

Report of the Ad Hoc Development Committee  
Meeting of the Friends of the South Coastal Library  
April 24, 2024

The Committee last met on April 20. The following are updates since our last full Board Meeting in March:

**Freeman FACES Grant Application**

FOSCL's grant application was selected as a semi-finalist. On April 17, Dave Kittrell – representative of the Freeman Foundation – visited the Library for a site visit. Barb Calkins, Kathy Green, and Lisa Saxton were on hand to receive Dave, answer questions, give him an overview of FOSCL, and provide greater detail on the importance and impact of the School Partnership Program. The visit went very well, but we do recognize there is stiff competition as there are many worthy organizations competing for limited funds. Final determinations are expected to be made very soon and grant winners should be contacted by April 29.

A huge thank you goes to Lisa Saxton who ensured thank-you banners from the schools to FOSCL were hung, autographed books from author visits were on display, and plenty of photos were on hand to show the School Partnership in action. Similarly, Barb and Kathy G were able to expertly weave the story of FOSCL and the School Partnership Program to highlight impact and importance.

**Cooking for a Cause at DiFebo's**

Thanks to Rachel Maleh's outreach, DiFebo's is enthusiastic to partner with FOSCL on a "Cooking for a Cause" event on November 10, 2024, from 4-9 pm. FOSCL will receive 10% of proceeds from that evening, and it is expected that FOSCL will promote the event sufficiently to reach a 300-person dining participation goal. Walk-ins will still be welcome, but FOSCL needs to heavily promote the event to ensure a good turnout (and the ability to partner with DiFebo's next year).

At the event, FOSCL will host a silent auction, which will include multiple themed gift baskets and a few higher-cost items. DiFebo's also encouraged FOSCL to set up an info table so diners can learn more about our organization and how to be involved and/or donate.

All Board Members will need to be active participants, so please block your calendar now for November 10. We would like to see everyone:

- Make reservations for themselves
- Get friends and family to attend
- Provide gift baskets and/or other high-value items (can partner with others)
- Take a shift at the info table and welcome guests

A list of potential gift-basket ideas will be shared at this meeting, but it is meant as a starting point. All ideas are most welcome! All Board Members are asked to give thought as to how you may contribute to the baskets and the overall evening. A sign-up list will be shared at our May meeting. Lena Vebares will be the point person on the gift baskets, so please reach out to her if you have any questions or ideas. We'd like to coordinate so we don't have duplications. Rachel Maleh is the overall coordinator for the event, so also please feel free to contact her with questions.

Other Committee recommendations regarding this event:

- No donor outreach without coordination with Tour to avoid multiple asks. Tour POCs for advertising will provide a list of who has or will be solicited for donations
- No donor outreach until after August 15, as the Tour is now in high gear on soliciting donors and sponsors
- We will have a 'buy now' price for baskets
- Create FOSCL info table tents to display on each table
- The Tour uses FourSquare, and we may be able to use it for credit card payments in addition to checks and cash (need to be sure proceeds are separated from Tour accounting)
- Prepare a "Save the Date" flyer that can be loosely inserted in the Tour booklet
- Include a "Save the Date" message in the FOSCL ad in the Tour booklet
- Prepare a "Save the Date" poster that can be used at book sales (after Tour), in the Library (with Sue's concurrence)

### **Solicitation of Donations as a General Practice**

As mentioned above for "Cooking for a Cause," all donor outreach for any fundraising effort should be made in coordination with the Tour to avoid confusion or duplication. After deconflicting, donor outreach should occur after August 15, as the Tour is now in high gear on soliciting donors and sponsors. The full Board needs to be knowledgeable of approaches to donors and commitments made, as we want to take advantage of spontaneous opportunities and personal relationships whenever possible.

## **Other Ideas**

The Committee agreed that there are limited potential donors in our community, all of whom are all heavily approached, and as a Board we need to be realistic about our collective bandwidth. It was agreed that a Development Activity Calendar would be created and posted on the Board Member page on the website. Items to be included:

- Mar-July: The Tour (prep and event)
- November: Cooking for a Cause @ DiFebo's – with silent auction
- December: Annual Appeal; SoDel Cares Grant Application
- January: DoMoreDE; Freeman Foundation FACES Grant
- Jan/Feb: Dine and Donate @ TBD (simple version; no auction)

Other events to further explore to raise funds and expand awareness of FOSCL:

- Sip and Socialize for the Chamber of Commerce and members  
Purpose: to broaden awareness of FOSCL and to develop relationships  
Need to recognize this will mean an investment for FOSCL to host
- Friends Membership  
Research other Friends groups, particularly with DE County libraries, to learn more about their operations; determine viability, cost and timeline for creating one for FOSCL; longer-term project (Dianna Boehm will coordinate with Rachel Maleh)
- Create/print FOSCL bookmarks (similar to what the Tour distributes)
- Table at the Bethany Beach Craft Show on June 1 and at the Bethany Beach Arts Festival on September 7
- Table at community events, i.e., Cops & Goblins

## **Communications/Publicity/Data**

The Committee agreed it needs to work closely with the Communications Committee to build data resources, have marketing tools available, expand social media presence, and partner on amplification of fundraising and awareness events.