

NORTH VALLEY PUBLIC LIBRARY
BOARD OF TRUSTEES WORK SESSION
FEBRUARY 29, 2012

CALL TO ORDER AT 5:00 P.M.

AGENDA ITEMS:

WORK SESSION WITH MELISSA BANGS OF MELISSA BANGS CONSULTING

ADJOURN

NORTH VALLEY PUBLIC LIBRARY
BOARD OF TRUSTEES AND FUND-RAISING COMMITTEE
CAPITAL CAMPAIGN MEETING/CONSULTATION MINUTES
FEBRUARY 29, 2012

PARTICIPANTS:

David Anderson - Trustee
Melissa Bangs - Facilitator
Joanne Charbonneau - Trustee
John Conlan - Trustee
Rachel Courteau - Fundraising Committee
Mike Cuslidge - Fundraising and Building Committees
Desiree Dramstad - Library Director
Beverly Helrich - President, NVPL Friends of the Library
Caitlin Kempainen - NVPL AmeriCorps Vista
Karen Powers - Fundraising Committee
Mark Raskin - Fundraising Committee
Leon Thoreau - NVPL Volunteer
Lu Terry- Fundraising Committee
Gayle Tom - Trustee

AGENDA:

The meeting was called to order at 5:00 P.M.

1. INTRODUCTION OF MELISSA BANGS. Melissa gave some opening remarks concerning her background and her schedule for the future. She described her work with the Share Foundation, Missoula Nonprofit Network, Montana Nonprofit Association and the Big Sky Institute for the Advancement of Nonprofits. Melissa noted that she will be having a baby in September and will be on maternity leave after the birth of her baby.

2. REVIEW OF AGENDA, INITIAL REQUEST FOR SUPPORT, AND PURPOSE OF MEETING. John informed the group that he had listened to a presentation given by Melissa last year. He has been in periodic contact with her concerning the Library renovation project. He contacted Melissa after the Library Fundraising Committee gave the NVPL Board of Trustees a recommendation to seek the services of a consultant, who would work with the board to determine the type of consultant needed for the capital campaign.

3. INTRODUCTIONS. Participants introduced themselves with a brief description of their role in the project, background and hopes from the project. Melissa noted that many in their introductions hoped for a speedy conclusion to the project. She emphasized that, in her experience, most capital campaigns and renovation projects, generally take longer than most people anticipate. She detailed that this process will take time and could be long, as

establishing large donor relationships involves much preparatory work before the process even begins. Also, the capital campaign should not be announced until at least a majority of funds have been raised.

4. FUNDRAISING EXPERIENCE AND/OR DESIRES TO LEARN AND LEAD. The following items were discussed: training/coaching of fundraisers for establishing relationships with donors, planning for the campaign to include a contingency and feasibility component, establishing a protocol for grants and naming opportunities, building a case for the project, drafting a case statement, and donor role play scenarios. A feasibility study needs to be completed and could be performed by a third party person, or done within the board/committee. There was wide acceptance and openness by board members of participating in training/coaching concerning the establishment of relationships with donors.

5. INITIAL LEAD QUESTIONS FOR THE BOARD. It was determined that the group did not have experience with public grant opportunities. The grants subcommittee has been researching grants and it was recommended that the grant writers research similar projects in Montana and the Seattle area for foundations that have contributed for library projects. It was noted that the Darby Library was consulted concerning their renovation project. It was recommended that the Darby Library be further contacted concerning the funding sources for their project. A consultant could assist in framing questions to those groups who have gone through a capital campaign.

BREAK

6. INTRODUCTION TO CAPITAL CAMPAIGNS - Q&A. The following items were discussed : 60%-80% of funds should be raised prior to a campaign launch.

There must be a compelling need and vision for the project.

The financial goal must be researched and a list of prospects must be compiled.

Researching staffing and available resources is important.

Establishing resources for training and seed money is needed.

A board commitment is crucial.

Policies concerning naming opportunities needs to be established soon.

Establishment of a data base is needed prior to approaching donors.

The training phase will be a silent phase.

It is important to have momentum - even if it is slow, it needs to be always moving.

David, Joanne, and John will get together to complete a readiness questionnaire for Melissa on March 2, 2012.

7. INTRODUCTION TO SUCCESSFUL MAJOR DONOR AND INDIVIDUAL DONOR CAMPAIGNS - Q&A. Melissa stated that relationships need to be established with possible donors and to understand the science of why people give to a project. People may give money to a project for the following reasons: they have a relationship with the organization, they have a connection to the mission, they have the capacity to give and/or have a giving history. About

51%-60% of donors are from the middle class. It was advised that the board and committee look into establishment of honorary capital campaign members from the community to assist with the major and individual donor campaign.

8. DISCUSS/DEFINE NEXT STEPS. Desiree, Karen, Joanne, and John will have a phone conference with Melissa later in March, to identify future needs, After that conference, Melissa will submit a draft proposal which will include a scope of work, estimations of costs and fees for consulting, roles, and time frame for the scope of work.

The meeting was adjourned at 7:40 P.M.