

# FUNDRAISING COURSE CURRICULUM

## DAY ONE

### **Module 1: Why Fundraise?**

Contact Hours: 45 minutes (10:00-11:00, one 15-minute break)

Learning Objectives:

- Make the case for library fundraising.
- Build and nurture public-private partnerships.

Agenda

10:00 Introductions  
10:15 Understanding the Basics of Library Fundraising  
10:45 Break

### **Module 2: What Experience Do You Have?**

Contact Hours: 1 hour

Learning Objectives:

- Identify the leadership skills required to manage fundraising in a public sector institution.
- Assess your own library's position for fund-raising.
- Understand the political ramifications of library fundraising.

Agenda:

11:00 Managing Fundraising

- Issues to Be Considered
- Skills Required
- The Politics of Fundraising

11:30 Assessing Your Position

- Past Experience
- Present Need
- Future Intent

12:00 Lunch

Individual Activity:

- Assess Your Position

### **Module 3: Who Do You Need on Your Team?**

Contact Hours: 1 hour and 15 minutes (1:00-2:30, one 15-minute break)

Learning Objective:

- Identify potential stakeholders in the fundraising process.
- Develop the fundraising infrastructure.

Agenda:

- 1:00      Selecting Your Team
  - Library Board
  - Friends of Library
  - Library Foundations
  - Library Staff
  - Other Stakeholders
- 2:15      Break

Individual Activity:

- Identify and Evaluate the Effectiveness of Your Team

**Module 4: What Are Your Fundraising Options?**

Contact Hours: 2 hours and 30 minutes (2:30-5:00)

Learning Objectives:

- Identify the variety of fundraising options available.
- Recognize the pros and cons of each of the available fundraising options.

Agenda:

- 2:30      Understanding the Options
  - Grants
  - Annual Campaign
  - Capital Campaign
  - Special Projects
  - Endowments
  - Planned Giving
  - Other
- 3:15      Evaluating the Options
  - Annual Campaign
  - Capital Campaign
  - Grants
  - Special Projects
  - Endowments
  - Planned Giving
  - Other
- 5:00      Adjourn

**Day Two**

**Module 5: What's the Plan?**

Contract Hours: 3 hours and 15 minutes (8:30-12:00, one 15-minute break)

Learning Outcomes:

- Identify the major elements of grant applications or fundraising plans and understand how

those elements are interconnected.

- Understand that various fundraising efforts may be interrelated.
- Produce a needs or case statement to support a fundraising effort.
- Identify public and private funders for facilities, services, and grants.
- Produce a brief proposal for a support of a service activity.

#### Agenda

8:30 Planning to Plan

- Identify Fundraising Needs
- Select the Best Option(s)
- Clarify roles of Friends, Foundation, Library Board, Library Director etc.
  - Identify public and private funders for facilities, services, and grants.

9:30 Writing the Plan

- Develop Budget
- Write Needs of Case Statement
- Create a Timeline
- Decide on Donor Recognition Process
- Write Action Plan
- Communicate the Plan to Staff, Stakeholders etc.

10:15 Break

10:30 Writing the Plan (continued)

12:00 Lunch

Case Study: Tree County Public Library Strategic Plan

Group Activity:

- Develop a plan to raise funds to implement one of the activities in the Tree County plan.

### **Module 6: How Do You Go from Planning to Doing?**

Contact Hours: 3 hours and 15 minutes (1:00-4:30, one 15-minute break)

Learning Outcomes:

- Understand the tasks required to implement a fundraising plan.
- Produce a plan to market your fundraising effort.
- Produce a plan to communicate regularly with all stakeholders.
- Monitor the implementation of your fundraising plan and take corrective action, as needed.

Agenda:

1:00 Implementing Your Plan

- Launch the Effort
- Market the Effort
- Keep Stakeholders informed
- Celebrate Milestones
- Recognize Donors

2:30 Break

2:45      Monitoring and Evaluating Your Effort

- Monitor the Progress on This Fundraising Effort
- Make Changes if Needed
- Evaluate This Effort and Other Fundraising that is Occurring

Case Study: Tree County Public Library Strategic Plan

Group Activities:

- Develop a marketing plan for the project from the morning group activity.
- Develop a communication plan for the project from the morning activity.
- Develop a monitoring plan for the project from the morning group activity.