

**Rockingham Free Public Library
Board of Trustees Fundraising Committee Meeting
Tuesday, September 25, 2018**

Present: Brady Weinstock, Kate Kane, Ellen Taetzsch

Absent: Don Tretler

Also Present: Céline Houlné, Director

1. Call to Order : 5:04 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 July 12, 2018 meeting : Ellen moved, Kate seconded, approved unanimously.

5. Discuss Fundraising and Annual Appeal :

- Include colorful brochure with programs in the annual appeal - adult and children's programs
- Include profiles about who does use the library and why they use it; patrons / family patrons
- Visual format; 30 second video -- Facebook page
- Phrasing ideas: "All walks"; "Things have changed since your grade-school days";
- "Did you know..." coffee station, noise policy, friendly staff, like-minded people
- Céline got the voting list so we can go through that to add people to our appeal
- Continued push to get online payments as an option during the appeal
- Canva, Vistaprint - templates for appeal letter

6. Other Business : None

7. Review Action Items and Proposed Agenda Items for Next Meeting : At November trustee meeting, we will go through the voting list to determine who will personalize each letter.

8. Set Date for Next Meeting : None needed at this time.

9. Adjourn : Ellen moved; meeting adjourned at 5:54 PM.

Respectfully submitted,

Kate Kane