

@kcrowe



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](#)

1:46 AM · Apr 22, 2020



106



See Kate 'the world is spooky enough' Crowe's other Tw...



**Tamar Evangelestia-Dougherty** @evangele... · Apr 22, 2020



Replying to @Shhh\_Librarian

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](#)



**Tamar Evangelestia-Dougherty**

@evangelestia

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](#).

1:46 AM · Apr 22, 2020



10



See Tamar Evangelestia-Dougherty's other Tweets



**Emily**

@Shhh\_Librarian



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

[#critlib](#)

1:47 AM · Apr 22, 2020



See Emily's other Tweets



**Kate 'the world is spooky enough' Crowe** ... · Apr 22, 2020

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](#)



**Emily**  
@Shhh\_Librarian

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

1:48 AM · Apr 22, 2020



4



See Emily's other Tweets



**Tamar Evangelestia-Dougherty** @evangele... · Apr 22, 2020

Replying to @akaur0

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](#)



**Aman**  
@akaur0

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](#)

1:48 AM · Apr 22, 2020



2



See Aman's other Tweets



**Emily**  
@Shhh\_Librarian



A5. By building long-lasting relationships with not only people but foundations, companies, etc. [#critlib](#)



**Emily** @Shhh\_Librarian

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

1:48 AM · Apr 22, 2020



1



See Emily's other Tweets



**Colleen Barrett**  
@Colleenlovesbks



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.

1:48 AM · Apr 22, 2020



8



See Colleen Barrett's other Tweets



**Emily** @Shhh\_Librarian · Apr 22, 2020



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



**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

1:49 AM · Apr 22, 2020



3



See the latest COVID-19 information on Twitter



**Kate 'the world is spooky enough' 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



**Emily** @Shhh\_Librarian

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

1:50 AM · Apr 22, 2020



9



See Kate 'the world is spooky enough' Crowe's other Tweets



**Tamar Evangelestia-Dougherty** @evangele... · Apr 22, 2020 

Replying to @evangelestia and @Shhh\_Librarian

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](#).



**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](#)

1:50 AM · Apr 22, 2020



 4  See Aman's other Tweets



**Emily** @Shhh\_Librarian · Apr 22, 2020



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



**Madeline Jarvis**  
@jadeline\_marvis

Fundraisers for and representative of our community - create pride, ownership, and longevity! [#critlib](#)

1:52 AM · Apr 22, 2020 from Cedar Rapids, IA



 2  See Madeline Jarvis's other Tweets



**Tamar Evangelestia-Dougherty** @evangele... · Apr 22, 2020 

Replying to @Shhh\_Librarian

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](#)



**Tamar Evangelestia-Dougherty**  
@evangelestia

A.5 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](#)

1:52 AM · Apr 22, 2020



11



See Tamar Evangelestia-Dougherty's other Tweets



**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 plays well with others-cats** 🐱  
@SLaddusaw

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](#)

1:53 AM · Apr 22, 2020 from Bryan, TX



4



See Sierra plays well with others-cats 🐱's other Tweets



**Emily** @Shhh\_Librarian · Apr 22, 2020



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



**Aman**  
@akaur0

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

1:54 AM · Apr 22, 2020



2



See Aman's other Tweets



**Madeline Jarvis**  
@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](http://alastore.ala.org/unitedaaw)



**Emily** @Shhh\_Librarian

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

1:54 AM · Apr 22, 2020 from Cedar Rapids, IA



3



See Madeline Jarvis's other Tweets



**Tamar Evangelestia-Dougherty** @evangele... · Apr 22, 2020



Replying to @evangelestia and @Shhh\_Librarian

A.5 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

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

1:55 AM · Apr 22, 2020



1



See Emily's other Tweets



**Tamar Evangelestia-Dougherty** @evangele... · Apr 22, 2020

Replying to @evangelestia and @Shhh\_Librarian

A.5 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



**Tamar Evangelestia-Dougherty**  
@evangelestia

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

1:56 AM · Apr 22, 2020



4



See Tamar Evangelestia-Dougherty's other Tweets



**Kate 'the world is spooky enough' Crowe** ... · Apr 22, 2020

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



**Madeline Jarvis**  
@jadeline\_marvis

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

1:57 AM · Apr 22, 2020



1



See Madeline Jarvis's other Tweets



**Sierra plays well with others-cats** 🐱 @SLa... · Apr 22, 2020

Replying to @Shhh\_Librarian and @violetbfox

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



**Emily**  
@Shhh\_Librarian

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

1:59 AM · Apr 22, 2020



See Emily's other Tweets



**Emily** @Shhh\_Librarian · Apr 22, 2020



Replying to @evangelestia

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](#)



**Tamar Evangelestia-Dougherty**

@evangelestia

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](#)

2:00 AM · Apr 22, 2020



2



See Tamar Evangelestia-Dougherty's other Tweets



**Madeline Jarvis** @jadeline\_marvis · Apr 22, 2020



Replying to @Shhh\_Librarian

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

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](#)

2:01 AM · Apr 22, 2020



2



See Aman's other Tweets



**Sarah Braun**

@braunsk



A5 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](#)

2:01 AM · Apr 22, 2020



3



See the latest COVID-19 information on Twitter



**Violet Fox**  
@violetbfox



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](#)!

2:02 AM · Apr 22, 2020



11



See Violet Fox's other Tweets



**Emily**  
@Shhh\_Librarian



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!

2:02 AM · Apr 22, 2020



4



See Emily's other Tweets



**Emily** @Shhh\_Librarian · Apr 22, 2020  
Replying to @SLaddusaw and @violetbfox



THIS is what is very interesting to me. [#critlib](#) [#totakeornottotake](#)



**Sarah Braun**  
@braunsk

Such an interesting thought. And so relevant. [#critlib](#)

2:02 AM · Apr 22, 2020



See Sarah Braun's other Tweets



**Dr. Elizabeth Haven Hawley** @ehh\_ptr · Apr 22, 2020



Replying to @kcrowe @Colleenlovesbks and @Shhh\_Librarian

Boards and friends groups have a social basis -- it is so important to have cohesion that doesn't also encourage exclusion. I have other comments, but not on Twitter.



**Kate 'the world is spooky enough' Crowe**

@kcrowe

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

2:03 AM · Apr 22, 2020



4



See Kate 'the world is spooky enough' Crowe's other Tweets



**Violet Fox** @violetbfox · Apr 22, 2020



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!



**Violet Fox**

@violetbfox

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/...](https://critlib.org/twitter-chats/...) We need folks like you to step up to continue these discussions!

2:03 AM · Apr 22, 2020



1



See Violet Fox's other Tweets



**Kate 'the world is spooky enough' Crowe** ... · Apr 22, 2020 

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](#)



**Emily** @Shhh\_Librarian

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



**Kate 'the world is spooky enough' Crowe**

@kcrowe

We can't rely on good will alone. Everyone loves libraries. Not everyone loves funding libraries. [#critlib](#)

2:04 AM · Apr 22, 2020



8



See Kate 'the world is spooky enough' Crowe's other Tweets



**Violet Fox** @violetbfox · Apr 22, 2020



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](#)!



**Tamar Evangelestia-Dougherty**

@evangelestia

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](#)

2:05 AM · Apr 22, 2020



1



See Tamar Evangelestia-Dougherty's other Tweets



**Tamar Evangelestia-Dougherty** @evangele... · Apr 22, 2020 

Replying to @evangelestia and @Shhh\_Librarian

A.5 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](#)



**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 overhead involved, but I was better off just leaving generous tips at places, where students work. [#critlib](#)

2:06 AM · Apr 22, 2020



 4  See Aman's other Tweets



**Aman**  
@akaur0



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](#)

2:09 AM · Apr 22, 2020



 4  See Aman's other Tweets



**Tamar Evangelestia-Dougherty**

@evangelestia



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](#).



**Aman** @akaur0

Replying to @evangelestia and @Shhh\_Librarian

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 overhead involved, but I was better off just leaving generous tips at places, where students work. [#critlib](#)

2:12 AM · Apr 22, 2020



26



See Tamar Evangelestia-Dougherty's other Tweets

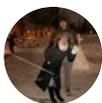


**Aman** @akaur0 · Apr 22, 2020



Replying to @caitlinest and @Shhh\_Librarian

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](#)



**Emily**

@Shhh\_Librarian

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

2:12 AM · Apr 22, 2020



See Emily's other Tweets



**Sierra plays well with others-cats** 🐱 @SLa... · Apr 22, 2020

Replying to @Shhh\_Librarian and @violetbfox

Exactly! I know sometimes that money is necessary in order for continuing operations. But at what point do I have to sacrifice my personal and professional ethics? It isn't a line I'm looking to cross!



**Emily**  
@Shhh\_Librarian

There are a few websites you can research donors that don't cost an arm and a leg. One is Big Sister (or something like that) it keeps track of the info but isn't always up to date. [#critlib](#)

2:16 AM · Apr 22, 2020



See Emily's other Tweets



**Emily** @Shhh\_Librarian · Apr 22, 2020



Replying to @akaur0 and @caitlinest

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



**Aman**  
@akaur0

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](#)



Nonprofit Leadership Training - County College of Morris

[ccm.edu](#)

2:23 AM · Apr 22, 2020



1

See Aman's other Tweets



**Aman** @akaur0 · Apr 22, 2020



Replying to @Shhh\_Librarian and @caitlinest

Good Q! I got my Grant Writing Cert from @CCM\_edu: [ccm.edu/workforce/nonp...](https://ccm.edu/workforce/nonp...) I imagine the training is now available online, bc of the #COVID19pandemic. #critlib



Nonprofit Leadership Training - County College of Morris

[ccm.edu](https://ccm.edu)



**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](https://candid.org/find-us) #critlib

**Candid.**

Find us

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[candid.org](https://candid.org)

2:24 AM · Apr 22, 2020



1



See Aman's other Tweets