

After calling the meeting to order at 8:40am, we approved the previous month's meeting minutes.

Old and Ongoing business:

Becky provided us with a list of local companies and previous donors. We discussed and decided how to approach the list.

New Business:

We went through the advertising flyer and made some adjustments by adding a timeframe for the donations and tiered language. Maggie will go through the previous donor lists to see if they are still residents, living and possibilities to revisit.

We decided to divide up the list to contact about if they have a corporate giving program and the process or a contact person. We will have updated information for the next library trustee meeting and develop a script for the next step, if personal meetings are needed, etc.

Sarah will ask her realtor friend if this would appeal to realtors for advertising.

Becky will look at other vendors the library uses/works with regularly to see if approaching them for an advertising/donating opportunity is possible.

We will continue to go to group/committee meetings around town to spread awareness of the impact fund and hope for more donations through awareness. Jill is going to the Bike path meeting tonight, Laura will go to the Center school PTO on March 12 (Becky will ask a staff person to go with her), Jill will connect with the Elks, Harrington PTO is interested in having a trustee attend their March meeting for more information (Becky will confirm the date/time), we need to reach out to the senior center, housing authority and mother's groups as well.

Other:

Becky had a fabulous idea of creating a "gold member" card (library card) for donating \$100, having a sign at the circ desk to promote it as well as in the newsletter. This might be ready to go live for the Spring event... details to follow.

Donation recognition ideas- having a spot to highlight the donors of the month on the trustee page of the newsletter. This can be a rotating highlighting opportunity and won't take up physical space.

Meeting adjourned at 9:50am

Script for calling possible corporate contacts:

We are reaching out to community corporations in Chelmsford. An advertising opportunity to benefit the community. See if they have a need to fulfil in their giving - arts, education, community, etc.

Do you have a corporate giving program?

Who should we talk to? How do we proceed? Email? Letter?

What should be included in the request? Other forms?

We are partnered with the Friends of the Library which is a 501C3.

We have a donation of 15K that we are looking to match.

Other?