

Fundraising Committee meeting 9/22/23

Present: Amanda Martinelli, Peggy Neveu, Allison Rickenbach, Sarah Andrews, Cindy Berling, Dan Szczesny, Hannah Rice

Little green light is being updated.

There used to be a newsletter during the first expansion in 2001. It was called reading between the lines. The other version of the newsletter also had addresses. Nancy will be asked for these addresses in a different format than the newsletter.

The lists that currently exist.

- Library supporters
- LIBRARY day supporters– those that participate in library giving day.
- Mail chimp

An issue needs to be resolved in Little Green Light. Individuals cannot be tagged to their businesses.

Peggy will ask for another list of homeowners in Auburn with values of \$1mill and over.

Sarah is still requesting names. She requests everyone to submit one or two names of individuals with addresses that will be potential large donors. She wants them in the next week.

Dan will look up the individuals that investigated purchasing the land when it was for sale behind the library.

Selectmens meeting

Dan talked to Chris, the town administrator, to find out what the agenda will be on Monday at the selectmen's meeting.

- Architect will speak.
- Dan will go over fundraising.
- Our goal is to reassure the selectmen that fundraising will be substantial.

Dan and Nancy broke down the naming opportunities to 19. Sarah advised to give the numbers but not details. Sarah would like the naming opportunities to change to 20k instead of 25k.

Dan will propose that a goal of 1.5 million is what we are reaching for.

Dan is projecting from Monday to the shovel going into the ground. If the town approves the bond, the project will go through, but we will need to raise the rest or condense the project.

Once the project is started, it is hard to stop.

At Monday's meeting, the more people that are in the seats equals support. The selectmen might ask Sarah for information.

On October 5th the budget committee will meet for the first time. We need both the support of the budget committee and the selectmen.

Hosted events

- Allison stated that the event scheduled for the 27th might be moved to a Sunday afternoon from 2-4 or 5-7. A decision has not been made yet.
- Amanda's parents in Hooksett will host a Thursday cocktail event. Potentially on the 9th of November - there is no school on Friday the 10th.
- Nancy, Fay, and Marilyn have not set up a date yet. Nancy might be available first.

Allison questions who are to be invited. A little different than planning your own party for family and friends. Capacity means parking and bathroom availability. Amanda can invite up to 60. Constant contact, little green light or paperless post to invite people. Paperless post is a small fee.

Invitations

Communication and RSVP

Invites to a private group via facebook

Email will be generated for the party rsvp.

Two very localized talking points if we are approached in public,

1. State rep Jess Edwards is sponsoring the bill to remove library trustees.
2. All the trans books should be burned. Dan supplied an article from the ALA news.

Grants

There is a list of grants that we can go after. Kathy is involved with a member of Sarah's team.

Action Items

Generate an ASK document within the next two weeks. Have it ready for the first party. Sarah will give Cindy a complete presentation to work from.

Next meeting will be Monday night at the selectmen. The next meeting will be October 3rd – Cindy will not be able to attend.

Little Green light – We have purchased it - any additions or edits should be emailed to Allison, Amanda, or Sarah. Nancy will export her mail chimp list to Amanda.

A list of donors from the original expansion was given to Sarah. The list that is used for the newsletter will be imported.

Allison and Amanda will attend a training course for Little Green Light.

Documents will be filed in a locked file cabinet by Dan for security.

Roles and responsibilities.

Allison and Amanda are co-chairs.

Peggy is the treasurer.

Cindy is the liaison and secretary (until a new member volunteers).

Sarah is working on a monthly checkpoint accountability check for Little Green light and the accounting. When completed, it will be shared with Peggy.

Action items.

Lists will be imported into Little Green light.

Dan will review member and donor lists. Lists need to be reviewed to determine who will be the first invites to parties..

Each person needs to send Sarah 10 names of people that could be added to the fundraising list of potential donors.

Prospecting = Who are the people in town that should be approached first as a donor.

Expand the list that we have by 30%. The next step is the wealth software to determine who on the list we already have and gives a rating on those names. Uses public information to determine the likelihood of their giving power.

Make a stewardship plan by prioritizing potential donors.

Peggy will go over to the town hall and get the list of homeowners that own homes of over \$750,000.

The list needs to be imported to digital format.

Dan and Kathy spoke to people at the Duck Race. A person approached Dan about how bad the economy is. Dan explained the investment he would receive for the money that would be expended. The patron ended up giving money to the donation jar.

The talking points should be shared. Let potential donors talk and say let me get back to you if they raise a difficult point that can't be refuted. Get their contact information.

We are working collectively to

Prep the list for the wealth screening and include it in the Little Green light database.

Dates and lead times for parties.

- 5 or 6 parties from now until February / March
- Amanda's parents in Hooksett = Thursday cocktail event. Potentially on the 9th of November - there is no school on Friday the 10th.
- Late October possibly Friday the 27th hosted by Allison. People will be invited via email. She wants the video to display on her tv screen. 6:30 – 8:30. Open house style will a conversation during the middle portion of the gathering.

Dan researched a grant. NH charitable foundation grant. Very few grants for actual construction. This grant needs certified board and financials from the last two years. If gotten through the town, the money goes through the town.

Friday – Kathy, Allison and Sarah will meet separately with Dan for grants.

The crier article will be submitted by Kathy by the 14th.

Naming opportunities

- 19 spaces or rooms determined by Dan.
- 3 year sponsorship
- 3 year pledge payments. That is how long they have to complete payments, but the name remains.

Ray was asked about the Verizon Center. The Verizon Center limited the donor's name to a period of time.

Sarah thinks the naming should be in perpetuity, but the payment should be limited to two years.

E newsletters –looking for bi-weekly updates.

Every two weeks the fundraising committee should be having a meeting in town with other groups, churches, scouts = vote getting

The social media page is up and running. It is a group. Join the group and invite others to join it. Griffin Free Library fundraising committee is the group. It is a public group. Created by Amanda.

September 25th – meeting with the selectmen – the architect will be there as well. A potential fundraising list needs to be shared. The BOS needs to see progress. Dan passed out the numbers that will be shared with the Board of Selectmen.

A discussion of what money asks would compete with the library expansion. Mike Dross is retiring, which will require funding for a department to replace him. The school might ask for additional funding as well.

Next meeting – September 22 at 5pm. Friday meeting for grants with Sarah, Allison, Dan, and Kathy.

October 3rd at 9am

October 12th – 6pm

Open house at AVS on October 19th at 6:30