

FOUNDATIONS OF SUCCESSFUL FUNDRAISING

for Library Learning Spaces

DESIGNING LIBRARIES FOR THE 21ST CENTURY
UNIVERSITY OF ROCHESTER



INTRODUCTION

Library Fundraising Priorities	
1	Discretionary funds
2	Construction/renovation
3	Materials
4	Faculty support/Equipment
5	Other

Library Sources of Giving	
1	Alumni
2	Non-alumni
3	Faculty/Staff
4	Foundations
5	Corps, Clubs, etc.

Source: Fundraising in Academic Libraries
Dilworth & Heyns, Purdue iSchool 2020

THREE KEYS TO SUCCESSFUL FUNDRAISING



Preparation



Communication



Engagement



PREPARATION

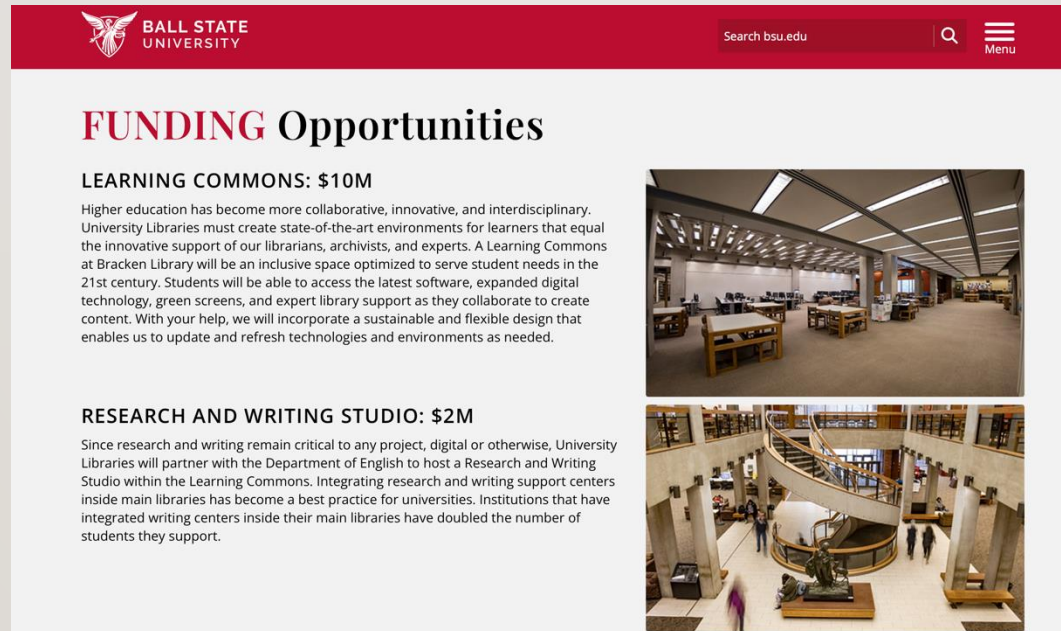
- Clarify your vision





PREPARATION

- Identify the giving opportunities

A screenshot of the Ball State University website. The header is red with the Ball State University logo on the left, a search bar with "Search bsu.edu" in the center, and a menu icon on the right. The main content area is white and features the heading "FUNDING Opportunities" in red. Below this, there are two sections: "LEARNING COMMONS: \$10M" and "RESEARCH AND WRITING STUDIO: \$2M". Each section includes a paragraph of text and a photograph. The Learning Commons photo shows a modern library interior with wooden tables and chairs. The Research and Writing Studio photo shows a multi-level atrium with a spiral staircase and a large sculpture.

BALL STATE UNIVERSITY

Search bsu.edu

Menu

FUNDING Opportunities

LEARNING COMMONS: \$10M

Higher education has become more collaborative, innovative, and interdisciplinary. University Libraries must create state-of-the-art environments for learners that equal the innovative support of our librarians, archivists, and experts. A Learning Commons at Bracken Library will be an inclusive space optimized to serve student needs in the 21st century. Students will be able to access the latest software, expanded digital technology, green screens, and expert library support as they collaborate to create content. With your help, we will incorporate a sustainable and flexible design that enables us to update and refresh technologies and environments as needed.

RESEARCH AND WRITING STUDIO: \$2M

Since research and writing remain critical to any project, digital or otherwise, University Libraries will partner with the Department of English to host a Research and Writing Studio within the Learning Commons. Integrating research and writing support centers inside main libraries has become a best practice for universities. Institutions that have integrated writing centers inside their main libraries have doubled the number of students they support.



PREPARATION

- Solidify internal support





PREPARATION

- Set the context

The screenshot displays the Duke University Libraries website. The header includes the logo, navigation links like 'My Accounts' and 'Ask a Librarian', and a search bar. The main content area features a sidebar with 'SUPPORT THE LIBRARIES' and a 'Give Now' button. The main heading is 'Made For This: The Duke Campaign', followed by a banner with images and the text 'ADVANCING DUKE'S HIGHEST AMBITIONS'. Below this, a paragraph describes the campaign's goal of raising \$125 million. A dark blue box at the bottom right contains the text 'Explore how the Duke University Libraries are made for this moment'.

DUKE UNIVERSITY LIBRARIES

My Accounts Ask a Librarian Search articles, books

Search & Find Using the Library Research Support Course Support Libraries About

Home > Support the Libraries > Made For This: The Duke Campaign

SUPPORT THE LIBRARIES

Made For This

Giving Opportunities

Ways to Give

Naming Opportunities

Friends of the Libraries

Contact Us

News, Events, Exhibits

Give Now

Made For This: The Duke Campaign

MADE FOR THIS THE DUKE CAMPAIGN

ADVANCING DUKE'S HIGHEST AMBITIONS

Duke University has launched the most significant fundraising and engagement campaign in its history. Made For This will engage alumni and friends to accelerate progress in areas where Duke can make the greatest difference for the world—advancing innovation through science and technology, creating a more sustainable planet, shaping students as next-generation leaders, and advancing healthcare to help communities thrive.

The comprehensive campaign will support key priorities across the university, with a goal of raising \$125 million for the Duke University Libraries.

This undertaking comes at a momentous time. The explosive growth of online information and artificial intelligence has enabled knowledge to spread faster and more easily than ever. But it has also created an environment for disinformation and distortion, eroding trust in what we see and hear.

Explore how the Duke University Libraries are made for this moment



PREPARATION

- Qualify potential donors
 - Affiliation
 - History
 - Capacity
 - Propensity





COMMUNICATION

- Intentional
- Integrated
- Inspirational

Creating the New Library Story

To create a new narrative about its libraries, VCU Libraries adopted a strategy focused on pursuing a renovation/new construction project that could address needs; achieve national recognition and distinction for new library construction, for VCU Libraries, and for the university as a whole; and substantially upgrade and beautify the existing, ideally located James Branch Cabell Library. The framework called for communications and advocacy that focused on

- incremental upgrades and preparatory work that tangibly displayed exciting possibilities for new library space,
- articulating a vision of libraries as “more than books,”
- educating stakeholders about inspiring and distinctive contemporary architecture for libraries, and
- highlighting capabilities, potentials, and benefits unimaginable to stakeholders and the community, including the distinction brought to the university by a new library building and its potential as a competitive advantage in recruiting students.

Incremental upgrades: At the start of the new century, VCU’s library facilities had remained largely unchanged since their completion in 1975. Even furnishings and carpeting in the two major facilities dated to that time or earlier. VCU Libraries leadership devised a renovation plan for library facilities that highlighted acute needs but also aimed to showcase functionality and new capabilities that contemporary libraries could offer the university’s academic communities.



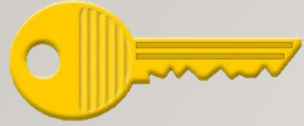
COMMUNICATION

- Segment the “Who”

internal

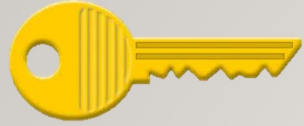


external



COMMUNICATION

- Plan the “How”
 - Craft the messages
 - Use multiple channels
 - Equip the messengers



COMMUNICATION

- Messages: Articulate the “Why”





COMMUNICATION

- Messages: Put a face on it





COMMUNICATION

- Messages: Tell a story

YOU CAN BE A CATALYST

The University of Washington Libraries is the soul of the University. It's where all thinkers, at all levels and across all disciplines, meet.

GIVE TODAY FOR THE FUTURE OF LIBRARIES >

Discover below how you can help transform lives – and the future – and learn more about UW Press.

Explore UW Libraries, including the popular Odegaard Undergraduate Library and Suzzallo & Allen Libraries, in this [virtual self-guided tour](#). Click on “Read Book” to begin the tour. Before touring in person, check [library hours](#) before coming to campus.

Our Stories

Support for Libraries promotes access to education and information resources through all past, present and emerging technologies. Explore some of our favorite stories of impact to learn about how UW Libraries makes a difference.

READ OUR STORIES >





COMMUNICATION

- Messages: Put the “YOU” in fundraising

The screenshot shows a fundraising website for 'for Humanity THE YALE CAMPAIGN'. The top navigation bar is dark blue with the 'GIVE NOW' button, a search icon, and a menu icon. The main content area has a blue background with a quote from President Maurie McInnis: "The For Humanity campaign brings the global Yale community together around the belief that with knowledge and innovation, we can improve lives, strengthen communities, and prepare the next generation of leaders to build a better future." To the right of the quote is a circular image of a woman with blonde hair, wearing a blue blazer, standing outdoors with her arms crossed. Below the quote is the text 'President Maurie McInnis'. At the bottom of the page, there is a white section with the 'for Humanity THE YALE CAMPAIGN' logo, the text 'What Are You For?', and a 'GIVE NOW' button. A red oval highlights the 'What Are You For?' text and the 'GIVE NOW' button.




COMMUNICATION

- Messages: The goal is impact (not \$)

Learn About the Impact of Giving to the Libraries [Meet the Team](#) [Give Immediately](#)


Phase I of Mullins Renewal is complete. Thank you to our generous donors to the project!

Wade and Dianna Chessman: Third Floor, Chessman Family Study Room
Jan Roberts Clark and Daniel R. Clark: Third Floor, Jan Roberts Clark and Daniel R. Clark Study Room
Jennifer Eichenberg: Fourth Floor, Eichenberg Study Booth
Chris and Missy Harlin: Third Floor, Harlin Study Room
Angela Mitchell and Robert Phillips: Fourth Floor, John W. Mitchell Study Room
Jane and Curtis Shipley: Third Floor, Shipley Study Room
Cherl and Ron Snyder: Fourth Floor, Snyder Study Room
Dorothy Ann Stevenson: Third Floor, Dorothy Ann and Ed Stevenson Corridor




**Marion and Charles Stevens
Join University Libraries
Dean's Advisory Council**

Marion and Charles Stevens, a couple with longstanding ties to the U of A, have joined the Dean's Advisory Council for the University Libraries, effective March 2024.



**Malone Family Endowed Award
Benefits Libraries and Students**

A gift from Amy and Michael Malone, the Malone Family Endowed Award is the first of its kind to be established through the University Libraries and will support diverse undergraduate students with financial need.



**Libraries' \$5.1 Million Gifts to
Result in Endowments and
Named Spaces**

Two anonymous gifts totaling more than \$5 million will make history and create new opportunities for students and faculty in the University Libraries.



COMMUNICATION

- Channels: In person






COMMUNICATION

- Channels: Online


Campaign Goals



Renovating the main library

The 80-plus-year-old building just completed an extensive overhaul to bring it up to current standards of safety, accessibility, and service.


[Library Renovation](#)



Improving Collections

The Library's collections are essential to scholarship — and it's vital to the University's success to build and enhance our holdings, while also strengthening preservation and special collections.

[Improving Collections](#)



Increasing Access and Affordability

Ensuring that our collections, spaces, and services are accessible to all is imperative, and affordability is a key component of access.

[Access and Affordability](#)



The screenshot shows the Penn Libraries website header with navigation links: HELP WITH, COLLECTIONS, LIBRARIES & SPACES, NEWS & EVENTS. The main content area features a blue box with the text "Follow us!" and a description: "The Penn Libraries regularly shares news, resources, services, and event information on a variety of social media platforms. Here you will find information about the official Penn Libraries social media accounts, as well as links to accounts of individual departmental libraries and areas." The background image shows a woman sitting on a bench outdoors, looking at her phone.



COMMUNICATION

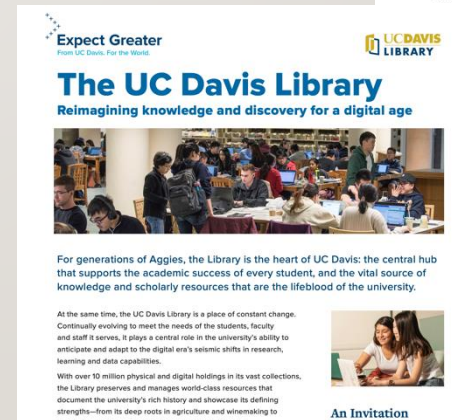
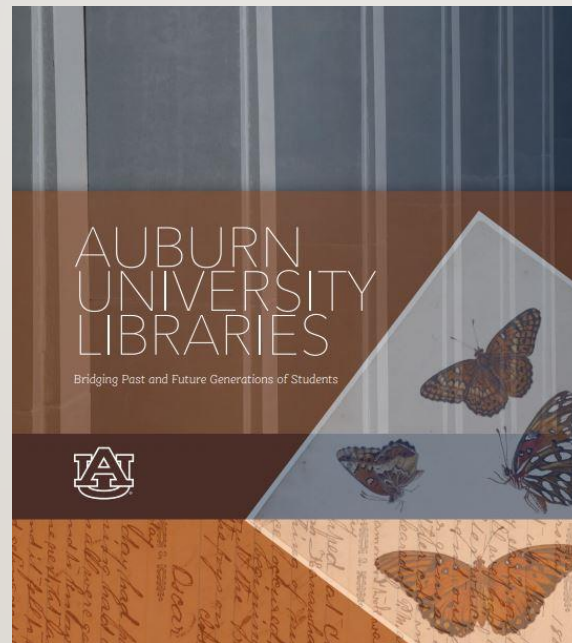
- Channels: Multimedia





COMMUNICATION

- Channels: In print



**HORACE W. STURGIS LIBRARY
AT KENNESAW STATE UNIVERSITY
BUILDING NAMING OPPORTUNITIES**

NAMING OPPORTUNITY	GIFT AMOUNT BEGINS AT
BUILDING	
TWENTY-FOUR HOUR COMMON SPACE	\$25,000
LOBBY	\$500,000
LEARNING COMMONS	\$1,000,000
REPORT	
STUDY CARRELS	\$5,000
ONAL CLASSROOMS	\$25,000
IL SUPPORT CLASSROOMS	\$50,000
R LABS	\$100,000
Y	
ROOMS	\$10,000
ROOMS WITH TECHNOLOGY	\$25,000
CLINIC SUITES	\$100,000



COMMUNICATION

- Channels: Make them two-way

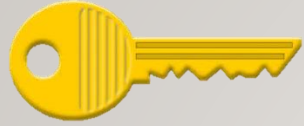
The screenshot shows the website for the Weill Cornell Medicine Samuel J. Wood Library. At the top left is the library's logo, which includes a circular seal and the text "Weill Cornell Medicine" in red and "Samuel J. Wood Library" in orange. Below the logo is a horizontal navigation bar with a home icon and links for "Visitor Information", "Inside the Library", "Research Support", "Archives", "SMARTDesk", "About Us", "Ask Us", and "Mobile Apps". Below the navigation bar is a breadcrumb trail with "Home" and "Tell Us Your Library Story". The main heading is "Tell Us Your Library Story" in red. The text below reads: "The faculty and staff of the Weill Cornell Medical Library support work within the Weill Cornell community in a myriad of ways, both inside and outside the library walls." and "From traditional services like class reserve, pre-publishing support, and manuscript preparation - to participating in clinical rounds and teaching first-year students evidence-based medicine - the library faculty and staff are committed to providing expert services, as well as access to the highest quality information." At the bottom left, it says "One of our best stories comes from Robert Allan, Ph.D.:". On the right side, there is a "Need Help?" section with two buttons: "Chat with Us" (with a speech bubble icon) and "Contact Us" (with an envelope icon).



COMMUNICATION

- Equip the messengers





ENGAGEMENT

Engagement  **Investment**

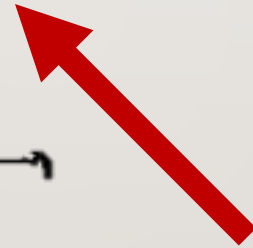
**Greater
Engagement**  **Greater
Investment**



ENGAGEMENT

- Think big and think small...

1/3 of donors
>\$25,000



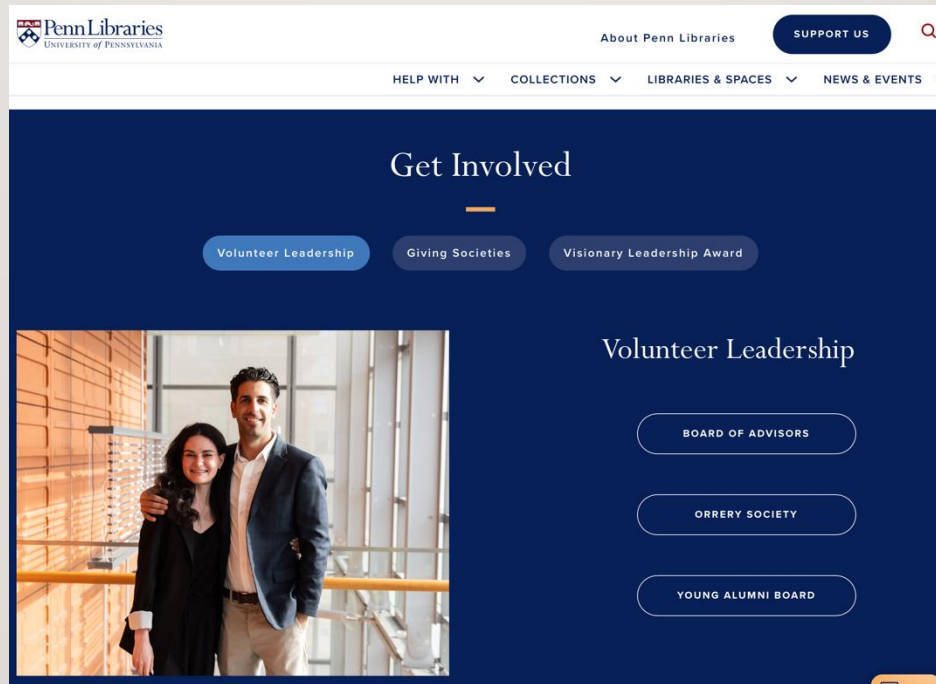
began with gift
of <\$250

Source; "How Small Donors Become Major Donors" CCS Fundraising, 2022



ENGAGEMENT

- Advisory councils





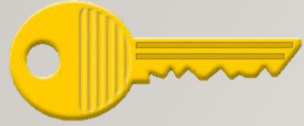
ENGAGEMENT

- Advisory council roles
 - Advisory
 - Ambassadorial
 - Advocatory
 - Altruistic



ENGAGEMENT

- Altruistic role
 - Give / Set the Example
 - Identify / Introduce / Host
 - Assist with Cultivation / Asking
 - Help Steward



ENGAGEMENT

- Stewardship





UNLOCKING PHILANTHROPY

- Asking!!!



CONCLUSION

THANK YOU!