

**Rockingham Free Public Library
Board of Trustees Fundraising Committee Meeting
Thursday, July 12, 2018**

Present: Brady Weinstock, Kate Kane, Ellen Taetzsch, Don Tretler

Also Present: Céline Houlné, Director

1. Call to Order : 5:02 PM

2. Additions to Agenda for routine administrative matters and/or pressing matters that will require ratification at a future meeting : None

3. Public Comment (3 minutes per person) : None

4. Approve Minutes of April 17, 2018 meeting : Ellen moved, Kate seconded; approved unanimously.

5. Discuss Methods of Fundraising :

- Postcard Appeal: 22 respondents to the June postcard appeal (4% response rate): sent out 576 postcards, 32 went to new people; \$478 raised
- “Week of Giving” is in May, want to take advantage of it next year
- For publicity sake, it is important to have 100% of the board give to the annual appeal, even if only a small amount.
- Solicitations from the Friends should be clearly different from the general appeal.
- RFPL publicity is an important element of the appeal
- Celina suggested reaching out to foundations for support
- Board members should make personal contacts in the community to invite/encourage support of the library.
- In August Celina will review the appeal lists; board will review in Sept/Oct; clean up list in November; sign and send out letters in December
- Ideas of what to include with appeal: chance to win a raffle prize (gallons of oil), magnetic bumper sticker
- Develop sustaining supporter option when we have online donation capabilities
- Annual appeal cost \$632 this past year; raised \$5500
- Don suggested a fundraising event; Celina explained that the Friends do events such as the plant sale, book sale, welcome center, holiday party, trivia nights.

6. Other Business : None

7. Review Action Items and Proposed Agenda Items for Next Meeting : All committee members will spend some time researching fundraising ideas and will consider people that could be added to the appeal list.

8. Set Date for Next Meeting : Thursday, September 13, 2018

9. Adjourn : Kate moved, Ellen seconded. Meeting adjourned at 6:14 PM.

Respectfully submitted,

Kate Kane, Secretary