



California Public Library Advocates
Strengthening California Libraries through Advocacy and Education

PO Box161536
Sacramento, CA 95816-1536

www.cpladvocates.org
FEIN: 91-2142416

CALIFORNIA PUBLIC LIBRARY ADVOCATES (CPLA)

Welcomes You to the 2017 Spring Workshop
Tulare Public Library
475 North M Street
Saturday, April 29, 9:30 a.m. to 2:00 p.m.

Fundraising for All! Putting the Pieces Together!

- 9:30 – 10:00** Registration/Check in
- Coffee and Refreshments
- 10:00 – 10:10** Welcome and Introductions: *Vikki Cervantes*, CPLA Vice President
- 10:10 – 10:35** *Greg Lucas*, California State Librarian
News from the Capitol
- 10:35 – 11:20** *Linda Calandra*, Non-Profit Management & Fund Development Consultant
Capital Campaigns and Fund Development Strategies
- 11:20 - 11:30** -- **BREAK--**
- 11:30 – 11:50** *Ramona Contreras- Chiapa* – Executive Director, Tulare County Child Abuse Prevention Council
Marketing and Branding Your Annual Events!
- 11:50 – Noon** *April Javist*, CPLA President
Why Do People Donate Money?
- Noon – 12:45** --**LUNCH--**
Networking for Library Advocacy!
- 12:45 – 1:10** *Linda Calandra* - *Friends vs. Foundations – Working Smarter NOT Harder!*
- 1:10 – 1:40** *Ramona Contreras- Chiapa* - *Lessons I have learned along the way...Do's and Don'ts of a successful Fundraising Team!*
- 1:40 – 1:50** *Vikki Cervantes*, Porterville City Library Director
Building Stronger Library Advocates!
- 1:50- 2pm** Final Conversations/Q&A/CPLA Workshop Evaluation