



Development Committee Meeting

2-14-19

Archer Rooms

3:30 pm

Attendees: Gillman, Natoli, Light, Paulisse, Sansing, Ward-Reichard

1. Additions or changes to the agenda: none.

2. Old Business:

- A. Donor software cost comparison and decision: The committee is considering Little Green Light (Jocelyne explored) and Donor Perfect (Marybeth explored). LGL is less expensive; products seem comparable. Decision to go with LGL – we'll move forward with data entry. Karen will approach the Friends for funding of approximately \$500 / yr out of the Admin account. The trial will run for 30 days.
- B. Library Board action on MCF and next steps: Board approved the \$200k fundraising goal and the use of MCF for a pass-thru account. MCF has offered the opportunity to apply for a \$25k challenge grant outside of their grant cycle. This grant would kick in when the library has raised \$150k.
- C. Update on currently naming communications
- D. Naming Rights Policy Review: currently being reviewed. Possible areas available to be named: Children's area, new upstairs tech center, marketplace, new meeting room downstairs, study rooms, gallery space.
- E. Donor Pyramid: 2 donors at \$40K, etc. – Jocelyne has a tentative pyramid that she shared with MCF. Jocelyne will schedule a meeting with Van Nutt at the Chamber of Commerce to discuss individual donor prospects, as well as Keith from UPS regarding printing services. Next Chapter needs a logo and print materials– should we explore graphic designer services or design in-house?
- F. Foundation Grants

3. Update on Next Chapter messaging

- A. Staff is currently working on frontline messaging and will create a 1-sheet that includes FAQ.

4. Fundraising Timeline

- A. Goal to have a kick-off event during National Library Week in April.

5. Set Budget for materials, promo, etc. – TBD

6. Donor recognition –Joan suggested talking to Top Promotion for possible donation of recognition materials.
7. Engagement ideas – continue to research these.
8. Next meeting – March 1, 15<sup>th</sup> 3pm
9. Adjourn: 5 pm.