

## 02-05-2019 Fundraising Subcommittee Minutes

Members present: Laura, Sarah, Becky and Jill

Meeting minutes from the previous meeting were approved.

Old and Ongoing business:

Bulk mail strategy/follow up-

With this first run of using "resident" to send a postcard via bulk mail- it was very difficult to gather feedback. Going with the feedback of the trustees polling their friends- it seems that it was not the way we want to move forward with a mailing. Not understanding the full concept of how bulk mail is sent to "resident" depending on your physical address- for example- an apartment building might get a pile of postcards left by some mailboxes. This isn't an effective way to reach people. Looking at creating an annual campaign, we discussed possibilities for another approach to reach individuals better. Does this include a letter, stamped return envelope addressed to individuals by name?

New business:

Ideas for next steps-

Listening to trustees input about how to fundraise effectively to the right audience, we discussed a next step at targeting the corporate audience in town. We tried the passive approach of getting the word out, mainly outreach, to town committees, newsletters and the annual campaign to target the community, but now we need to focus on the corporate audience to get a bigger return. Laura brought up advertising on the side of the mobile library as the focus to ask the businesses to help fund/and get a spot on the side/back of the mobile truck. We will create a tiered approach for the ask by timeframe, size and location of the advertisement. Becky will come up with a blank graphic to bring to the board to approve the ask amounts. Becky will get together a list of banks/grocery stores/businesses in town for us to approach. We will bring this list to the trustee meeting next week to see if anyone has connections to use for asking. We will ask the trustees to help whether they are comfortable as the asker or going for support. Some places might have a form online to fill out ahead of time/print out and this could be someone on the board's comfort zone. Sarah, Laura and I will work around our schedules to visit possible corporate donors and are hoping to get some support from other trustees if it works with their schedules. The approach will be a simple visit (hopefully schedule multiple in a day), provide them with handouts and a timeline. Then will follow up.

In the meantime, Becky will find out the turnaround time for the completion of a mobile library so we can make a plan to have it up and around town this summer. This will involve fundraising and making decisions about other funding.

Other ideas were asking the truck company that we buy from to make a donation for added advertising.

Also - there are some community members that have made substantial donations in the past that we need to contact to see if they are interested in helping out. A personal approach might work with these people. Becky will make a list of these people as well. At the next fundraising meeting, we will make a plan for contacting these people.

An extended discussion was on the other ways to fund the project if the corporate funding doesn't come through in a timely manner, that we will discuss at the next meeting. Ideas are to use endowments, state aid or gift book funding to supplement what we cannot make in donations. We would like to see how the push with asking local businesses goes before asking the board to spend money.

Possible next meeting dates during February school vacation.

Meeting adjourned at 5:45pm.

Minutes taken by Jill Kenny.