

# FFRPL Report to MCLS & RPL Boards – April 2021

## ADVANCEMENT

**Annual Campaign:** We are on track to meet our Annual Campaign fundraising goal of \$240,000 – thank you for your support! It is always better to keep a donor than to let them lapse, so we will be inviting board members to call people who have not yet given in this fiscal year – please let Rebecca Fuss know if you can help with calls.

Our website now makes it easier than ever to give to FFRPL through a Donor Advised Fund. Additional website improvements will simplify and clarify all of the different ways to give. We continue to work on analysis of donors by gift recency, frequency and monetary value as we considering next year's best strategies for each segment.

**Grants/Sponsorships:** Grant notifications received this month – **\$13,000** from Farash Foundation Arts & Culture Fund and **\$5000** from Maximus Foundation for general operating support. Pending requests: Women's Club of Pittsford for *Raising a Reader* materials; both Joseph Rippey Trust and the Harold & Joan Feinbloom Foundation for *Safe to be Smart* support.

Late in 2020 FFRPL received ~**\$60,000** from the United Way Community Crisis Fund, but not all the money will be needed by RPL for branch library security as originally intended due to some unexpected closure time. We will be repurposing unused funds (with permission) to promote the reopening of Central and branch libraries to the community and other Library projects.

**Planned Giving:** FFRPL received a Notice of Probate from Harter Secret of an unrestricted bequest of **\$200,000** from the estate of Marion J. Fulbright to Rundel Library Foundation. Marion and her husband Harry were strong supporters and true friends of libraries, and enriched the lives of children, teens and adults in our community through more than 20 years of giving to FFRPL for general Library support, capital improvements and the *Safe to be Smart* afterschool program.

**Major Gifts:** FFRPL received the first of six biannual payments from a very generous donor to fund a full-time coordinator for *Raising a Reader* for a three-year pilot period. The total gift of **\$233,186** will cover salary and benefits for the duration of the pilot period, after which we anticipate RPL to pick up the full-time position.

Plans continue for the 20<sup>th</sup> anniversary celebration of *Safe to be Smart* and a major gift campaign to individuals and foundations – please let us know if you'd like to contribute. Ned and Derrick Coley are recording a video interview which will show the impact of the program and its longstanding partnership with FFRPL & RPL.

**Corporate Relations:** From now through 30 June, you can shop at Target and help the Library at the same time. FFRPL is featured in the Target Circle Community Giving customer loyalty program that gives shoppers a vote with each purchase, which they can then use to direct where Target gives in their community. Last year this project raised **\$1900** for FFRPL. Please go to [target.com/circle](https://target.com/circle) to set up an account or get the app.

**Donor Stewardship:** FFRPL will provide online and small in-person opportunities over the next few months for donors to receive FFRPL updates and wish Ned well in his new endeavors after July.

## PROGRAMMING & MARKETING / VOLUNTEER & BOOKSALES REPORT

**Books Sandwiched In Spring 2021 (online):** Worked with first four reviewers and Central's Alicia Gunther on securing and preparing videos to be posted; continued to promote series online.

**Sokol High School Literary Contest (virtual):** Worked with Sokol Committee to select finalists and sent to Prose and Poetry judges to choose final winners; contacted all student winners and updated website with [list of winners](#); began working on plans for (virtual) awards ceremony in May.

**Central Marketing Team:** Worked on RPL's Annual Report and RPL Marketing Plan initiatives. Suggested ways to better leverage the Library's efforts for patrons related to national month-long initiatives (Black History, Pride etc.).

**Central Program Team:** Suggested using the 'Budget Equity Tool' when considering new programs/services.

**Central Exhibits team:** Continued to work on roster of exhibits planned through 2023, including 10<sup>th</sup> annual [Art of the Book & Paper](#) juried international exhibit July-October 2021 and upcoming *Thrift Style* exhibit.

**Constant Contact e-blast** (3,700+ recipients): 3/19, *BSI launches; update on 'Preserving Rochester's Black History' project* (open rate 28%).

**Safe to be Smart @ 20:** Continued planning celebration for *Safe to be Smart's* 20<sup>th</sup> anniversary beginning this fall.

**Booksales & Volunteers:** Prepared for April 22's virtual *Volunteer Appreciation Luncheon* for volunteers, Board members, special guests & FFRPL staff. Continued to work on *Sustainable Shelves* recycling program.