



## MEMORANDUM

**To:** Newmarket Public Library Board

**From:** Todd Kyle, CEO

**Date:** February 17, 2016

**Re:** Fundraising strategy and policy

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At the last meeting the Board asked for a report on a strategy to capitalize on the fundraising initiative that began last year and involved a Canada Helps account with an objective of raising funds for digital literacy programming and special events.

### **Planned strategies**

In order to solicit donations, the following activities are suggested:

- **E-newsletter (NPL News):** The campaign has already been mentioned in one newsletter but we are thinking of making it a recurring mention, as well as highlighting it in tandem with related events.
- **Media releases:** The campaign would be mentioned in related media releases, such as when the MakerHub opens.
- **Social media:** Recurring, rotating messages would be sent out via Facebook and Twitter. Organized paid social media advertising is also being investigated.
- **Posters:** a poster is in development for within the library.
- **Checkout receipts:** Messaging would be added to library checkout receipts.
- **Program solicitation:** Soliciting donations at the point of providing related programs or services (e.g. IdeaMarket, MakerHub) is being examined as a potential strategy.
- **Thanking and soliciting previous donors:** Without specialized software, this is cumbersome but can be done by manually setting up a contact list using the e-newsletter software. However, permission to contact donors will need to be sorted out.
- **Outreach targeting:** Consideration will also be given to targeting specific outreach events and speaking engagements.

### **Policy implications**

Staff have begun drafting a Fundraising Policy to address two areas with policy implications: financial controls and obligations to donors.

The draft policy outlines that the purpose of fundraising is to provide additional funds for identified projects over and above the Library's operating budget and provides for the authority of the CEO to direct those funds accordingly. The Library's financial control policy (By-Law 2004-1) already sets out limitations on the CEO's authority to increase expenditure in a given budget line, with Board approval being required for higher levels. Funds not used in a given year are to be placed in a fundraising reserve; authority for such transfers to reserves is already provided for in the By-Law.

The draft also outlines the Library's obligation to use funds only for the publicly-stated purpose they were raised for, in order to maintain consistency with donors' intentions. This is not outlined in existing policy.

The Board may wish to direct staff to bring a draft policy forwarded if it deems it necessary.

The following motion is recommended:

**THAT the Library Board receive the report on the fundraising strategy.**