



REPORT TO THE LIBRARY BOARD

MEETING DATE: June 18, 2008

7E

Session:	Public Session
Subject:	LPL Fund Development Report: Imagine Campaign
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Purpose of Report:	For Receipt and Information Only <input checked="" type="checkbox"/>

RECOMMENDATION

It is recommended that this report be received by the Board.

ISSUE / OPPORTUNITY

The inaugural IMAGINE Campaign, rebranded from the former Lasting Treasure Appeal in 2007, focused on the unique, personal impact of London Public Library on a real London family and included messaging consistent with the Library’s vision and strategic plan complemented by a fresh and contemporary look and feel consistent with LPL’s new brand strategy.

Previously, fundraising campaigns were conducted under the banner of “Lasting Treasure Appeal”, which was first launched in 1995. Building on the success of LPL’s new marketing direction, there was a significant opportunity to align the appeal campaign with LPL’s current mission, vision, value promise and brand strategy.

The final campaign total for IMAGINE 2007-2008 was \$69,607.70. Though the campaign fell short of its \$100,000 target, for reasons explored further in this report, it marked the development of a strong and consistent foundation for LPL’s future annual appeal and overall fund development efforts.

BACKGROUND & REVIEW

The LPL Fund Development Plan, approved by the Library Board in November 2006, outlines a number of success factors critical to LPL’s fund development activities. The plan is predicated on the development of relationships with donors and identifies the opportunity to review donor development, stewardship and tracking processes. Relevant to the appeal campaign are the following:

- The goals of London Public Library must be compelling to ensure intense donor commitment. Potential contributors must believe in and have a highly positive response to the reasons why we exist and they must believe that they are making a donor investment in the future of their community.
- Our fund development approach must be positioned as an organization that *meets community needs*, not London Public Library’s needs. The needs we meet must be

relevant, specific, attractive, and people-oriented and community-centred, and have a sense of urgency.

Consistent with this strategy, the IMAGINE Appeal 2007-2008 illustrated a strong case for need and the resulting impact in the London community.

2007-2008 IMAGINE CAMPAIGN RESULTS & ANALYSIS

Campaign Results

Highlights of the campaign results include:

- The total revenue raised was \$69,607.70; the 2006 campaign raised \$80,900.55.
- The net total raised was \$45,381.32.
- Total campaign expenses were \$24,226.38 and include costs associated with the redevelopment of the annual campaign; the cost per dollar raised was \$0.35.
- The campaign achieved 70% of its goal in 2007 in total campaign income.
- Average donation amount was \$59.30 which is consistent with that of 2006 (\$59.38)
- New donors contributed 5% of the total campaign revenue for 2007.
- The number of donors was 895 which is down from the previous campaign (1,142)/

See Appendix A

Fundraising Event: Books Good Enough 2 Eat

The 2007-2008 IMAGINE Campaign also marked the introduction of a special community fundraiser, BOOKS GOOD ENOUGH 2 EAT. The event brought together over 150 members of the London community to view and sample artistic and edible book-themed creations from 10 local restaurants and caterers. The event grossed over \$9,000.00 with a profit of \$6,368.28. The total value of the event should be evaluated based also on the resulting media relations (multiple hits in *The London Free Press*, *eatdrink Magazine* and on Rogers Television and 103.1FreshFM), the increased visibility for the Library amongst new audiences (over 30% of attendees were not active Library users), and the foundation it created for a signature annual fundraising event. Many restaurant partners have already committed to participate in 2009 and over 97% of post-event survey respondents indicated that they would attend the event again. One participant captured the sentiments of many: *"A very creative and entertaining event for a good cause. I think this event could grow to be significantly larger... I trust this is the first of an annual event."*

Table 1: Results by Donor Type

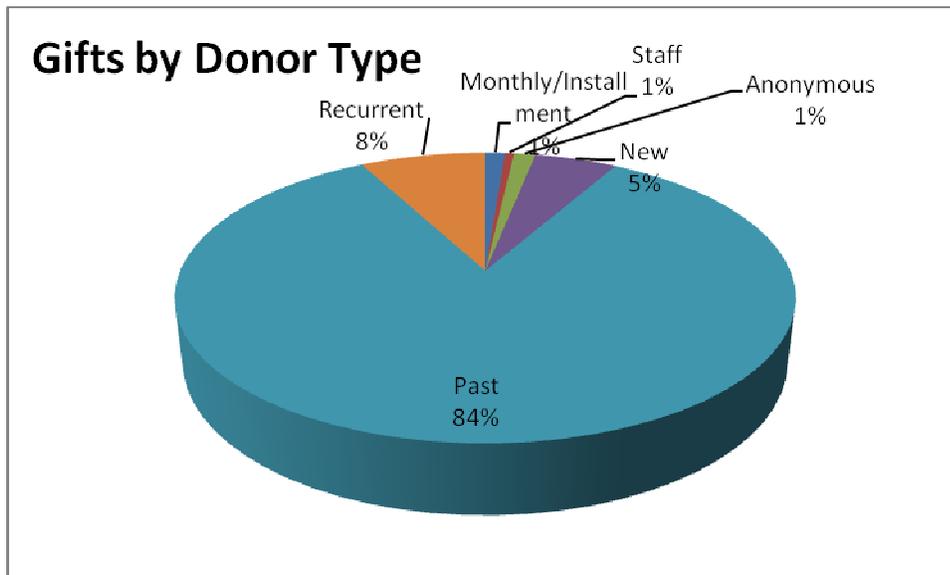


Table 2: Results by Size of Gifts

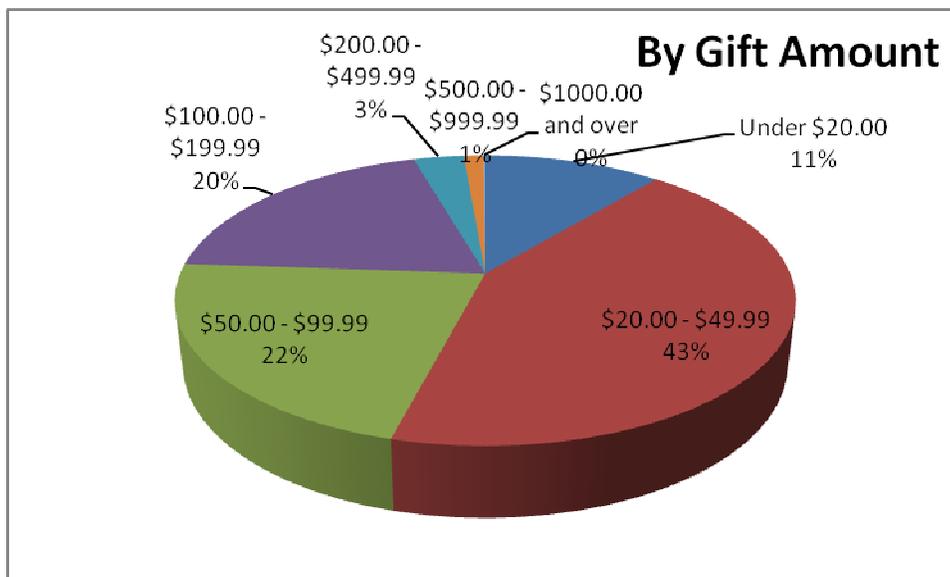


Table 3: Results by Fundraising Activity

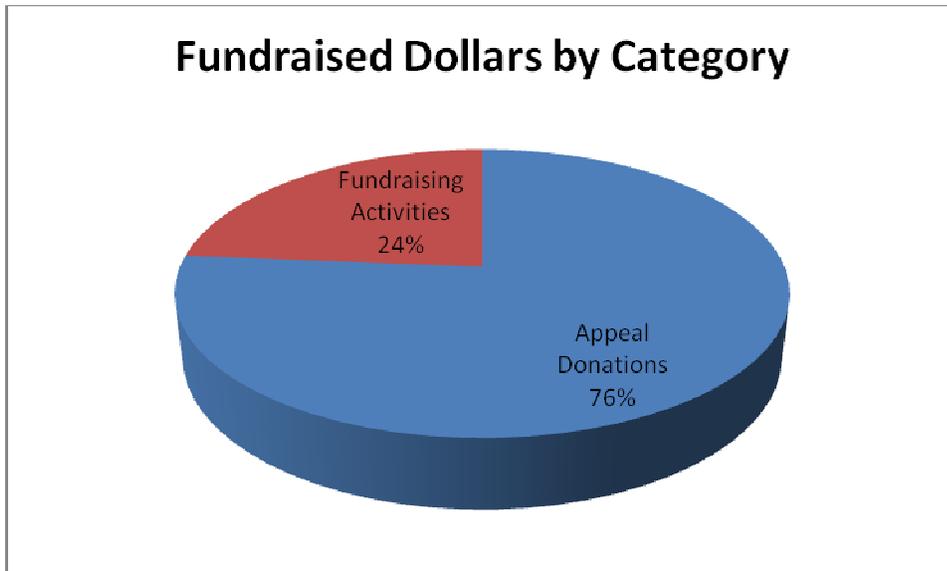


Table 4: Results by Distribution of Funds

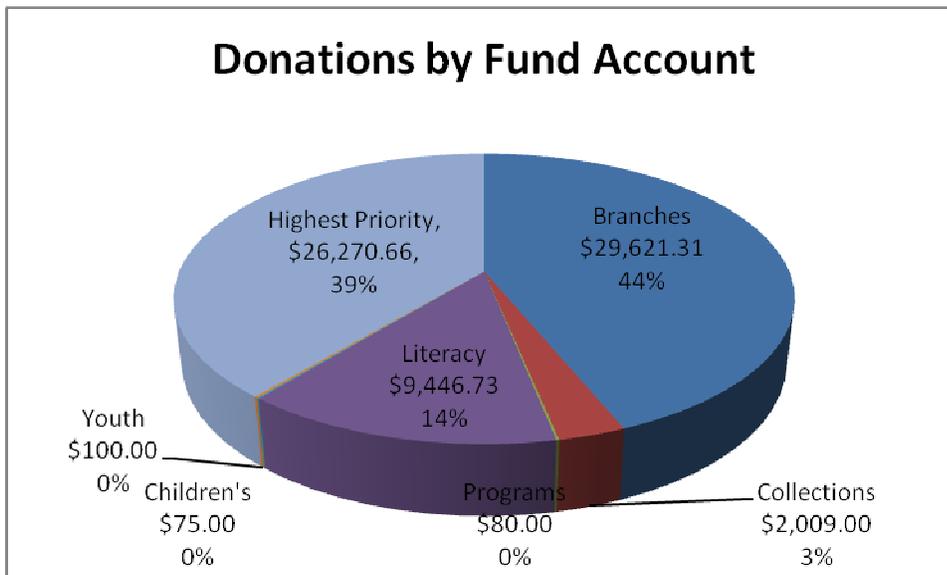


Table 5: 2006 – 2007/2008 Donation Amounts Comparison

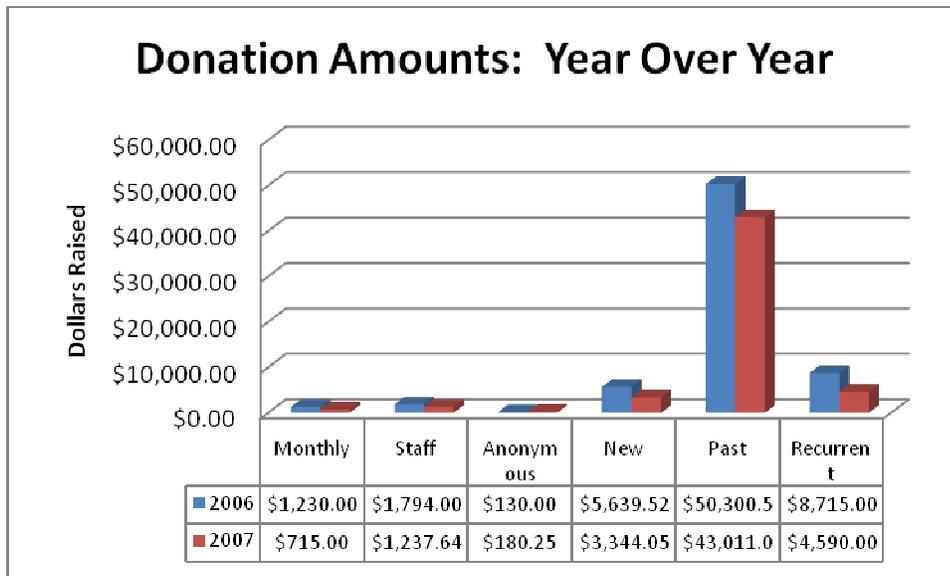
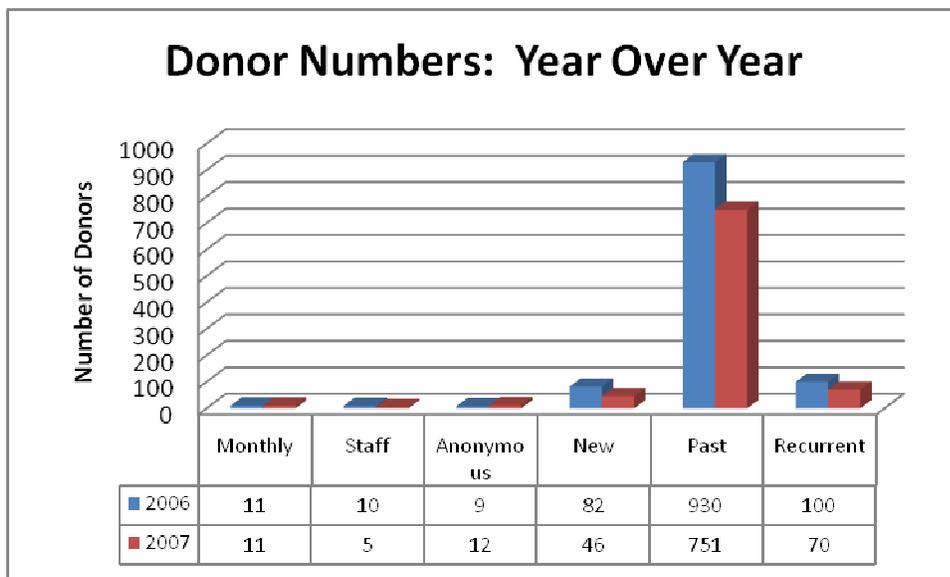


Table 6: 2006 – 2007/2008 Donor Numbers Comparison



Campaign Analysis

The results and expenses of the 2007-2008 IMAGINE Campaign were dependent on a number of factors:

- Timing - The “New Day at Masonville” fundraising campaign, which raised approximately \$8,000 in conjunction with the Masonville refurbishment project, was run in the fall of 2007 immediately preceding the launch of IMAGINE, affecting giving patterns in a neighbourhood of generous donors. (This revenue is not included in the Imagine Campaign Results.)

- Timing – Due to the extra time associated with material and case development, the campaign launched later than usual in the year, in December, and unfortunately, missed a small portion of the traditional year-end giving period influenced by taxation deadlines.
- Expenses – An external consultancy was hired to do the direct mail campaign, including the development of campaign materials, database profiling, and two direct mailings. It is anticipated that the investment in this new process this year should result in a lower cost per dollar raised and higher donation yield for subsequent campaign years.
- Donor tracking – LPL’s fundraising software, a dated version of Raiser’s Edge, is not set-up optimally to easily run reports to compare critical donor information, compare donor profiles, giving patterns, donation lifts etc. Reporting required supplementary processes, such as spreadsheets, necessitating additional staff time. In 2008, the software will be updated to streamline and enhance the tracking process.
- Demographic shifts – LPL, like other charitable organizations, has seen an increase in the number of bequests and memorials over the last number of years. A decrease in returning donors for the annual appeal campaign may be attributed to the demographics (i.e. death of previous long time donors). It is hoped that the new software will help track this type of variable.
- Public visibility – Despite a concentrated effort on media relations for LPL overall, IMAGINE did not have a public launch, limiting the reach of the campaign.

2008-2009 IMAGINE Campaign

The 2007-2008 IMAGINE Campaign process was an important building year for LPL’s future annual appeal efforts and an important learning experience. Per the fund development strategy, future efforts will focus on the development of long-term and escalating relationships with donors and on the processes around donor development, stewardship and fund tracking.

In 2008-2009, LPL will seek to strengthen and expand the relevancy and reach of the IMAGINE Campaign, in the context of our overall fund development strategy, in the following ways:

- A defined campaign period, of September to December, will be consistently employed each year;
- A public launch will be held during Ontario Public Library Week in October (following a soft launch and initial appeal mailing in early September);
- The formal process around donor development and stewardship will be reviewed, including communication to donors and the community on the return on investment and impact of donations;
- The donor database will be re-constituted and the new software tool will be implemented, and enhanced tracking processes put in place;
- Dedicated fund development staff resources will be put in place to support the successful, ongoing realization of appeal goals, and other components of the LPL Fund Development Plan (through stewardship, prospect research etc.); and,
- A more concentrated effort will be made to involve the LPL Board and Senior Management (with a focus on the CEO role) in annual appeal and stewardship activities.