FUNDRAISING WITHOUT BOOK SALES

Friends of Libraries Section
NYLA Conference 2021
Our Mission

FLS creates a network to connect and inspire Friends groups in all types of libraries to support the New York library community.
FUNDRAISING WITHOUT BOOK SALES

Visit Us!

https://www.nyla.org/friends
FUNDRAISING WITHOUT BOOK SALES

OUR PRESENTERS!
FUNDRAISING WITHOUT BOOK SALES

- **Helen Rados**, President of the Friends of the Ethelbert B. Crawford Public Library
FUNDRAISING WITHOUT BOOK SALES

• Helen Rados, President of the Friends of the Ethelbert B. Crawford Public Library

• Mary Giardini, Board Member and Special Events Chair of the Friends of the Olean Public Library
FUNDRAISING WITHOUT BOOK SALES

- **Helen Rados**, President of the Friends of the Ethelbert B. Crawford Public Library
- **Mary Giardini**, Board Member and Special Events Chair of the Friends of the Olean Public Library
- **Emily Cullings**, President of the Friends of the Hampton Bays Library
Fundraising Without Book Sales

Helen Rados, President
Friends of Ethelbert B. Crawford Public Library
Who am I?

• Helen Rados (she/her)
  • President of the FOEBGPL
  • Founding member of the group
  • 2019 recipient of the Daniel W. Casey Library Advocacy Award
  • 2nd term Trustee, Ramapo Catskill Library System
  • Past President, Professional Women of Sullivan County
  • Volunteer for RISE (Sexual Assault/Rape Hotline & Clinic)
  • Volunteer Committee Chair, Sullivan County Youth Book Festival
Fundraisers that also encourage community engagement with the Friends & the library

- Pave the Way
- LilyDale Trip
- Taste of Sullivan County**
- Holiday Cookie Bake Off
- Chair Auction
- Commemorative Journals
Taste of Sullivan County

• Members solicited gift card donations from over 30 local restaurants
• Restaurants that donated were given a window decal marking them as a participant
• We bundled gift cards to make 4 unique prizes worth $500, $200, & $100 (2)
• Friends members & Local businesses sold tickets 1 for $5 or 6 for $20
### Approaching Local Businesses

- Members approached restaurants with a letter explaining the project & asking for a donation
  - Be very direct & ask for exactly what you want
    - Examples:
      - Free Ice Cream Cone
      - Dinner for 2
      - $25 gift card
      - Free Large Pizza
  - Include “what’s in it for them” in the letter
    - Examples:
      - The logo on flyers promoting the raffle
      - Business name on a banner at the drawing
      - New customers
      - Partnering with the library & friends
      - May have their name featured in a presentation at a Friends conference (haha!)
      - Window Decal**
Window Decal

- Once the contribution was received we dropped off a window decal like shown below
  - White lettering shows up well on glass
  - Clear background helps keep the window space from looking cluttered
  - Businesses put these in their window to show their support & participation
  - We had these printed at a local print shop at a discount
Benefits of this project

Win/Win situation for everyone involved

• Winners got to try new restaurants for free
• Restaurants got new customers
• Restaurants were promoted at the drawing event
• Friends sold raffle tickets as a fundraiser to support future library programming
• Raised Library Awareness through decals & talking with restaurant owners & raffle buyers
What would we do differently?

- Speak to owner/managers directly
- Get gift cards as soon as possible
- Make one friends member the contact person for each restaurant
- Don’t set prize amounts until you receive the gift cards
  - Prize totals and number of gift cards all depends on how many donations are obtained
Questions?

Feel free to contact me if I can be of help to your organization.

hrados@gmail.com
Friends of the Library in Olean, NY

Our Library Can Read Between the Wines

Mary Giardini –
Board Member and Special Events Chair

We are located in Cattaraugus County right on the Pennsylvania border nearly directly south of Buffalo. Our library is part of the Chautauqua-Cattaraugus Library System.
The Idea

• In the beginning, there was Ann Gross.
• Sharing of information.
• The idea for the event needed approval.
• Gathering the committee.

Logo designed by current board member Riley Eike.
The Plan

- Orally walking through the event and making outlines and timetables.
- What would our event look like?
- Communication is key.

Cookie and Coach Lindamer get ready to welcome guests and take their tickets just before our first event. Helen Ruggieri does last minute detailing.
The Details

• Finding resources and solicitation.

• Just ask.

• Setting the stage.

• What did we need and what did we have that could be used?

• What did the night finally look like?

• How did we end the evening?

Board members Helen Ruggieri, Tom Jacobs, Riley Eike, Paula Bernstein and Mary Giardini serve guests 2-3 oz. samples of various wines.
The Technical Aspects

- Library board approval.
- Insurance company approval.
- TIPs training.
- Security.
- Liquor license!
- Entertainment and advertising.

Cathy Lemon, Peg Bothner, Jan Comstock, Carole McNall and Judy Lewicki and friends keep the food tables filled and neat while engaging guests in conversation and answering questions.
The Outcomes

• The BIG question ... How much money did you make?

• Price of ticket.

• Basket Raffle.

• Friends and members.

• Laying the groundwork for a possible capital improvement project in the years to come – our dreams for an expansion. (Not soon... but never too early to start dreaming!)

Andrew Giardini and team keep the serving tables neat and clean while facilitating the needs of the visiting wineries.
The Take-Aways

• People wanted to gather with friends.
• We didn’t need gimmicks and fancy things. Just make them feel happy and wanted/needed.
• Let things develop naturally, don’t try to control things.

Suggestions for improvement:

• Label the food.
• Provide a dietary variety.
• Don’t let the band get too loud.
• Designated Driver Ticket!

Volunteer Al Bernstein sells 50/50 tickets while Darlene Connelly and Betsy Matz sell basket raffle tickets.
Important Parting Thoughts

• You need a diversified board – people with different friends, ideas, backgrounds, talents and experiences.

• As a leader, find what someone on your committee is good at and nurture and support them – then get out of their way.

• Don’t micromanage – it will drive you crazy and burn you out. Be a facilitator, not a dictator.

I’d be happy to share my thoughts and ideas – contact me at:

Mary Giardini
mgiardini@sbu.edu
Fundraising Without
Book Sales

Emily Cullings, President
Friends of the Hampton Bays Library
Hampton Bays, NY
The Hampton Bays Community Calendar

The Friends of the Hampton Bays Library Present:

Welcome to the Hamlet of Hampton Bays
Settled in 1796 as Good Ground

The Hampton Bays Community Calendar
2021
The Hampton Bays Community Calendar
The Hampton Bays Community Calendar

Mission Statement:
The Hampton Bays Library serves our community by providing educational, cultural and recreational resources for life long learning.

Friends of the Hampton Bays Library
www.FRIENDSoftheHBPL.org

Who we are:
We are a nonprofit 501(c)(3) group of volunteers who raise funds and awareness for the Hampton Bays Library. The Friends of the Hampton Bays Library have two main objectives:

1. to raise money for Library activities and needs
2. to support educational and entertainment programs for adults, teens and children

The monies are raised by membership, proceeds from the sale of used books, and fundraising efforts.

Things we have recently funded:
- Chairs in the Helen Gould Room
- Chairs in the Children’s activity room
- 2 AED’s and AED training
- Custom tent and mobile hotspot for Library events
- An annual Scholarship for a graduating High School senior
- Summer Reading programs
- Financial support for programming
- Adult Special Programming: Concert series

Become a member!
Go online to www.FRIENDSoftheHBPL.org to donate or find more information. Contact us at any time at FRIENDSoftheHBPL@gmail.com or 631-268-0788

Help us support OUR library today!

“Twice Sold Tales” Bookstore
Open every Saturday from 9-2
Enter from the Library parking lot
The Hampton Bays Community Calendar

Thank you for your service

Thank you to our local Law Enforcement

and

Postal Workers for their dedicated service
The Hampton Bays Community Calendar

Congratulations
Class of 2020
Everyone needs Friends, especially the Hampton Bays Public Library!

Your support _does_ make a difference!

We invite you to become a Friend.

Help us provide financial support to one of the most important assets in our community, a place of learning, culture, and entertainment, our library.

**Fundraising Ideas**

- **$100** for a new book
- **$250** for a new book
- **$500** for a new book

- **$50** for the library’s operation

- **$100** for the library’s operation

- **$250** for the library’s operation

- **$500** for the library’s operation

If you are interested in becoming a Friend, please contact us by phone or email.

**Please make your check payable to The Friends of the Hampton Bays Library and return to:**

**The Friends of the Hampton Bays Public Library**

**22 Conquest Ave, Hampton Bays, NY 11946**

Contact us anytime at [friends@hamptontn.org](mailto:friends@hamptontn.org) or 631-288-8790.
The Hampton Bays Community Calendar
2021-2022

The Friends of the Hampton Bays Library
Community Calendar
2021-2022
The Hampton Bays Community Calendar
2021-2022

226 E. Montauk Hwy.
Hampton Bays, NY
Open Daily
8am-Dark

128 E. Montauk Hwy
Hampton Bays, NY
(631)728-8787
swanette@optonline.net
The Hampton Bays Community Calendar
2021-2022

Hampton Music & Arts
98 W Montauk Hwy, Hampton Bays, NY
(631)728-3535
Hours: Wed-Sat, 10AM-5:30PM

Matthew Lotito Photography

17 W Montauk Hwy • Hampton Bays • NY • 11946 • (631)728-2900 • lcnpagano@allstate.com
The Hampton Bays Community Calendar
2021-2022

Kriegs Bakery
39 W. Montauk Hwy, Hampton Bays
(631) 728-6284
KriegsBakeryHB.com

Hours
Tues.- Sat. 7AM-5:30PM
Sunday 7AM-4PM

39 W Montauk Highway
Hampton Bays, NY 11946
(631) 728-2288

Good Ground Oysters
Hours:
M-F 5AM-5PM
Sat. 8:30AM-5:30PM
The Hampton Bays Community Calendar

2021-2022

Thank You to Our Community Sponsors:

- Allstate
- Arbor Landscape Construction & Maintenance
- Evelyn Alexander Wildlife Rescue Center
- Randal's Heating and Air Conditioning
- Good Ground Cleaners
- The Hampton Maid
- Hampton Music and Arts
- Hampton Plumbing
- Kriegs Bakery
- Lighthouse Seafood
- Nurel's Farmers' Market
- Peconic Physical Therapy
- Road & Productions
- Skidmore's Sports and Styles
- Swanotta T-Shirt Shop
- The UPS Store

MATTHEW RAYNOR PHOTOGRAPHY

Upon looking at his photographs, it should be no surprise that Matt Raynor of Hampton Bays, was born & raised on Long Island’s East End. His creative photos captured during his time as a Commercial Fisherman exude the raw power & simultaneous peace of the natural world. On April 18, 2019, Raynor suffered a spinal cord injury that has left him with permanent paralysis from the collar down. Faced with this new challenge, Matt continues to share his artistic view with the world. This can be seen in his new series of aerial photos.

Please visit his website at www.MatthewRaynor.com or email MRaynor900@gmail.com
Emily Cullings, President
Friends of the Hampton Bays Library

Email me if you have any questions!

friendsofthehbpl@gmail.com
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QUESTIONS FOR OUR PRESENTERS!
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Thank you for watching!
https://www.nyla.org/friends