FY 2021 Development Review

Chattanooga Public Library
Michael C. Watson, Director, Library Development
June 16, 2021
In the Beginning.....

- Operations review
- Pandemic
- Operations halted – Revenue streams dry up
- Office Manager relocates
- Work from home
Opportunities

- **Grants offer new source of revenue**
  - $10,000 from the Weldon F. Osbourn Foundation
    - Software implementation
    - Technology upgrades
  - $5,000 from the Thompson Engineering Foundation
    - STEM/STEAM education to middle school students
  - $15,000 from the Lillian Colby Foundation (managed by Truist)
    - Make. Play. Read. Learn – Summer learning program
    - Usually funded in whole by the Friends
Opportunities continued…..

- Making the Friends Endowment work……..
  - Met with the team at the CFGC to review Friends Endowment Funds
  - Annual allocation disbursement
    - Approximately $5,000 currently – based on a 3 year rolling average
    - Updated the fund agreement
      - Current members of the FOL Executive Committee
      - Added interested parties for information only
Smooth Operator

- Process improvement for FOL fund requests
  - Forms, Development authorization, purchase
- Weekly fund balances
  - Emailed reports by account and department
- Updates to FOL By-laws
  - Added committee structure for more efficient operation
  - Amendment made for Name Change
  - Provided for more flexibility for the date of the Annual Meeting
PPP – Paycheck Protection Program
- FOL received 2 rounds of PPP loans
  - May 2020 - $5,500
  - February 2021 - $5,500

This government program helped sustain the FOL during the Library closure and postponed book sales.

Added additional online platforms for book sales
- Large volume increase in sales
- 2017 – start of pandemic average sales of $1,400 per month
- 2021 reopening – today average sales of $3,800 per month
Members Only

- Revamped Membership Levels
- Increased Giving Opportunities
- A More Detailed Focus on the Annual Membership Drive
- Total Generated by Membership Drive:
  - $3,925.04

Ex Libris Legacy Society
$1000 Annual Commitment

Quarterly Member Social
Pre-Event Announcements
Monthly Cocktail Reception
Name Listed in Annual Report
Name or Company Logo on
Friends of the Library Website
Exclusive Preview & Sale of Rare Books
Name Listed on Legacy Donor Board
Annual Society Dinner with Area Top Chef
Annual Meeting with Private Cocktail Reception
Members Only continued……

Mind Space
$25 Annual Commitment

- Monthly E-Blast
- Name Listed in Annual Report
- Exclusive Pre-Event Announcements

Preschool Pals
$50 Annual Commitment

- Monthly E-Blast
- Pre-Event Announcements
- Name Listed in Annual Report
- Monthly Kid-Friendly Programming
- Exclusive Preview & Sale of Rare Books
- Annual Meeting with Private Cocktail Reception
Members Only continued…….

Maya Angelou Society
$100 Annual Commitment
- Monthly E-Blast
- Pre-Event Announcements
- Name Listed on Donor Board
- Name Listed in Annual Report
- Exclusive Preview & Sale of Rare Books
- Quarterly Member Social with Presentation
- Annual Meeting with Private Cocktail Reception

William Shakespeare Society
$250 Annual Commitment
- Monthly E-Blast
- Pre-Event Announcements
- Name Listed on Donor Board
- Name Listed in Annual Report
- Exclusive Preview & Sale of Rare Books
- Annual Society Dinner with Area Top Chef
- Quarterly Member Social with Presentation
- Annual Meeting with Private Cocktail Reception
In 2021/2022 the Friends of the Library want to build out space on the 1st Floor, bringing them out of the basement so they can interact with Patrons and their members easier.

This will be fully funded by the FOL, and funds have been set aside for construction and furnishings.
For Library Staff, 2021 brought opportunities to get involved in giving!

Centered around Library week in April, an Employee Campaign ran for 2 weeks along with the Book it Back Give Back Online Auction.

- Employee Giving Campaign: 15 participants with a total of $3,250.00 raised
- Book it Back Give Back Auction: a total of $3,130.00 raised

First time – Success!!!
Money! Money! Money!

- Focusing on Corporate Giving and Grant Opportunities
- Submissions under review
  - Claritin Parks Grant - $100,000
  - BCBST Community Trust - $10,000 (for Charley Cart Program)
  - Truist Foundation - $15,000 (to establish Spanish Language Collection – primary)
- Collaboration with the CPL Grants committee – managing relationship with FOL
To Infinity and Beyond

- **Upcoming Projects/Events**
  - **Rooftop Venue/Commercial Kitchen**
    - Starting the planning phase
  - **Archive Room**
    - Grant opportunity with 1:1 community match
  - **Americans and the Holocaust**
    - January 2023
      - Start recruiting sponsors early 2022
and in Conclusion…..

- Overall, development efforts are positive. While the pandemic presented some setbacks, a slower pace during the allowed for the proper footings to be placed in the department and position it for success.
- The downtime for the Friends allowed for modernization and implementation of defined processes and procedures.
- Moving forward into FY 2022, we have several campaigns to launch and goals to set.
“We make a living by what we get. We make a life by what we give.”

- Sir Winston Churchill

Thank you!