

FFRPL Report to MCLS & RPL Boards – January 2021

ADVANCEMENT REPORT

Annual Campaign: Our donors continue to remember the Library through their generous responses to the FFRPL Annual Campaign letters from December. The spring appeal is already in progress and will be in homes March 9, with an emphasis on services the Library continues to provide during COVID. We are encouraged by returns on the end-of-year appeal and will be able to better evaluate our new strategies in the January year-to-date comparisons at the end of the month (postal delays have skewed our current year-to-year results).

Grants: FFRPL has been invited to send a proposal to the Maximus Foundation for their 2021 grant cycle, and we are waiting for responses to our proposals to the Farash Foundation COVID-19 Relief Fund and the Women's Club of Pittsford for Raising a Reader materials.

Planned Giving: The FFRPL Planning & Development Committee offered advice on a revised planned giving message and delivery method. Our target date for a new mailing is early spring, with a letter conveying an emotional message around the question of what the Library will look like in 50 years.

Donor Stewardship: FFRPL sent a holiday card and RPL calendar to approximately 100 of our top donors and special friends. We continue to keep in touch with donors by phone and email for routine visits, holiday greetings and/or special thanks for increased or special gifts.

Online Book Sales Update: Widespread postal shipping delays caused us to suspend our online book sales on 19 December and book sales have yet to come back online.

MARKETING & PROGRAMMING REPORT

Tuesday Topics Winter 2021 (online): Finalized latest series, [which debuted Tuesday 19 January](#) – it focuses on racial equity and the COVID-19 pandemic as well as the role of FFRPL/RPL in addressing those topics. The pre-recorded videos will be posted to YouTube at 'Rochester Public Library NY'.

Sokol High School Literary Contest: Continued to monitor submissions – deadline is 31 January for a spring program; [updated FFRPL's landing page](#).

Books Sandwiched In Fall 2021 (online): Worked with BSI Committee on roster, list of potential reviewers and contact assignments, and began ordering books and drafting letters. Program will be online-only and debut on the 'Rochester Public Library NY' YouTube page in mid-March.

Winter Programs mailing: Wrote and designed the [Winter Programs 2021 flyer](#) (reverse side of Annual Campaign letter for increased efficiency and cost). Created new landing page including online version of flyer.

FFRPL Annual Report 2019-20: [Finalized the FY2019-20 annual report](#), and posted to our website – including links to videos created for the Virtual [Publishers' Circle Library Celebration](#).

Writers & Books 'Great Read' Committee: Volunteered to serve 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 (if their NEA grant comes through).

Volunteers: Determined that an onsite Huge Used Book Sale at Central in March will not be feasible.