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Putting The Fun Back In Fundraising

Presented by
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Putting The Fun Back In Fundraising

How to Raise Money and Have Fun Doing It!

Part One: The Philosophy of The Barrows Group re: Fundraising
- The Science of Fundraising

Part Two: Individual Analysis of Participants Fundraising
- The Art of Fundraising
Introduction:
This workshop will explore proven ideas for a variety of fundraising activities. These activities have proven successful for other libraries and non-profit agencies, so their ideas may work for your Library. Learn from the experiences of others while picking up tips on how to make your fundraising activities more fun for everyone. Basic fundraising strategies will be covered and Mr. Barrows will offer personalized advice on how to customize your fundraising. The key word during this workshop though is “fun”. A fun component can be added to any event or activity.

Ron Barrows is the owner and Lead Consultant of The Barrows Group. The Group, headquartered in Cortland, NY, is a consulting firm specializing in Development, Volunteer Training, Capital Campaigns, Funding Feasibility Studies, Referendums and Fundraising Strategies. With over 27 years of development and fundraising experience, Mr. Barrows has conducted workshops nationally for NYLA, various library systems and other non-profit organizations. He has consulted directly with Upstate New York libraries on various aspects of fundraising and campaign management. For nearly 13 years he has worked almost exclusively with libraries. He counts among his current and past clients, almost 30 libraries and library systems. A long-time business member of NYLA, he is sensitive to the unique challenges and needs of libraries.
Putting The Fun Back In Fundraising

The Exchange Relationship

✓ What’s in it for you?
✓ What’s in it for the people you serve?
✓ What’s in it for the funding source/participants?

✓ Someone HAS to have fun!
✓ Ideally EVERYONE has fun!
The Exchange Relationship

Libraries and the Non-Profit World

Programs or Collections

Needs or Desires

Library

Patron or User
The Exchange Relationship

- Programs or Collections
- Funding Sources or Participants
- Needs or Desires

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“What Do You Consider Fun”

• What do your volunteers & staff consider fun?

• What do your funding sources/participants consider fun?

• What does your community consider fun?
Two Options:

- Add a “FUN” component to your “Fundraising” event!

- Add a “Fundraising” component to your “FUN” event!
What type of Fundraising Events do you currently conduct?

What type of FUN Events do you currently conduct?

How can we make them one list?
Cautionary Tales:

- Pitfalls to avoid.
- Some reasons why Fundraising fails.
- You can have good PR without good Fundraising, you can’t have good Fundraising without good PR.
We do three kinds of work:
• Fast work
• High Quality work
• Inexpensive work

Through we can only two out of three on any one job.

You decide which two!