

**NHLTA**  
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**CHA**

Conference  
Monday May 20, 2013  
SERESC BEDFORD NH

# BEYOND BAKE SALE



# WHAT'S WRONG WITH A BAKE SALE?

AS A METAPHOR IT FAILS TO SUPPORT  
THE NHLTA MISSION.

## Our Mission Statement

The New Hampshire Library Trustees Association educates library trustees to be knowledgeable and effective in order to serve, improve and promote New Hampshire public libraries, and advocates the right of free access to information for every person.

# WHY DO I SAY THAT?

LIKE SO MANY NON PROFITS LIBRARIES ARE  
FACING A CRISES OF RESOURCES BOTH HUMAN  
AND FINANCIAL.

VOLUNTEERS ARE AT A PREMIUM AND REQUIRE AN  
EXTRAORDINARY AMOUNT OF EFFORT JUST TO  
MANAGE.

# SO...

- EVENTS AND ACTIVITIES MUST INCREASINGLY BE FOCUSED ON BUILDING COMMUNITY SUPPORT TO ASSURE TAX BASE SUPPORT AS WELL AS RAISING MONEY FOR OPERATIONS, REPLACEMENT AND PROGRAMMING.

# LIBRARY CHALLENGE

- 100 YEAR SYNDROME
- 100 YEARS AGO LIBRARIES WERE THE MARK OF A TOWNS MATURITY.
- STILL ARE BUT...

# TWO REALITIES

- ONE, THE BUILDINGS ARE NOW LONGER VIABLE IN TERMS OF SAFETY AND ADA STANDARDS AND...TWO...
- BOOKS PER SE ARE ON THE WANE BUT THEIR PURPOSE IS NOT. THAT'S THE GOOD NEWS.

# A LIBRARY'S PURPOSE

- A LIBRARY IS A COMMUNITY REPOSITORY OF MANKIND'S THOUGHT IN AN ACCESSIBLE SETTING.

THE LIBRARY AT ALEXANDRIA EGYPT HAD THAT AS A MISSION AS DOES THE LIBRARY IN KEENE CONCORD OR CONWAY



# THUS, NOT GOING AWAY!

- THE COMMUNITY THOUGHT IS PRESENTED NOW IN DIFFERENT FORMATS FROM SHEEPSKIN TO PAPYRUS TO PAPER TO DIGITAL ETC.
- SO WE MUST ADAPT NOW ONLY TO UTILIZE TODAY'S FORMATS BUT USE OUR LIBRARIES TO THE HIGHEST AND BEST USE WHEN IT COMES TO EVENTS AND FUNDRAISING.



# FIRST POINT

THINK OF YOUR LIBRARY AS A BRAND

I'VE NEVER KNOWN A LIBRARY, LARGE OR SMALL,  
THAT DID NOT HOLD A SPECIAL PLACE IN ITS  
COMMUNITY.

FROM THE LIBRARY OF CONGRESS (A GIFT FROM  
THOMAS JEFFERSON) TO THE LIBRARY IN  
JEFFERSON NH, EACH HOLDS A SPECIAL SPOT IN  
THAT COMMUNITY.



# LETS LOOK FORWARD

- WHEN PLANNING AN EVENT THE FIRST AND MOST IMPORTANT JOB IS TO DECIDE ON THE PURPOSE OF AN EVENT-ABOUT 4 BASIC PURPOSES
  - BUILD AWARENESS
    - RAISE MONEY
    - EDUCATE
    - CELEBRATE

# CELEBRATE

- AUTHORS
- CHAMPION READING FOR YOUNG FOLKS AS WELL AS MIDDLE AGED AND SENIORS
- TYPES OF READING.

# RAISE MONEY

- WE'LL RETURN TO THIS CORE IN A FEW MINUTES

# EDUCATE

LIBRARIES PROVIDE A PLACE TO EDUCATE BY BEING AN EXTENSIVE REPOSITORY OF INFORMATION.

THE LIBRARY ALWAYS HAS THE GOAL TO DISSEMINATE ITS CONTENT AS WIDELY AS POSSIBLE USING A CURRENT FORMAT.

# BUILD AWARENESS

PR

MEDIA BLITZ

PARTICIPATE IN LIBRARY WEEKS ETC.

# FIRST POINT TO SHARE

- WE'VE LOOKED AT THE BASIC TYPES OF EVENTS THAT A LIBRARY MAY HOLD AND WHY.
  - SO
    - THE FIRST STEP IS TO CLEARLY DECIDE THE PURPOSE OR CATEGORY OF THE EVENT AND BE SURE THAT EVERY DECISION IN PLANNING FLOW FROM AND TO THE PURPOSE.
      - WARD OFF DISTRACTIONS



# FUND RAISING

- FIRST STEP. SET A FINANCIAL GOAL.
- I CHALLENGE YOU TODAY THAT NO MATTER WHAT EVENT YOU MAY HAVE PLANNED YOU WILL DO BETTER BY AIMING HIGHER.
- REASON? HIGHER GOALS CAUSE DONORS AND SPONSORS TO PLAN THEIR “SPEND” IN AN AMOUNT IN KEEPING WITH THE GOAL
  - MAJOR POINT.

# PARTNER

- NO MATTER HOW GOOD YOU ARE YOU ARE BETTER TOGETHER.
- HERE'S WHERE THE LIBRARY "BRAND" CAN HELP YOU

# THINK ABOUT THIS

- CAN YOU THINK OF AN ENTITY IN YOUR COMMUNITY THAT WOULD NOT BE ENHANCED BY AN AFFILIATION WITH YOUR LIBRARY AND IT'S BRAND?
- OR

# CONVERSELY

- AN ENTITY IN YOUR COMMUNITY THAT WOULD BE DIMINISHED BY ASSOCIATING WITH YOUR LIBRARY
  - I DOUBT IT.

# WHAT TYPES OF PARTNERS?

- CIVIC CLUBS
- CAR DEALERSHIPS
  - BANKS
  - THEATERS
- PRIME EXAMPLES

# WILL THIS REDUCE OUR DOLLAR RAISED

- ANSWER “NO”
  - WHY?
- BECAUSE WHEN YOU PARTNER YOU INCREASE YOUR POTENTIAL AUDIENCE AND VOLUNTEER WORKFORCE.



# LIBRARY AS VENUE

- THIS IS A WAY OF CASHING IN ON YOUR LIBRARY AND ITS BRAND.
- LARGE OLDER LIBRARIES OFTEN HAVE GENEROUS PUBLIC SPACE TO RENT OUT.

# SMALLER LIBRARIES

- ERECT A TENT AND INCORPORATE WHAT SPACE YOU DO HAVE.
- HOW?
- HOR'S, DISPLAY, (CAR?)



# MANAGING THE PROCESS

- MANAGING VOLUNTEERS IS ALMOST MORE DIFFICULT THAN PAID EMPLOYEES.
  - WHY?
- EMPLOYEES ARE PAID WAGES

# VOLUNTEERS ARE PAID IN

- PRAISE
- GLORY
- THANKS OR
- RECOGNITION

# MANAGING VOLUNTEERS

- CHAIR PERSON, WITH OTHERS DEVELOPS A GANTT CHART.
- DATES, DEADLINES, TASKS AND ACCOUNTABILITY ARE ON THE CHART SO.....

# THE “PERSONAL” IS REMOVED

- WHEN YOU HAVE TO REMOVE OR “REASSIGN” A PERSON.
- DIFFICULT? YES. BUT YOU MUST TO PRESERVE THE INTEGRITY OF THE EVENT AND MEET GOAL.

# SO

- RAISE YOUR GOAL
- PARLAY YOUR BRAND
  - PARTNER
- LET THE GANTT CHART (OR PLANNING GUIDE) DRIVE THE PROCESS
  - AND FINALLY.....

# MEASURE AND DEBRIEF

NO MATTER WHICH TYPE OF EVENT  
YOU SELECT HAVE MEASUREABLE  
GOALS.

REPEAT EVENT OR ONE TIME ONLY ?

AWARENESS. MEASURE EG.

BEFORE AND AFTER SURVEYS

# MONEY?

HOW MUCH DID YOU RAISE?

WAS IT WORTH IT?

\$20.62 PER HOUR.

REMEMBER ALSO...

# TIME OUT

- PREVENTS
- BURNOUT
- SO, WITH THAT



# NOW

- I'M TIMING OUT TO ALLOW YOU TO CHIME IN
  - THANKS
  - CARL