

# FFRPL Report to MCLS & RPL Boards – October 2021

## ADVANCEMENT

### Annual Campaign:

As of September 30, 2021, year-to-date gift comparison shows the following:

- **2021-22:** \$48,555 from 456 gifts
- **2020-21:** \$46,707 from 518 gifts

Please give generously to our Annual Campaign, and THANK YOU!

### Major Gifts:

- FFRPL and the Local History & Genealogy Division are working with a donor to raise funds to document, archive, preserve, and share the inclusive history of the Rochester LGBTQ+ community and its impact on New York State's and the nation's social reform and liberation movements.
- FFRPL secured a \$5,000 gift for the Lyell Branch Library to support children's education, items for patron health, safety and security, and supplemental books and media.

### Special Giving Opportunities:

- **ROC the Day** will be on Tuesday, November 30. Any board member interested in making a challenge gift is encouraged to speak with Donna or Rebecca. **Challenge gifts work to increase community participation!** Please consider this as a part of your annual giving.

### Donor Relations/Stewardship:

- Donna and Rebecca have met with FFRPL donors and prospects in creative donor-centric ways.
- Patty Uttaro will give a 'What's New at MCLS' program to residents of the St. John's campus on Tuesday, November 16 at 2pm. FFRPL has many donors in the Brickstone, Elmwood, and Johnsarbor living communities. If any board member would like to attend this program, please let Rebecca know.

## PROGRAMS/EVENTS AND MARKETING

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

- FFRPL managed Central Library's participation in the **Rochester Fringe Festival**, as an official venue. We had two live concerts for families by the BenAnna Band Sat. 9/18/21 in the Garden and worked with the Local History & Genealogy Division to present "Spooky Stories in the (virtual) Stacks." Promoted our participation via web site, FB, eblasts.
- The Fall **Books Sandwiched In** series began September 28th (the first scheduled review was canceled by the reviewer). The series has been well-attended, with additional viewers watching the livestream on Facebook, and more anticipated when we post the YouTube videos with closed captioning. We've received excellent feedback on the reviews to date.

We implemented new Event Brite registrations, which enables us to limit capacity in KGA and allow for social distancing. Hosted **BSI** September 28 (“The Night Watchman” by Louise Erdrich) with reviewer Virginia Fifield Mohawk from the Akwesasne Reservation, an Associate of the Sisters of Mercy and 50-year veteran of social justice activism; October 5 (“Empire of Pain” by Patrick Radden Keefe) with reviewer Dr. Bernard Sussman, Professor of Clinical Medicine and Medical Humanities and member of the Divisions of Palliative Care, Medica Humanities and Bioethics at the U of R Medical Center; and October 12 (“Violence Inside Us” by Chris Murphy) with reviewer Mark T. Henderson, retired Brighton Chief of Police and current Director of Community Security for the Jewish Federation of Greater Rochester.

- In the last month FFRPL helped promote and present Central Library’s Awards Ceremony for the **‘Art of the Book & Paper Sculpture’** exhibit in Harold Hacker Hall on Wednesday, Sept. 29. Approx. 50 people attended in person, and 40 artists worldwide tuned in virtually (thanks to Alicia Gunther).

We continued to promote and field patron inquiries for the **Rochester Reads event Wednesday, October 20 at 12pm in KGA** (the in-person event is sold out). Patrons are being offered virtual, Livestream options for the Writers & Books programs. FFRPL sponsored Robin Wall Kimmerer’s visit to Central Library. [Learn more about Rochester Reads here](#)

- The entire FFRPL team is involved with preparations for our annual **Publishers Circle Library Celebration** which will be held virtually in the Winter of 2022 (date TBD).
- We have begun planning for **Tuesday Topics** this Winter, which will once again showcase Library services and resources, and we have also started planning for the Sokol High School Literary Awards this Spring.
- The team continued to do initial preparations for the **new FFRPL Signature Spring fundraising event** which will celebrate the Terrace opening in 2022.

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

September 15: *Seats still available! Register to join us for BSI this Tuesday, 9/21!* -- 30% open rate; 9% click rate  
September 24: *got Books? Register for Books Sandwiched In! Art of the Book Awards Ceremony: 9/29* -- 26% open rate; 8% click rate  
September 29: *Register for Oct. 5 BSI and \*virtual\* event with 'Rochester Reads' author Robin Wall Kimmerer* -- 28% open rate: 8% click rate:  
October 6: *Art of the Book: global attendance! Register for Oct. 12 BSI and \*virtual\* event w/'Rochester Reads' author Robin Wall Kimmerer* -- 27% open rate: 8% click rate

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

We now have approx. 24 of our volunteers across gardening, pricing, store, stocking, and sorting. They have logged 984 hours since July 1. We have welcomed two new volunteers. One volunteer joined us on September 16<sup>th</sup> and is processing Sustainable Shelves carts; another volunteer joined us on Friday October 8<sup>th</sup> and is cashiering in the bookstore.

We have an **alternate plan for our annual volunteer luncheon** which is historically held in

October (due to the inability to gather and share lunch). Handwritten thank you notes signed by all staff will be sent to volunteers along with gift certificates for lunch at the Food Link Café.

We are slowly **expanding store hours**. We have added an additional 3 hours on Thursday afternoons and Friday mornings. We also expand our morning hours on Wednesday's during our month end sales.

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. \$2,814 in credit to the library. We have submitted 64 lists since July 1<sup>st</sup>. We began our store front monthly sales in July. While they are not extremely profitable mostly due to lack of traffic, they have generated more income than we would have realized if we had simply recycled the books. July, August and September month-end sales generated a total of \$620 in additional revenue.

The net **internet sales** from July 1 through September 30 were \$9,789.

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.