

# FFRPL Report to MCLS & RPL Boards ~ March 2021

## ADVANCEMENT REPORT

**Annual Campaign:** The Annual Campaign spring appeal is in homes now, with a welcome back message. Fiscal-year-to-date dollars raised and number of gifts are exceeding last year's comparison, and we are on track to meet our fundraising goal of \$240,000. Thank you for your generous support of the Library!

We are evaluating our two-wave December appeal, new donor follow-up, pre- and post-giving by donors who attended Central Library tours, and other tweaks that we have made to the Annual Campaign in the past year. We are consulting with other fundraising professionals on Donor Advised Funds, a popular and growing way to give. And we are analyzing and segmenting our entire list of donors by gift recentness, frequency and monetary value as we considering next year's best strategies for each segment.

Rebecca Fuss will talk about FFRPL's Annual Campaign in an upcoming webinar, 'Fundraising Beyond the Book Sale,' presented by the Central NY Library Resources Council on Thursday 22 April at 4pm. You can sign up for this free event at [Webinar with FLS: Fundraising Beyond the Book Sale | CLRC](#)

**Grants/Sponsorships** – Pending Requests for library priorities:

- Maximus Foundation and Farash Foundation Arts & Culture Fund for 2021 unrestricted support
- Dixon Schwabl for support for the Rochester Black Storytelling Project, part of the Local History & Genealogy Division's Archives of Black History & Culture.
- Women's Club of Pittsford for *Raising a Reader* Materials
- MVP corporate giving or sponsorship for a project benefiting children and/or youth literacy

We will send proposals to the Joseph Rippey Trust the Harold & Joan Feinbloom Foundation this month, but unfortunately we were denied funds from the Farash Foundation COVID-19 Relief Fund.

**Major Gifts:** FFRPL is finalizing a proposal with a major donor to fund a full-time coordinator for *Raising a Reader* for a 3-year pilot period. This would be a dream come true for MCLS Children's Consultant Tonia Burton, to have a staff person dedicated to building and sustaining relationships with *RaR* sites and families for children's success.

Plans continue for the 20<sup>th</sup> anniversary celebration of *Safe to be Smart* and its major gift campaign to individuals and foundations. The goal is to add significantly to the FFRPL endowment, to generate reliable support for our annual *StbS* commitment to RPL. Please see FFRPL Advancement Director Rebecca Fuss for giving opportunities.

In Planned Giving news, FFRPL received notice of a belated \$10,000 bequest from the estate of Paul Haney.

**Donor Stewardship:** We continue to keep in touch with donors by phone and email for routine visits, program reminders and/or special thanks for increased or special gifts. As more donors are vaccinated and weather warms, in-person visits will resume.

## PROGRAMMING & MARKETING / VOLUNTEER & BOOKSALES REPORT

**Tuesday Topics Winter 2021** (posted online to 'RochesterPublicLibraryNY' on YouTube): Focusing on racial equity and the pandemic as well as RPL+FFRPL's role in addressing those topics, we worked with Central's Local History & Genealogy Division to present several talks – to date we've had nearly **500 views** of the series.

**Books Sandwiched In Spring 2021** (online program runs from 23 March – 11 May): [Spring Programs brochure](#) was mailed with March's Annual Campaign letters.

**Rainbow Dialogues:** More than 80 people joined the 4<sup>th</sup> annual [Anthony Mascioli Rainbow Dialogues](#) on 2/27, with former Rochester mayor Bill Johnson's keynote talk on *Lessons Learned from an Unequal World*. Our e-blasts promoting this program had a 25% open rate.

**Booksales & Volunteers:** On 15 March, FFRPL's Library Store at Central reopened M-F with limited hours, and we restarted accepting book donations by appointment only. Our online booksales continue through our website, and please note there will be NO Huge Used Book Sale this year.