Agenda

- Management committee introduction
- Financial review
- FY12-13 Fundraising:
 - Membership
 - Craft fair
 - Book store
- FY12-13 Grants
- Strategic Planning: 2013 and Beyond

Management committee

A core group meets on the second Thursday of each month at 7PM in the Baker Room.

- Pat Campbell Library Director
- Paula Fogerty Treasurer
- Tahna Hallet all areas as needed
- Dotty Kormeluk Membership
- Marian Mahar Secretary
- Ann Maki all areas as needed
- Dick Maki all areas as needed
- Alison Ripa Craft Fair raffle
- Christine Smith Book Store
- Ellen Zanino Friends President

Ongoing support is provided by:

- Kate Blehar Graphic design
- Danielle Ray and Lisa Call PR



Needed: additional PR resources

Financials

We are now making grants at a level close to our annual income.

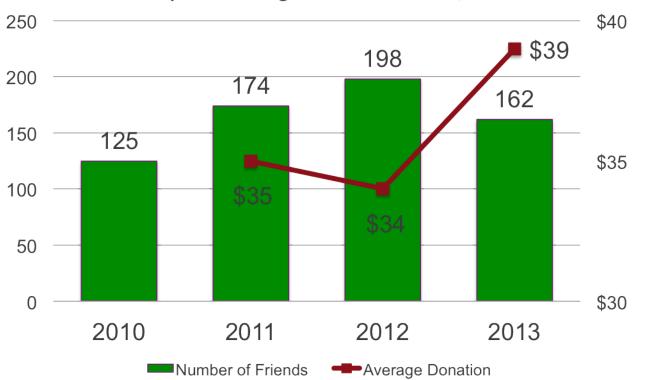
Income Statement, FYTD 2012-2013 (1 Oct 12 – present)

Income	
Membership revenue	\$6,172
Craft Fair Income	\$2,614
Book Store proceeds	\$1,013
Total income, FYTD 2012-2013	\$9,799
Expense	
Mailing and related	\$100
Craft Fair expenses	\$444
Total expense FYTD 2012-2013	\$544
Library grants	
Ebooks	\$4,000
Mango Languages	\$1,600
Bookends	\$1,559
Passes and related	\$1,462
Ancestry.com	\$1,275
Summer reading program	\$1,048
Tumblebooks	\$499
Childrens' programming	\$450
Wowbrary new title service	\$375
Story hour supplies	\$50
Total grants FYTD 2012-2013	\$12,317
Grants net of one-offs	\$10,308
Net income (expense)	(\$3,063)

Fundraising: Membership

Our redesigned form and direct-mail approach continues to help grow membership revenues.

Membership and Average Donation Growth, 2010-2013



year	membership revenue
2013*	\$6,172*
2012	\$6,680
2011	\$5,002

*FY2013 year to date

- There are 110 people who donated 5 of the past 6 years
- 24 new in 2012 who renewed
- 60 who haven't yet renewed from 2012 (need new mailing)

Do we need to do more to show appreciation to members, especially the core 110?

Fundraising: Membership

Our new membership form format is designed to quickly inform the prospective member

and inspire participation.

BECOME A FRIEND TODAY!

It's an investment in literacy, culture, and our community.

Front

The Friends help the library promote literacy and culture in Sterling, by providing needed resources to complement those provided by the town. There are about 200 members.

Why join?

You will have a direct impact on literacy and culture in Sterling, through programs such as:

- Passes to local museums and other attractions
- The children's summer reading program, story hour, and book club
- E-books and audio books

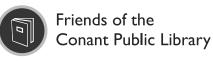
Who should join?

Anyone who believes in the importance of literacy and culture in Sterling, but especially:

- Parents and grandparents of young children
- Families who enjoy day outings together to museums, zoos, sporting events, and state parks
- E-book and audio book users
- Avid readers and frequent library visitors

The Conant Public Library in Sterling receives over 4,500 visits per month. Hundreds of children participate in library programs each year. Our passes are used nearly a thousand times per year. Audio books are wildly popular, and e-books are not far behind.

Your generous tax-deductible contribution will directly support critical library programs.





□ Patron \$100 or greater□ Sponsor \$50-\$99

☐ **Friend** \$15-\$49

 Name

 Email

 Address

- ☐ Please contact me about volunteer opportunities
- ☐ Please do not include my name with others in the "thank you" poster in the library

Back



The Friends of the Conant Public Library help promote literacy and culture in Sterling, by providing needed library resources to complement those provided by the town. The Friends is a 501(c) 3 nonprofit organization with about 200 members.

Fundraising: Craft fair

The craft fair continued to deliver strong results in 2012.

2012 Results – net income \$2,069

- Positioned as "Holiday Craft Fair," co-promoted with Garden Club Holiday Greens Sale
- 26 vendors
- 367 attendees
- Strong café traffic thanks to generous food donations from Harvest Grille and The Dinner Company (Laura Watkins)
- Raffle items slightly lacking, leading to decreased raffle revenue
- Promoted via newspaper notices, flyers, wooden sandwich boards, small roadside signs, and Facebook ads – no banner

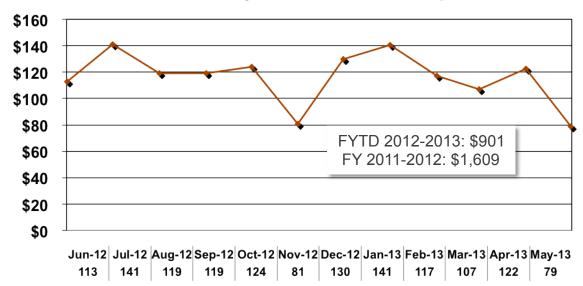
2013 Plans

- Booked for Saturday November 23rd
- Continue to promote as "Holiday Craft Fair"
- Maintain café strategy
- Boost raffle item quality; adjust ticket pricing
- Sandwich boards re-painted by Girl Scouts;
 duct tape to re-use signage; use banner

Fundraising: Book store

With inventory reduced, we can resume full pricing and boost book store revenue.





In the past year:

- Focused on moving enormous inventory of donations through discounts and promotions (limited storage space)
- · Sales volume increased, but income was reduced

2013 and beyond

- Adopt strategy of re-donating excess donations and discards, in order to avoid discounting
- Keep book cart in the main entrance for high visibility
- · Display books on cart cover-forward
- Continue monthly promotions of seasonal book subjects to drive traffic, but maintain pricing

Fundraising: Mission statement

We've decided upon a mission statement to help communicate our goals to the community.

"The Friends of the Conant Public Library help promote literacy and culture in Sterling, by providing needed library resources to complement those provided by the town."

Grants: Ebooks

The Friends are providing seed capital for the Conant Library ebook collection.

- 94 titles
- 1,716 ebook checkouts this fiscal year (246 of our owned titles)
- \$8,000 granted to date

Titles

12th of Never	Defending Jacob	The Lincoln Lawyer	Smugglers Notch
Abraham Lincoln	The Dinner	The Line Between Here and Gone	Snatched
Afraid to Die	Extremely Loud and Incredibly Close	Lone Survivor	Starting Now
All Our Yesterdays	Fifty Shades Darker	The Lucky One	Sugar Rush
Already Home	Fifty Shades Freed	Midnight Promises	Summer Breeze
The Amateur	Fifty Shades of Grey	Miss Peregrine's Home for Peculiar Children	Summer Days
American Sniper	Flight Behavior	Moonlight Road	Tenth of December
Angel Falls	A Game of Thrones	Never Too Late	The Third Gate
The Apple Orchard	The Girl Who Kicked the Hornet's Nest	The Night Circus	Too Close to Home
Au Revoir, Crazy European Chick	The Girl with the Dragon Tattoo	Notorious Nineteen	Unbroken
The Aviator's Wife	Gone For Good	The Operative	The Unholy
Back on Blossom Street	Gone Girl	Paris, My Sweet	Vampires in the Lemon Grove
Barefoot Season	Guilt	The Perfect Husband	A Walk in the Woods
Beautiful Ruins	Hannah's List	Picture Perfect	The Wanderer
The Best Man	Heaven is for Real	Place Called Freedom	A Wanted Man
The Bird Saviors	Hey America, Your Roots are Showing	Promise Canyon	Water for Elephants
Blood Feud	The Hit	Quiet	A Week in Winter
Blue Velvet	The Immortal Life of Henrietta Lacks	The Racketeer	Wicked Business
A Brewing Storm	In the Garden of Beasts	Ready for Love: Ready for Romance\Ready for Marriage	Wild
The Burgess Boys	Inferno	The Red House	Wish You Well
Calico Joe	The Innocents	The Round House	Without Mercy
Can You Keep a Secret?	It's Not You, It's the Dishes	Sand Castle Bay	
Crazy On You	Judge and Jury	Seating Arrangements	
Deal Breaker	The Language of Flowers		
	Life After Life		

Grants: Museum passes

We are spending about \$2700 yearly for passes; they are used approximately 600 times per year.

- Ecotarium
- Davis Farmland and Mega Maze
- Massachusetts ParkPass
- Higgins Armory
- Museum of Science
- Fruitlands Museum
- Children's Discovery Museum
- Worcester Art Museum
- Museum of Fine Arts Boston
- Zoo New England

Grants

We were able to maintain funding for ongoing programs, while adding new library services like language learning.

Children's summer reading

- Friends funded again in 2012 the reading incentive prizes and ice cream truck
- 282 children participated, reading an average of 23 hours per child

Language resources*

- Mango Languages online language learning
- 50 languages are available to patrons

*New for 2012

Additions to the online collection

- Ancestry.com genealogy resource
- Tumblebooks e-books
- C/W MARS Wowbrary new title alert service

Library equipment*

- New sofa for children's room to promote reading
- Bookends for shelves to ensure materials are clearly and easily accessible
- Slot wall to feature items in adult collection

Additions to children's services*

- · Quarterly children's program
- Support to children's book club and story hour

Strategic Planning: 2013-2014 priorities

- Maximize membership revenue:
 - Mine existing database
 - Town-wide mailing
 - Member appreciation
- Raise awareness of library services
 - More focus on PR
 - Launch library directory
 - Install slot wall
 - Include listing/directory (magnet?) in town-wide mailing?
- Deploy "non-discounting" book store strategy, lucite feature wall
- Continue to maximize craft fair revenue

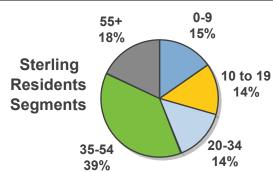
Strategic Planning: Programs by demographic segment - greatest impact

Age	0-9	10-19	20-34	35-54	55+	
Demographic	Young Kids	Older Kids	"Young Singles"	"Parents"	"Retirees"	
Number	1,102	1,029	1,052	2,766	1,319	
Percentage	15%	14%	14%	38%	18%	
Programs/items funded by Friends	PassesSummer readingTumblebooksSofaStory hourEvents	PassesSummer readingMango LanguagesBookends	Mango LanguagesBookendsAncestry.comEbooks	PassesBookendsItems for children	 Passes Mango Languages Bookends Ancestry.com Ebooks Books by mail (subset) 	
Other items under consideration	■ More DVDs?	What are w	ve missing? •More audio books?		Low vision center?	
Non specific items	Library landscaping/outdoor seating, library directory					

Sterling residents are:

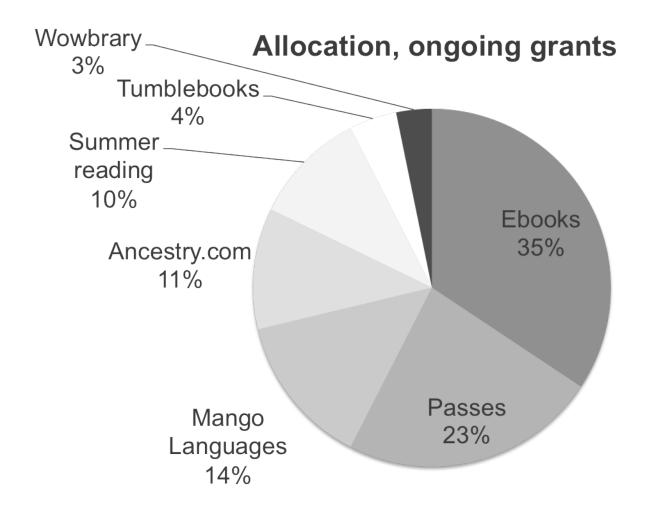
- almost all white (98.1%)
- nearly evenly split by gender (49.8% male/50.2% female)
- mostly in family households (80%; 40% with children under 18)
- comfortable (median family income \$103K vs MA \$86K)

Source: US Census



Strategic Planning

Are we at the right breakdown of grant allocation?



Strategic Planning: remainder of 2013 and beyond

The Library's Long Range Plan contains guidance for how the Friends can best support the library's mission.

- Goal 1: People entering the library will feel welcome, finding the library comfortable for work or relaxation, and the staff responsive to diverse needs.
- **Goal 2:** Sterling residents will be able to access the library's services, whether they are homebound, uncomfortable with technology, physically-challenged, or time-constrained.
- Goal 3: Patrons will have access to new materials in a variety of genres, subjects, and formats. They will be offered programs that connect children and adults with the joy of reading and support personal enrichment
- Goal 4: People in Sterling are aware of library services made available through up-to-date technology and receive sufficient guidance to make effective use of the local collection, interlibrary loan, proprietary databases, and other appropriate resources