

Easy Fundraising for Public Libraries

Fundraising Plan Template

*Create your library's fundraising plan. Delete the instructions as you complete each section.
This is **your** plan; make changes that work for you. Expand space as necessary.*

Name:

Library:

Time duration: (Do you want to plan for three months? Three weeks? One year?)

Part I. Determine Funding Needs and Resources

1. Determine the high priority needs for your top library and your community.

As your library strives to fill community needs, what are the gaps? What is being discussed in your community and in local media? Is there a need for job skills and workforce training? Early literacy programs? Afterschool activities? ESL classes? Answering seniors' technology and health questions? Pick a few priorities that advance your library's mission and better serve your community. Describe why each priority is important or urgent, and how it improves the lives of library users.

2. Verify your fundraising assets.

Who already supports your library? Do you have board members who have connections with wealthy people, celebrities, foundations, or businesses? Do you have a good reputation as a trustworthy organization? Are there groups in your community that like to support local programs? Do you have staff or volunteers skilled at fundraising and grant work? List all of your fundraising assets.

3. Set your goals/wishes and be ready to share why you selected them.

Determine at least one goal/wish for your library fundraising. Briefly explain why you are raising funds. You could focus on a dollar amount to be raised or on a specific project, service, or item. There are good reasons behind your wish list. Understand and be able to explain why your library deserves support. Are you helping to close the digital divide? Providing a competitive edge for small business owners? Fostering lifelong learning? Providing important skills? Being able to share why your wishes and goals are important will be helpful when contacting funders and planning activities.

4. Estimate costs.

What will it take to make your goals/wishes come true? Think about staffing time, marketing costs, facilities costs, and technology costs. As you get started, do you want to set an annual goal of dollars raised or focus on funding a few projects or items?

Part II. Select Five Easy Fundraising Strategies

List five easy fundraising strategies that you want to try.

- 1.
- 2.
- 3.
- 4.
- 5.

Choose one of these strategies and write SMART goals.

My SMART goals for strategy # _____ are:

Part III. Select Three Easy Grants

Using the resources provided in this week's reading, the Library Grants blog, or other sources, identify three easy grants that are a good fit for your library. Remember that local grants from business, nearby foundations, and service organizations can be "easier" to apply for and to win. Include a link to the application if available online.

- 1.
- 2.
- 3.

What do you need to do to carry out your plan successfully? Who can help? How will you know you are successful?

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