

Report of the Ad Hoc Development Committee  
Meeting of the Friends of the South Coastal Library  
March 26, 2024

Following the establishment of an Ad Hoc Development Committee at the December 2023 Board Meeting, the following efforts were undertaken:

**Year-End Appeal**

This appeal was launched within a very small window of time, and, despite our unpolished appeal messaging/graphics, it did result in receipts of \$3,575. Lesson learned: Need specific examples of impact; identify potential goal; complete Board participation in promotion; develop messaging and rollout timeline months earlier.

**SoDel Cares Grant Application**

A grant application was submitted with a specific use identified as the School Partnership Program. Unfortunately, we were unsuccessful in our bid. Lessons learned: we are competing with many small organizations who have greater experience with this specific program; we need more examples of impact – FOSCL overall as well as Partnership specific; we need more examples and details on use of funds.

**DoMoreDelaware24 Giving Day Campaign**

This was a relatively easy process to become eligible to participate. Board Members were strongly encouraged to promote this giving opportunity. We were successful in raising \$1,659 from 25 donors. Lessons learned so far: marketing requires full Board participation and heavy social media activity; there are opportunities to organize matching donations, but that requires a significant level of effort to organize and deconflict with Tour donors and sponsors.

**Freeman FACES Grant Application**

An application for a \$10,000 grant was submitted with a specific project identified as the School Partnership Program. There are many organizations participating in this event, many of whom represent schools, libraries, and other Friends groups. Timeline:

- 3/4 applications due
- 4/3 semi-finalists determined
- 4/4-23 site visits and final determinations
- 4/29 grant winners are contacted; and
- 5/13 celebration and distribution of checks.

The Board needs to plan – in advance – what a site visit would look like (being optimistic we are selected as a semi-finalist). Site visits begin the day after semi-finalists are notified, so we need to be prepared for a short notice visit.

### **Dine and Donate at DiFebo's**

Rachel Maleh reached out to DiFebo's to request a Dine and Donate event and received an enthusiastic response. A meeting to discuss details will be held 3/26/24, and it is anticipated a date for Fall '24 will be set for the event. Rachel can update at the 3/26 Board Meeting.

### **Other Fundraising Opportunities**

The Committee has discussed many different types of fundraisers and has also received lots input from others. We agreed on the need to prioritize efforts as we have very limited bandwidth. Items currently under consideration:

- Sip and Socialize (w/silent auction)
- Dine and Donate events (beyond DiFebo's)
- 50/50 Raffle
- Friends Membership

### **General Observations**

Examples of other non-profit organizations' online and social media profiles show us we can be more effective in outreach fundraising with a more developed public relations strategy.

Data, data, data. We have to articulate who we serve, what specifically we provide, and the relative impact. Also, considerations of DEIA (in Board composition as well as communities served) have shown to be important to organizations providing grants.

The FOSCL branding/identify is lacking. People know the Library and the Tour, but they do not know FOSCL or how it relates to both the Library and Tour. As a start, a more prominent "FOSCL" branding on Tour materials may help. Is there time to factor this into this year's Tour program?

Our FOSCL contact info needs to be up to date on our website and on all printed materials (i.e., phone number, website, email). Who is monitoring – and how frequently? We can't direct people to resources that are not current or monitored.

## **Development Expectations**

There may be unrealistic expectations by the full Board on the Development Committee's ability to raise significant funds. A serious discussion among the full Board needs to take place to consider:

- individual Board Member's ability to participate (financially and actively) in organizing and supporting events;
- budget priorities; we are not sure the full Board has scrutinized the budget sufficiently to assess priorities and funding realities;
- further define the scope of FOSCL's mission;
- recognize our place in the community; while important, we are competing heavily with other worthy organizations, and in some ways with ourselves (the Tour).