

Securing Major Gifts Through the Cultivation of Relationships



Friday, February 5, 2010
10:00 am – 3:00 pm
Baldwinsville, NY

Major Gifts, particularly in the context of a Capital Campaign, Budget crunch or Planned Gifts, are critical to the long-term success of your Library. Recognizing, cultivating and soliciting prospects for this type of gift is a process perhaps better described as “art” rather than “science.” In this session learn strategies that will help your organization build upon relationships you already have to secure much-needed financial support.

Who should attend?

- Library Directors
- Library Trustees
- Library System Directors
- Administrators
- Librarians

About the Presenter:

Ronald L. Barrows is the Lead Consultant for, and owner of, The Barrows Group. The Group, headquartered in Cortland, NY, is a consulting firm specializing in Development, Volunteer Training, Capital Campaigns, Feasibility Studies, Referendums and Fundraising Strategies. With over 24 years of development experience, Mr. Barrows has conducted workshops nationally for NYLA, library systems and other non-profit organizations. He has consulted directly with New York libraries on various aspects of fundraising and campaign management. He now works almost exclusively with libraries and has provided these services for nearly 12 years and has been a business member of NYLA for 6 years.

Program Schedule:

9:30 AM - 10:00 AM	Registration
10:00 AM - 12:00 PM	Program
12:00 PM - 1:00 PM	Lunch (on your own)
1:00 PM - 3:00 PM	Program



New York Library Association

6021 State Farm Rd.
Guilderland, NY 12084
Workshop Hotline: 800-252-6952
info@nyla.org / www.nyla.org

Participants will receive 0.40 CE Units.

Registration:

Preregistration is required. Space is limited. To register, return the attached form by mail, fax or e-mail. Registration is completed when your payment arrives at NYLA. You will be contacted by NYLA only if the workshop is filled. Registration deadline: 14 days before date of Institute.

Refund Policy:

Written requests for NYLA Institute refunds must be postmarked 14 days before the day of the Institute for which you are registered. A processing fee of \$15 will be deducted from the amount refunded. After the deadline, refunds will only be issued in the form of credits toward the NYLA conference or Institutes held before the end of the next calendar year. Credits are nontransferable. The complete NYLA refund policy is available on-line or from the NYLA office.

Lunch Options:

• There are a variety of restaurants within walking distance of the library. You are also welcome to bring your own brown bag lunch.

Location Information:

Baldwinsville Public Library
33 East Genesee Street
Baldwinsville, NY 13027

<http://www.bville.lib.ny.us/>

Driving Directions:

From Liverpool take Route 370 or Route 31 to Baldwinsville. The library will be in the village on your right one block past Burger King next to the A-Plus Mini Mart.

From Syracuse take Route 690 West to the Van Buren Road exit. (NB: After you pass the Thruway entrance 690 West becomes 690 North.)

From the Thurway take exit 39 (Route 690) to 690 North. Take the Van Buren Road exit.

From the Van Buren Road exit of Route 690 turn right on to Van Buren Road. You will pass the entrance to Village Green and an A-Plus Mini Mart on your right. Go the traffic light at the end of Van Buren Road; it is about 1 mile from the 690 exit. Turn left so that you are going north on Route 48. Take Route 48 into the village. You will go over two bridges. One block after the bridges turn right at the traffic light at the four corners (there will be an antique store on the right hand corner). You will then be going east on Genesee Street (Routes 370 and 31). The library is in the second block on the left.

NYLA Institute - Securing Major Gifts 2/5/09 - Baldwinsville, NY

Name:

Organization:

Address:

City:

State:

Zipcode:

Daytime Phone:()

Fax: ()

E-mail:

Rates & Payment

NYLA Member

\$85.00

Check (Payable to NYLA)

Non-Member

\$120.00

Purchase Order

First Time Member \$110.00
(\$25 dues + \$85 program fee)

Visa Mastercard Discover

Renewing Member - Contact NYLA Office

Card #:

Expiration Date: /

Total Due:

Signature:

Return form with payment to: New York Library Association, 6021 State Farm Rd., Guilderland, NY 12084
Fax: 518-427-1697 Questions? Call 800-252-6952 or e-mail info@nyla.org