

FFRPL Report to MCLS & RPL Boards – February 2021

ADVANCEMENT REPORT

Annual Campaign: January FY-to-date dollars raised and number of gifts exceeded last year's comparison. Many donors responded to the new tactic of a second December letter, and we're tracking more gifts coming through Donor Advised Funds. The spring appeal will be in homes in early March. Thank you for your generous support of the Library!

Grants/Sponsorships: FFRPL is awaiting responses from the Maximus Foundation and the Farash Foundation Arts & Culture Fund for 2021 unrestricted support. We also applied to Dixon Schwabl's new philanthropic fund for support of the Rochester Black Storytelling Project, part of the Local History & Genealogy Division's Archives of Black History & Culture. This month we'll again send proposals to the Joseph Rippey Trust and Harold & Joan Feinbloom Foundation. We were denied funding from the Farash Foundation COVID-19 Relief Fund, and are awaiting a response from the Women's Club of Pittsford for Raising a Reader materials.

Planned Giving: After combing through and consolidating many paper & electronic files and our database, we are confident that our *Mortimer Reynolds Planned Giving Society* has more than 100 member households, and about half have at least one person living. We maintain cordial relations with individuals and couples and are planning a stewardship event in the future, following a special mailing to our long-time donors after the spring appeal letter, with messages to encourage planned giving and to let FFRPL know about any gift arrangements. Is FFRPL in **your** will to support the Library in perpetuity? Please let us know!

Major Gifts: Patty, Ned, Tonia and Rebecca met with a donor who would like to make a substantial gift to an existing program for children or teens, and we are sharing a multi-year proposal to support *Raising a Reader*.

October 2021 is the 20th anniversary of *Safe to be Smart*, and FFRPL has been a partner since its beginning. Ned, Susan & Rebecca are working with Derrick Coley for a year-long celebration of the program, its impact on youth, and its relationship with FFRPL. We hope to identify and invite 10-12 special donors to make a major gift to FFRPL to ensure this wonderfully successful partnership can continue.

Donor Stewardship: FFRPL continues to get mileage out of the Publishers' Circle videos. The Monroe County Friends Council shared them with its membership in January.

PPROGRAMMING & MARKETING / VOLUNTEER & BOOKSALES REPORT

RPL & FFRPL Celebrate Black History Month

FFRPL initiated idea of gathering all our Black History Month offerings on a single webpage; collected/collated RPL division info; created and posted a [broad overview of programs, exhibits and resources offered by both orgs on FFRPL.org](#).

Tuesday Topics Winter 2021: 19 Jan-23 Feb (online)

Online series posted to YouTube at 'Rochester Public Library NY', focused on racial equity and the pandemic as well as RPL+FFRPL's role in addressing those topics. On the racial equity theme, we worked with Central's Local History & Genealogy Division to present two talks: [Rochester's Black History Seen Through the Eyes of the Dinkle Family](#) (101 views to date) and their new [Preserving Rochester's Black History](#) project (140 views to date). Our re-post of 2019's [How to be An Antiracist talk by Dr. Ibram Kendi](#) has had 104 new views to date.



Books Sandwiched In Spring 2021 (online)

Finalized roster with BSI committee, secured and sent books to reviewers; completed [Spring Programs brochure](#) to include with March's Annual Campaign letters as efficient cross-promotion.

Sokol High School Literary Contest (virtual)

Spring submissions were due 31 January; we received [45 entries from 12 schools](#) in Monroe County (including one homeschool). [Updated FFRPL's Sokol Contest landing page](#); began working on a new online resource for Sokol Committee and judges to access all entries remotely.

Central Marketing Team

Worked with Causewave Community Partners on revised RPL Marketing Plan highlighting special Library pandemic resources and services; Team is working on timelines and budget details. We're also helping Central Marketing Team prepare RPL's Annual Report using [FFRPL's latest Annual Report](#) as a guideline.

Central Program Team

Helped suggest/promote programs, including 4th annual [Anthony Mascioli Rainbow Dialogues](#) on 2/27, with former Rochester mayor William A. Johnson's keynote talk on *Lessons Learned from an Unequal World*.

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 'Willard Suitcases' mental health exhibition planned for November 2021. Participated in remote interview for Fiber Arts Magazine *Art of the Book* article. Wrote/posted webpages for Smithsonian Institutions's amazing [Black History Month poster exhibit](#) online. Promoted a special 'sneak preview' of [Everyday People: the Dinkle Family and Rochester's African American Past](#)

Writers & Books 'Great Read' Committee

Serving on new committee as W&B shifts from ['Rochester Reads' programming \(with live author events sponsored by FFRPL for the last six years\)](#) back to the 'Great Read' format, pending approval of NEA grant.

Constant Contact e-blast (3,700+ recipients)

19 Jan: Tuesday Topics (open rate 28%)

26 Jan: Tuesday Topics, Rainbow Dialogues, Art of the Book (open rate 25%)

28 Jan: Last call for Sokol entries (open rate 14%)

1 Feb: RPL & FFRPL Celebrate Black History Month (open rate 25%)

Safe to be Smart @ 20

Began planning year-long celebration for *Safe to be Smart's* 20th anniversary (slated for Fall 2021-Fall 2022).

Special Local History & Genealogy Division Project

FFRPL is helping Central Librarian/Archivist Brandon Fess collect and contextualize the special collection of materials he received from one of the founding producers for *Rochester Arts & Lectures* (Marketing & Programs Director Susan Lusignan was *RA&L* President & Producer from 1997-2010 before joining FFRPL).

Booksales & Volunteers

FFRPL suspended book donations when the Library shut down in November and is planning to slowly restart that now. We are still selling books online and from October through January we made \$17,500 in gross online sales, which is not bad with our limited staffing with no volunteer assistance. We are close to sending our first *Sustainable Shelves* shipment, and we continue to host weekly Zoom meetings with store and pricing volunteers and send email updates to the overall volunteer core, which we will also slowly and safely begin bringing back to work soon.