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

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...

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!
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

Tamar Evangelestia-Dougherty @evangelestia · 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.

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!

1:04 AM · Apr 22, 2020

See Violet Fox'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

Tamar Evangelestia-Dougherty
@evangele...

Replies to @akaur0 and @Shhh_Librarian

Hi Aman!

Aman
@akaur0

Hi Tamar and Emily! #critlib

1:04 AM · Apr 22, 2020

See Aman's other Tweets
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

Emily @Shhh_Librarian · Apr 22, 2020
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

Tamar Evangelestia-Dougherty @evangelestia · Apr 22, 2020
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

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

Emily @Shhh_Librarian

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

1:11 AM · Apr 22, 2020
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

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

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
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 expand 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...

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
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

Tamar Evangelestia-Dougherty @evangelestia

Repeating @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

Sarah Braun @braunks

A little late to #critlib and new to this chat. Mostly lurking.

1:20 AM · 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
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

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
A1) My library system has an Advancement Office that deals with 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 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

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
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
Emily @Shhh_Librarian · Apr 22, 2020
Replied 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 different 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

Aman @akaur0 · Apr 22, 2020
Replied 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

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

#critlib

1:26 AM · Apr 22, 2020

Emily
@Shhh_Librarian

Absolutely! How so? I would love to hear more. #critlib

1:26 AM · Apr 22, 2020
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
Apr 22, 2020
A2) I assume the Advancement Office staff makes decisions about this for the library system, but I am not sure.
#critlib
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

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

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

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
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

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

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

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

Kate 'the world is spooky enough' Crowe

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
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

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

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

1:35 AM · Apr 22, 2020

Emily @Shhh_Librarian

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

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
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

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

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

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

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
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 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

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

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

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 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
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

@kcrowe

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

@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.

@evangelestia

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

@Shhh_Librarian
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

Emily
@Shhh_Librarian

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

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

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

See Colleen Barrett’s other Tweets
See the latest COVID-19 information on Twitter
See Kate 'the world is spooky enough' Crowe's other Tweets
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.

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

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

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. 

In conjunction with @ala_united we created an action planner to engage library donors of all ages and income levels. 

alastore.ala.org/unitedaaw

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

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
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

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

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

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

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

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
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!

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!

Emily @Shhh_Librarian · Apr 22, 2020
Replied 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
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

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!
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.

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

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
A.5 2. How many times have you wanted to give something to 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

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
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.

@evangelestia

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

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

Exactly! I know sometimes that money in 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

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
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

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