

FFRPL Report to MCLS & RPL Boards – September 2021

FFRPL ADVANCEMENT REPORT–September 2021

Annual Campaign: The fall appeal for the FY2021-22 Annual Campaign has begun. **Thank you in advance for giving early and generously!** We are tracking donor segments this year, with extra emphasis on newly-acquired 2020-21 donors and long-lapsed donors who returned in 2020-21. We are also observing trends in online giving and considering ways to increase that segment.

The FFRPL online fundraiser for the Phillis Wheatley Community Library 50th Anniversary raised \$1,750.

Grants/Sponsorships:

Awards:

- Rochester Area Community Foundation – notice of \$20,000 award for the Archive of Black History and Culture Community Advisory Board and a documentation planning survey (with the Local History & Genealogy Division)

Pending requests:

- MVP for children’s literacy materials (with the Children’s Services Division)
- National Endowment for the Humanities Digital Advancement for components of the Archive of Black History and Culture (with the Local History & Genealogy Division)

Major Gifts:

- Received \$50,000 from the Et Manu Et Cord Fund at RACF, managed by Todd Bates and Barbara Sedoric, in memory of their father, Bruce Bates. Bruce passed in May and was a generous philanthropist in the Rochester community and a longtime donor to FFRPL.
- Received notice of a donation of Coca Cola stock from Robert Becker. Transaction is in progress.

Planned Giving:

- Received stock IRA gift of \$13,241.32, a *fourth* planned gift from Marion Fulbright.
- Received the \$13,104 bequest from the estate of Nancy A. McLachlin, referenced in the June report.
- Received notice of a \$1,000 bequest from the estate of Virginia Trout. Mrs. Trout passed in May at age 101, had a long career at Eastman Kodak, and was an avid reader and FFRPL supporter.
- Received notice of a \$10,000 gift from the estate of Edward Paul Rosenberg for branch materials and equipment. Mr. Rosenberg worked at the Winton Branch for many years.

Corporate: The Target Circle campaign raised \$1,751. Thank you to those who participated.

FFRPL PROGRAMMING & MARKETING / VOLUNTEER & BOOKSALES REPORT

September 2021

Overview: maintained programs and projects; continued Marketing/Publicity efforts across all platforms, promoting FFRPL & RPL programs, services, and online resources.

Programming: Events, Exhibits

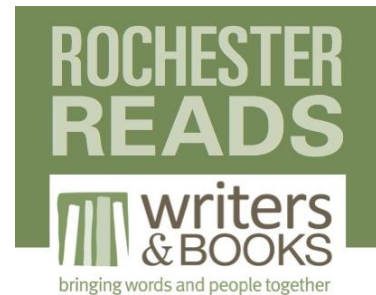
Completed all [Rochester Fringe Festival](#) processes and paperwork for 2021, including accessibility reports, Marketing collateral, venue manager Zoom/in-person meetings, artist correspondence, online ticketing content. Updated Central Program Team throughout the process. [Selected 1 external artist \(BenAnna Band\) for 2 free, live, family performances Sat. 9/18 in the garden.](#) Worked with Local History & Genealogy Division on registration/publicity for a free, on-demand video for ["Spooky Stories in the \(virtual\) Stacks."](#) Promoted our participation via web site, FB, eblasts.



Hosted committee meeting (via Zoom) to plan FFRPL's Legacy Program, [Books Sandwiched In](#) for Fall 2021 (to be offered in person). Worked with the committee on the roster. Worked with B&N on book order. Did all follow-up with reviewers; mailed hard copies of books. Wrote/edited all copy and

worked with Central Graphics on the Fall brochure. Promoted the series through brochures (~10,000 mailed with Annual Campaign letters), e-blasts, Facebook, website, Library print calendars, online LibCal. Pivoted to new, [pre-registration format via EventBrite](#) platform, to better control limited capacity and capture attendee contact info. which could potentially be needed for COVID-related updates/cancellations. Worked with Central Library's Administration and Staff on room capacity/set-up for the in-person events.

Navigated and resolved the [Rochester Reads](#) partnership with **Writers & Books**. Wrote contract for 2021, itemizing all terms for FFRPL's sponsorship of visiting regional author and botanist Robin Wall Kimmerer (*Braiding Sweetgrass: Indigenous Wisdom, Scientific Knowledge and the Teachings of Plants*). Due to limited capacity, W&B's advance registrations for in-person seating to the October 20 reading/book-signing at Central immediately sold out; Library patrons are being offered a virtual, Livestream option. Received contact info. for participants from W&B; added 34 names and updated 7 contacts for Constant Contact eblasts. Worked with Central Library's Administration and Staff on room capacity/set-up for the in-person event.



FFRPL's new Executive Director, the Marketing & Program Director, and the Advancement Director drafted an initial plan for a **Winter virtual version of Publishers Circle event.**

E.D. and team began discussions for new FFRPL **Signature Spring fundraising event** which will celebrate the Terrace opening in 2022.

Continued to be active on **Central's Program Team**

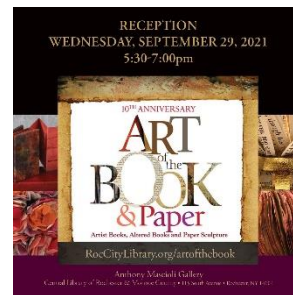
- Helped Library with ideas for programs and promotion of events.
- Volunteered to work on the "Human Library" program Patty requested (and FFRPL had been hoping to do pre-COVID). Will need a non-trademarked name. Program Team agreed it was a perfect fit for Fringe 2022 and gives us the lead time we need.

Continued to be active on **Central's Exhibits Team**

- Helped develop roster of exhibits planned through 2023.
- Helped organize incoming India Heritage Museum exhibit: dates/programs/publicity.

[Art of the Book](#)

- FFRPL helped host/cover lunch for judges during selection process.
- Helped Central's Corinne Clar and Alicia Gunther install the exhibit.
- Helped coordinate/host a tour for 15 Valley Manor residents Aug. 24.
- Helped plan Awards Ceremony/Reception: Wed., Sept. 29, 5:30pm-7pm
- Created handouts for Security desk (specifically BLB station) for reference when fielding patron questions.
- Designed and offered mini, 10-minute Tours for Central Staff, Administration and Security (first round had only a handful of participants; will offer the service again before the exhibit closes).
- Helped Central Graphics edit the Program Guide.
- Took pictures during unpacking and judge's selection process for Central's use on web site and social media.
- Promoted the exhibit and Awards Ceremony/Reception via home page of web site and [dedicated landing pages](#); eblasts, FB.



Marketing/Publicity

Helped promote **Library programs/services**: Foodlink Community Café's opening at Central; Wheatley Library's 50th Anniversary Celebration; free passes to NYS parks; *Raising a Reader's* national recognition for excellence.



Worked on updates to **FFRPL's FY2020-21 Annual Report**, to be finalized/posted by early October.

Continued to be active on **Central's Marketing Team**.

- Donated 4 weeks of Little Theatre e-blast ads w/hotlink to RocCityLibrary.org to Central Library Marketing Team and coordinated campaign run with FFRPL's rep. Circulation: approx. 14,000.
- Contributed to bus wrapping project (FFRPL helped with funding, provided input on graphics).



FFRPL welcomes our new Executive Director

Donna Borgus

Managed Publicity for Donna Borgus's start as new

Executive Director: Wrote/edited press release, sent to Adam Traub for forwarding to the City of Rochester. Wrote/sent [announcement](#) to FFRPL's 3,800 Constant Contact newsletter subscribers. Designed inserts (printed by Central Graphics) introducing Donna Borgus, for mailing with thank you letters to Annual Campaign donors. Posted to home page of FFRPL web site with hotlink to [new landing page](#). Created/posted FB cover photo and general FB announcement.

Requested time during MCLS Branch Supervisor's (Zoom) meeting; introduced Donna and solicited feedback and suggestions for furthering FFRPL's partnership with the branches.

Now on View!
Art of the Book & Paper
10th Annual Juried
International Exhibit

[Learn more here](#)

The show includes work from 73 artists, from 8 countries, in 3 categories: Artist Books, Altered Books, and Paper Sculpture.

Our In-person Reception/Awards Ceremony is scheduled for Wednesday, September 15 (details forthcoming).

Judges Diane Bond, Gerald Mead, and Rachael Gootnick (below, center) selected *Memory* by Bernard Legendre from France as 'Best of Show.'



 Rochester Public Library
PHILLIS WHEATLEY
COMMUNITY LIBRARY
CELEBRATING
50 YEARS

This summer marks the golden anniversary of the Phillis Wheatley Community Library!

Please help us raise the \$3,000 needed for our kickoff neighborhood celebration in August. Any additional funds raised will support other anniversary events throughout the year and provide general support for the Wheatley Library. [Donate here.](#)

[Learn more about the Wheatley branch here.](#)

Update: Rundel Terrace Revitalization Project

The granite arrived and installation began on the planters and seating. Artwork is scheduled for October/November, and we anticipate the project will be completed by the end of 2021.

Here is a section of sandblasted granite from Chevo Studios, with narrative carvings based upon the history of this specific site.

[Learn more here.](#)

FFRPL raises funds, presents programs, supports special projects, and purchases supplemental materials and equipment for the Rochester Public Library.

[DONATE](#)

Constant Contact eblasts (approx. 3,800 subscribers)

- June 2: *Expanded hours; Foodlink Community Café Comes to Central Library; Thrift Style Exhibit announcement*
28% open rate; 9% click rate
- June 14: *Thrift Style final week on view; Congratulations to Sokol winners; Foodlink Community Café is open*
27% open rate; 10% click rate
- June 30: *Art of the Book announcement; Raising A Reading Recognized for Excellence; Final call for FY donations*
25% open rate; 8% click rate
- July 14: *Art of the Book' now on view; Wheatley Branch celebrates 50 years; Terrace update*
26% open rate; 11% click rate
- July 21: *Adopt a Book; Get free access to NYS Parks; Don't Miss Central's Bag Book Sale*
27% open rate; 10% click rate
- July 28: *'Art of the Book' featured in Fiber Art Now; Bag book sale thru Fri; Wheatley's 50th*
25% open rate; 10% click rate
- August 13: *Wheatley's 50th Celebration; Getting Ready to Fringe; BSI back *in person**
29% open rate; 15% click rate
- August 24: *FFRPL's new Executive Director!*
39% open rate; 3% click rate
- September 10: *Campaign letters mailed; book donations needed; Fringe with us! Please *register* for Sept. 21 BSI*
31% open rate; 6% click rate



Book Sales:

- We are continuing to manage the Sustainable Shelves Program; we are processing, pricing, and sending books to Baker & Taylor for credit towards Library book orders. To date we have earned \$3,997 in Library credit, of which \$1,856 has been received by the Library and \$2,141 is pending.
- We reopened book donations to Monday drop offs by appointment only; donations have been steady. Donna has used (select) personal pick-up of books as an entry point to meet with prospective donors.
- The Library Store: The store expanded our hours to accommodate the Library's hours. We are planning to reopen on Saturday, September 18th from 10am to 1pm. We began monthly store-front book sales at the end of July.
- Online book sales: for the current FY to date (July 1 - Sept. 14): \$9,571.

Volunteers: We have approximately 22 volunteers total that have returned with consistency at this point (including 9 volunteers working the store).