

FFRPL Report to MCLS & RPL Boards – May 2021

ADVANCEMENT

Annual Campaign: The 2020-21 Annual Campaign is on track, and we have evaluated the data to date and prioritized five categories of donors and a strategy for each:

- We will be reaching out by mail and phone in June to the 500+ *current donors whom we have not heard from yet this year*, with sensitivity to people's changing financial situations.
- We will hold special small gatherings with our *current highest donors* in June and July.
- We will schedule listening visits with our *lapsed highest donors* in late summer and fall to gauge their areas of interest.
- We will be giving a special thank you message in the fall campaign letter to the 200+ *long-lapsed donors who returned to us this year* and our 130 *newly-acquired donors this year*.

The Phillis Wheatley Community Library will be 50 this summer! FFRPL will work with Wheatley to conduct an online peer-to-peer fundraiser in July for their anniversary celebration in August. We used the same method for the Arnett murals.

Grants/Sponsorships: Grant notifications received this month – **\$32,000** from Chase Joseph Rippey Trust and **\$15,000** from Harold & Joan Feinbloom Foundation for *Safe to be Smart* support, and **\$2500** from Farash Foundation board member Theresa Mazzullo for unrestricted support. Pending requests to Women's Club of Pittsford for *Raising a Reader* materials; and proposals in progress to the Community Foundation for Central Library's *Archive of Black History & Culture* Community Advisory Board and a documentation planning survey (with the Local History & Genealogy Division), and MVP for children's literacy materials (with the Children's Services Division).

Planned Giving: FFRPL received notice from a donor who is naming FFRPL as the beneficiary of her life insurance policy. We are reminding donors of planned giving options with every donor visit.

Major Gifts: Plans continue for the 20th anniversary celebration of *Safe to be Smart*, with the first video segment with Ned and Derrick Coley to be recorded in May. More information on the fundraising campaign will be available in the summer.

Donor Stewardship: Creative donor visits have resumed with the warmer weather, including among other things a cemetery walk and a visit to see the Arnett Branch murals.

Corporate Relations: Please remember our Target Circle Community Giving campaign now through 30 June – you can shop at Target and help the Library at the same time. Go to target.com/circle to set up an account or get the app, then use your 'vote' earned by every Target purchase to support FFRPL. Last year this project raised **\$1900** for FFRPL.

PROGRAMMING & MARKETING / VOLUNTEER & BOOKSALES REPORT

Books Sandwiched In Spring 2021 (online): Most reviews are posted; three more posted shortly to end the season.

Sokol High School Literary Contest (virtual): Worked with the College at Brockport to have winning entries posted to their site and also to ours. [Read the winning entries here \(2015 through 2021\), on the Digital Commons @ Brockport](#). Plans will now resume to host virtual Awards presentation late May.

Central Marketing Team: Worked to finalize RPL's Annual Report and continued working on RPL Marketing Plan initiatives. Began discussions about the 2022 calendar project. Helped review and proof an ad for *Lake Affect* art magazine's June issue (comp'd to the Library) and Blue Cross kiosk signs.

Central Program Team: Didn't meet in April.

Central Exhibits team: Continued to work on roster of exhibits planned through 2023, including 10th annual [Art of the Book & Paper](#) juried international exhibit July-October 2021 and *Thrifty Style* exhibit, which just arrived at RPL to be installed the week of 17 May. Every division has contributed to this exhibit.

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

Website: Continued to update pages, including newsletter archive, Programs pages, Terrace, Fundraising, sales/donations.

Booksales & Volunteers: Hosted the online Virtual Volunteer Appreciation Luncheon on 22 April, featuring Patty Uttaro's overview of the Library's pivot during COVID. We had excellent attendance and many positive responses, and sent follow-up note with link to recording of meeting to everyone on the original invite list.