

Fundraising Committee Meeting
Present: Julia, Susan, Barbara, Sherry, Cathleen
Date: Thursday, September 17

New postcard mailing:

- Edits were made to the postcard design Cathleen had forwarded earlier this week
- Committee expressed appreciation for the dynamic layout from the designer
- Susan will reach out to printer to see when this could get in the queue for mailing*
- Julia will work on getting the indicia needed for postage
- Julia will remind trustees to add people they know to our existing donor database, which is only 2,000 names
- Goal will be to mail postcard by first week of October.
- Julia will ask staff to make posters with the postcard message, and that will be put up in the library. We will ask trustees to help post these around town
- A letter will be drafted, signed by Barbara Young, for the newsletter, explaining why this appeal is so important. That will be a kick off to the appropriate October newsletter, and Julia will do is write short pieces suggesting how people can save \$\$ by using the library. We will post these periodically throughout October/November.
- The goal is to educate people on what else the library can help them with, including explaining the library of things.

* Susan, please ask mail house to schedule this for a Monday, so it is not in with the rest of the direct mail on Thursdays

New Topics:

- Cathleen reached out to Ben Anderson again of the Word Barn to look into a possible winter concert. She will update when she hears back.
- Topic for next meeting - can we partner with staff to see if there are any other local foundations we can apply to (NHCF, Dan Brown, various family foundations) to help us with grants/\$\$
- Topic for next meeting - creating "how to's" for the postcard

Next Meeting: October 15th at 4 pm