

# FFRPL Report to MCLS & RPL Boards – November 2021

## ADVANCEMENT

### Annual Campaign:

As of October 31, 2021, year-to-date gift comparison shows the following:

- **2021-22:** \$73,403 from 689 gifts
- **2020-21:** \$72,324 from 748 gifts

The holiday Annual Campaign mailing will be in homes Monday, November 29. Please give generously to our Annual Campaign and THANK YOU!

### Major Gifts:

- Plans continue with a donor and the Local History & Genealogy Division to create an endowed fund for a LGBTQ+ Community Outreach Archivist. We are developing marketing materials, researching prospective donors, and expect to begin solicitation in January 2022.
- FFRPL is working with a major donor to fund a replacement statue of German literary figure Johann Wolfgang von Goethe. The donor's father was the sculptor of the original statue, which was stolen from Highland Park in 2018. The replacement statue will be in the Rundel Building.

### Special Giving Opportunities:

- **ROC the Day** will be on Tuesday, November 30. This year's project will support supplemental furniture, fixtures and equipment upgrades for the Lincoln Branch Library, as part of its renovation project. Thank you to Trustees who have supported this campaign in advance with a gift to the Matching Challenge Grant! If you have not had the opportunity to participate, please consider making a gift at [www.ROCTheDay.org](http://www.ROCTheDay.org) as an addition to your annual giving. Get inspired and fly through the project plans at [https://youtu.be/nnk\\_gGHMaQQ](https://youtu.be/nnk_gGHMaQQ).

### Donor Relations/Stewardship:

- Rebecca met with our Raising a Reader donor with a report on a family engagement visit at Ibero. She is very pleased with how her gift is being used.
- Board members are welcome to attend Patty Uttaro's 'What's New at MCLS' presentation to the St. John's community at Brickstone on Tuesday, November 16 at 2pm. The address is 1325 Elmwood Avenue.

### Planned Giving:

- FFRPL followed up to schedule a visit and branch library tour with a donor who checked the planned giving box on her Annual Campaign slip. There is value to stressing planned giving everywhere we can.
- Met with trustee of Anthony Mascioli Trust to receive gift of \$60,745.
- Updated planned giving brochures and introduced a new IRA transfer form.

## PROGRAMS/EVENTS AND MARKETING

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

The Fall **Books Sandwiched In** in-person series has been well-attended, with additional viewers watching the livestream on Facebook and our YouTube videos. We've received excellent feedback. We implemented new EventBrite registrations, which enables us to limit capacity in KGA and allow for social distancing. We hosted **BSI** on October 19 (Musician and creative visionary Zahyia Rolle reviewed two children's titles, *Opal's Greenwood Oasis* and *Unspeakable: The Tulsa Race Massacre*), October 26 (Sevin Yeltekin, Dean of the Simon Business School at the UofR reviewed *Where You Are is Not Who You Are*), and November 2 (Shamika Fusco, RPL Librarian and Lyell Branch Supervisor reviewed *Get Good with Money*).

In partnership with Writers & Books, we hosted a sold-out (free) **Rochester Reads event Wednesday, October 20 at 12pm in KGA with an additional 250+ people participating online** via Livestream. FFRPL sponsored Robin Wall Kimmerer's visit to Central Library. [Learn more about Rochester Reads here](#). As part of our agreement, W&B issued an invitation to all in-person and virtual participants to sign up for FFRPL newsletters, to bring new potential donors into our pipeline.

We continued planning for (virtual) **Tuesday Topics** this Winter, which will once again showcase Library services/resources. The Series will be promoted through the Spring mailing.

We began working with graphics on updated materials for the **Sokol High School Literary Awards** this Spring and will begin promoting submissions by mid-November.

**Constant Contact eblasts** (approx. 3,800 subscribers)

October 14: *Register for Oct. 19 BSI; last call for (virtual) Rochester Reads event; Terrace update*  
-- 36% open rate; 3% click rate

October 21: *Register for Oct. 26 BSI; all RPL locations closed Friday; shop our online book sales!*  
-- 30% open rate; 5% click rate

October 27: *Register for Nov. 2 BSI; watch archived reviews; see 'Braiding Sweetgrass' author ...*  
--29% open rate; 2% click rate

November 3: *Register for Nov. 9 BSI review of 'Code Breaker'; take a virtual tour of Lincoln Branch's planned renovation!*  
-- 26% open rate; 2% click rate

## BOOK SALES (ON SITE AND ONLINE) AND VOLUNTEERS

We are slowly **expanding store hours**. In October we added 3 additional hours on Tuesday Afternoons. We have not opened on Saturdays yet however we will open for our sale on Saturday, November 20<sup>th</sup>. We have not done a store front book sale since the end of September to reserve books for our Seasons Readings Sale.

Our **annual "Seasons Reading Sale"** will be held in front of the store November 15<sup>th</sup> through the 23<sup>rd</sup>.

Since the beginning of our new fiscal year, the **Sustainable Shelves Program** has brought approx. \$3,137 in credit to the library. We have submitted 81 lists since July 1<sup>st</sup>.

The net **internet sales** from July 1 through October 31<sup>st</sup> were \$13,058.08

We continue to accept **book donation drop offs**. We have limited drop offs to Mondays by appointment only, which seems to be working very well for both our volunteers and donors. Exceptions are made upon request if a donor is not able to schedule on Mondays.