



## REPORT TO THE LIBRARY BOARD

MEETING DATE: May 26, 2009

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"/>

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### RECOMMENDATION

It is recommended that the Library Board receive this report.

### ISSUE / OPPORTUNITY

The London Public Library 2008 IMAGINE Annual Giving Campaign ran from September 2008 to December 2008.

The 2008 IMAGINE Campaign was a very low-key campaign with limited publicity and cost containment achieved with the usage of the remainder of the 2007 campaign brochures and a personal appeal letter. It maintained its focus on the unique, personal impact of London Public Library on people in the community and included messaging consistent with the Library's vision and strategic plan.

There was no formal campaign target set for the 2008 campaign due to difficulty of accurately projecting due to the extended length of the previous campaign which had continued well into 2008. The final campaign gross total for IMAGINE 2008 was \$46,482.75; the 2007 campaign raised \$69,607.70. While the gross total raised was lower, the net total raised was \$44,734.75; only slightly less than the 2007 net total of \$45,381.32.

### BACKGROUND & REVIEW

Consistent with the strategy of the LPL Fund Development Plan, the development of relationships with donors and the meeting of the needs of the community continue to be addressed. LPL patrons must continue to identify with and believe in the goals of London Public Library in order to ensure their commitment as donors. LPL must be perceived as an organization which continues to meet community needs which are relevant, specific, attractive and people-oriented. If the complimentary comments that are frequently

received with our donations are truly indicative of the feelings of our donors, then London Public Library is proceeding in the right direction in this regard.

## **2008 IMAGINE CAMPAIGN RESULTS & ANALYSIS**

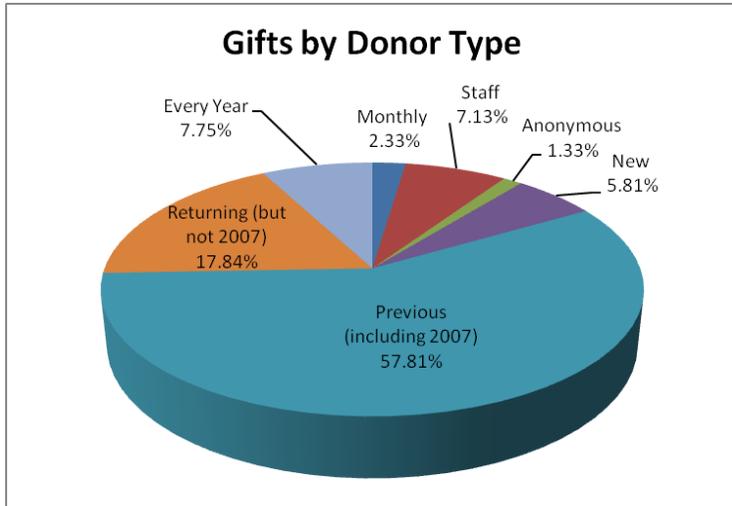
### **Campaign Results**

Highlights of the 2008 campaign results include:

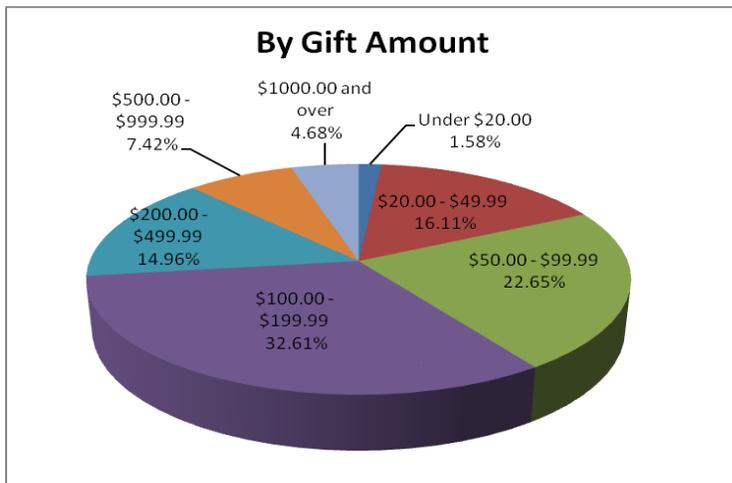
- The total revenue raised was \$46,482.75; the 2007 campaign raised \$69,607.70;
- The net total was \$44,734.75; the 2007 net total was \$45,381.32;
- Total campaign expenses were \$1,748.00; the 2007 expenses were \$24,226.38;
- The cost per dollar raised was less than \$0.04; the 2007 cost per dollar was \$0.35;
- The average donation amount was \$64.52 which is an increase of almost 9% over that of 2007 (\$59.30);
- New donors contributed over 5% of the total campaign revenue for 2008 (consistent with 2007);
- The number of donors was 663, down from 895 in 2007; however, the campaign was one-half the length of the 2007 campaign;
- There were 135 returning donors (over 20% of the total donors) who had given to the annual campaign in a previous year, but had not done so in 2007;
- The return rate for the direct mail campaign was almost 30% of the 2057 appeals mailed (2007 had a return rate of almost 15% of 5729 appeals mailed, a follow-up appeal letter having been sent out in the 2007 campaign);
- The use of the coin maze in the lobby area of Central Library had very positive results, netting over \$400.00 in approximately 10 weeks;
- Donation box totals were consistent with last year's totals (slightly over 50% for a campaign that was half as long);
- Branch locations which use individual coin boxes/banks on their circulation desks continue to generate consistently more donations than do those who use the black floor model donation boxes.

**See Appendix A**

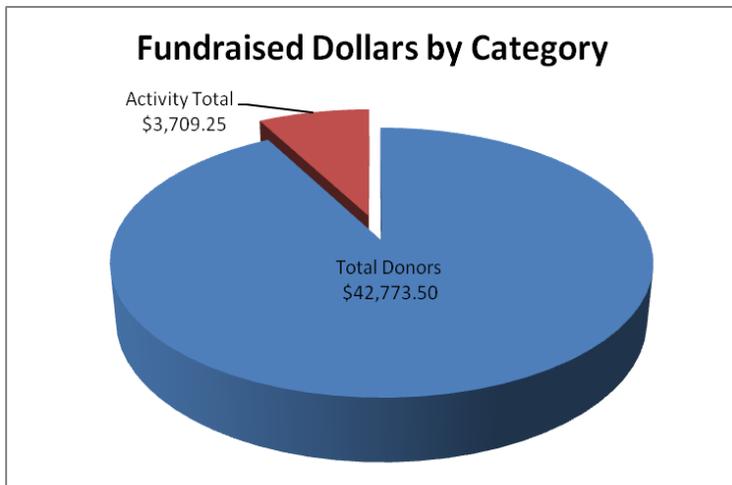
**Table 1: Results by Donor Type**



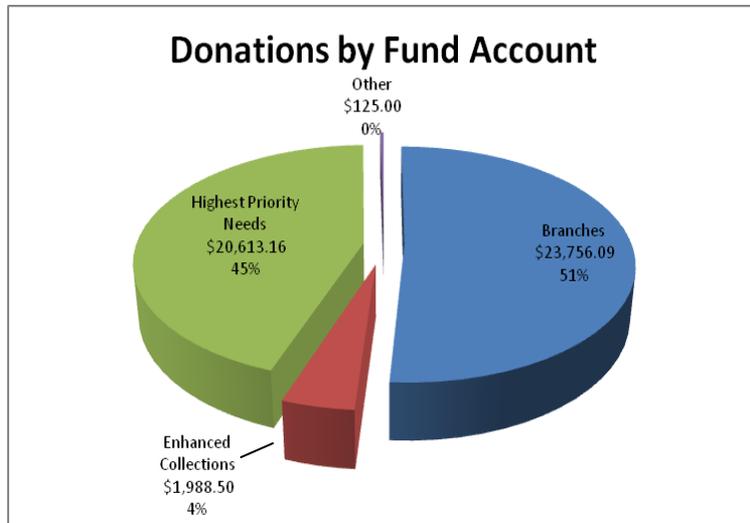
**Table 2: Results by Size of Gifts**



**Table 3: Results by Fundraising Activity**



**Table 4: Results by Distribution of Funds**



### **Campaign Analysis**

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

- Campaign Length - The 2008 IMAGINE Campaign ran from September 2008 to December 2008. Since it had been decided in June 2008 that on a go-forward basis the annual appeal would align with the fiscal year for accounting purposes and the calendar year for the issuing of charitable receipts, the 2008 campaign was much shorter than the previous campaign.
- Timing of the 2007 Campaign - Many regular donors did not give to the 2008 appeal, presumably because of the timing of the 2007 campaign which extended into 2008. Since the 2007 Imagine Campaign was originally sent out in mid-December 2007, with a second mailing in March of 2008, many donors had already donated in the 2008 calendar year, and therefore did not give again to the 2008 campaign. It is projected that the ongoing alignment of future campaigns to the calendar year will rectify this problem.
- Special Events to Support Campaign – The percentage of revenue raised through Special Events in 2008 was much smaller than usual because there was no staff member filling the Fund Development role (during the maternity leave of Lindsay Sage). Some branch locations continued to stage their own mini fund-raising/awareness events, but there was no major event during the 2008 campaign. There also was no system-wide revenue/awareness campaign such as Toonie Treasures/Blue Sky during the 2008 campaign period.

- Campaign Materials/Publicity– The campaign approach was lower key due to the fact that there had already been a campaign in the early part of the year carrying over from 2007.
  - To keep costs down as the campaign timelines were being realigned, no campaign theme or brochure was designed for the 2008 campaign. The excess of brochures remaining from the 2007 campaign were used.
  - There was no signage or official campaign-launch and the direct mail campaign and a display of campaign brochures at each location was the extent of the publicity this year, limiting the reach of the campaign.
  - The usual practice of stuffing campaign brochures (during a 3-week promotional period) into the customers' materials at check-out was not followed this year.
  
- Targeted Mailing List – A direct mail campaign was sent out to a smaller, more relevant mailing list than in previous years. Per the next steps outlined in June 2008, first steps in reconstituting the donor list were taken. All names on the mailing lists from previous years were cross-referenced with LPL's Millennium patron database and updated in the fund development software to ensure accuracy of address. If a donor had not given to the campaign in either of the two previous years (2006 & 2007), and no longer had an active LPL library card, the name was removed from the mailing list.
  
- Expenses – While the gross revenue for Imagine Campaign 2008 was below average, the campaign costs were exceptionally low (letterhead, envelopes and postage). Because of these exceedingly low costs, the net revenue for the 2008 campaign was nearly equal to the net revenue from the 2007 campaign.

### **2009 IMAGINE Campaign**

The 2008 IMAGINE Campaign, although not LPL's most successful appeal in terms of monies raised, did fulfill the objectives of continuing and sustaining the annual appeal in the absence of any Fund Development staff, maintaining and building on the relationships with our current donors and generating some new Library donors. With the campaign cut-off at the end of the 2008 calendar year, it also achieved the objective of setting a defined period for future annual campaigns.

With regard to the fund development strategy, future efforts will need to focus on finding a means to generate a larger and younger donor database to increase the sustainability of the annual appeal, and to promote awareness among our current donors concerning the possibilities and rewards of planned giving.

In order to strengthen and expand the relevancy and reach of the IMAGINE Campaign, in the context of our overall fund development strategy, for the 2009 campaign LPL will

- Develop a campaign theme and materials in time for the direct mail campaign in the fall of 2009;
- Hold a public launch during Ontario Public Library Week in October (following a soft launch and initial appeal mailing in mid-to-late September);
- Put in place dedicated fund development staff resources to support the successful, ongoing realization of appeal goals, and other components of the LPL Fund Development Plan (through stewardship, prospect research etc.);
- Make a concentrated effort to involve the entire LPL Staff and Board, to ascertain that everyone is committed to the value and necessity of fund development for our Library and community.

### **Fundraising Event: Books2Eat2**

On Friday, April 3<sup>rd</sup> 2009, Londoners came to the Central Library for Books2Eat2 ... an evening of good food, good company, and a chance to eat one's way through some spectacular edible works of literature – and to support a great cause at the same time! There was an increase in entries this year, with fifteen competitors in this second annual Library fundraiser for literacy in honour of Edible Book Day. Some other non-competing local restaurants and caterers participated as Appetizer Sponsors (which provided some alternative savory treats in addition to the sweet, edible books). There were also event sponsors from within the local business community. The event brought together approximately 200 members of the London community to view and sample artistic and edible book-themed creations. The event grossed almost \$7,000.00 with a profit of over \$3,500.00.

The total value of the event should be measured not only in monetary gain, but also in the resulting media relations, the increased visibility for the Library amongst new audiences, and the successful recurrence of what LPL plans to make a signature annual fundraising event.

Since this event occurred in 2009, the revenue generated from it is designated toward the 2009 IMAGINE Campaign.

**APPENDIX A**

**ANNUAL APPEAL COMPARISON 2007-2008**

	2007					2008				
DONORS	# of Donors	Total Gifts	Average Gift	% of Donors	% of Total Campaign	# of Donors	Total Gifts	Average Gift	% of Donors	% of Total Campaign
Monthly	11	\$ 715.00	\$ 65.00	1.23%	1.03%	12	\$ 995.00	\$ 82.92	1.81%	2.14%
Staff	5	\$ 1,237.64	\$ 247.53	0.56%	1.78%	11	\$ 3,050.00	\$ 277.27	1.66%	6.56%
Anonymous	12	\$ 180.25	\$ 15.02	1.34%	0.26%	8	\$ 570.00	\$ 71.25	1.21%	1.23%
New	46	\$ 3,344.05	\$ 72.70	5.14%	4.80%	38	\$ 2,484.00	\$ 65.37	5.73%	5.34%
Previous	751	\$ 43,011.00	\$ 57.27	83.91%	61.79%	546	\$ 32,359.50	\$ 59.27	82.35%	69.62%
Every Year	70	\$ 4,590.00	\$ 65.57	7.82%	6.59%	48	\$ 3,315.00	\$ 69.06	7.24%	7.13%
<b>Total Donors</b>	<b>895</b>	<b>\$ 53,077.94</b>	<b>\$ 59.30</b>	<b>100.00%</b>	<b>76.25%</b>	<b>663</b>	<b>\$ 42,773.50</b>	<b>\$ 64.52</b>	<b>100.00%</b>	<b>92.02%</b>

**FUNDRAISING ACTIVITIES**

	Gift Total	% of Gift Total	% of Campaign Total	Gift Total	% of Gift Total	% of Campaign Total
Donation Boxes	\$ 1,148.99	6.95%	1.65%	\$ 695.42	18.75%	1.50%
United Way, etc.	\$ 540.47	3.27%	0.78%	\$ 467.07	12.59%	1.00%
Socrates Pins	\$ 60.00	0.36%	0.09%	\$ -	0.00%	0.00%
Blue Sky 07/Coin Maze 08	\$ 400.80	2.42%	0.58%	\$ 406.09	10.95%	0.87%
Events	\$ 14,379.50	86.99%	20.66%	\$ 2,140.67	57.71%	4.61%
<b>Activity Total</b>	<b>\$ 16,529.76</b>	<b>100.00%</b>	<b>23.75%</b>	<b>\$ 3,709.25</b>	<b>100.00%</b>	<b>7.98%</b>
<b>GRAND TOTAL</b>	<b>\$ 69,607.70</b>		<b>100.00%</b>	<b>\$ 46,482.75</b>		<b>100.00%</b>

**EXPENSES**

	2007		2008	
Item Description	Amount	Item Description	Amount	
Stationery Items	\$ 56.25	Stationery Supplies	\$ 400.00	
Response Generators	\$ 13,052.80	Postage	\$ 1,160.00	
Response Generators (Postage/Printing)	\$ 7,713.72	Letter/Receipt Forms	\$ 188.00	
Letter/Receipt Forms	\$ 253.80			
Activity Costs	\$ 371.36			
Books2Eat Costs	\$ 2,778.45			
<b>Totals</b>	<b>\$ 24,226.38</b>		<b>\$ 1,748.00</b>	
<b>NET PROFIT</b>	<b>\$ 45,381.32</b>		<b>\$ 44,734.75</b>	