

New Shutesbury Library Fundraising Committee
Wednesday, October 27th, 7pm, Shutesbury Town Hall
DRAFT Minutes

Members Present: Karen Traub, Jen Davies, Weezie Houle, George Arvanitis, Kristin Mattocks, and Susie Mosher

Members Absent: Jane Urban; **Non-members present:** Mary Anne Antonellis, John Valentine, Sue Essig

1. **Approved meeting minutes of:** October 14, 2010
 2. **Discussed the option of hiring a professional fundraiser.** Consensus was that we should hire a fundraiser, but that we would develop an RFP of items we felt important.
 3. **Reviewed submitted proposals** from the spring from fundraisers as a basis for the development of the RFP.
 4. **Develop Pre-campaign Phase RFP Points:**
 - a. Design interview questions in collaboration with the committee.
 - b. Develop list of potential major donors
 - c. Interview 20-30 people to estimate philanthropic capacity, identify key leadership and attitudes
 - d. Provide a written report with quotes and specific campaign recommendations
 - e. Develop campaign action plan & time line
 - f. Conduct committee training:
 1. Tips for solicitations
 2. Strategies to identify other prospective major donors
 3. Suggestion for external messaging among campaign leaders
 - g. Provide sample campaign literature
 - h. Identify an achievable campaign goal
 - i. Identify Pre-campaign Phase timeline
 - j. Requirements:
 1. Detail relevant experience and provide a minimum of 3 references.
 2. Extensive experience providing small community based non-profits is required
 3. Preference will be given to Library fundraising experience
 5. **Discussion/Identification of other future needs:**
 - a. Guidance in Public Relations Campaign
 1. Develop case statement with committee
 - b. Guidance with grant writing
 - c. Identify a record keeping system
 - d. Recruit key leaders to head soliciting divisions
 6. **Odds Bodkin Fundraiser** (Sunday, December 19th)
 - a. Help needed by Jen Davies who is spearheading this event to benefit the library.
 7. **Votes Taken:**
 - a. If a fundraiser is hired, we will direct them to omit research into all financial records of our town residents. 6 in favor; 1 opposed, 1 absent.
 8. **Next Meeting:** Monday, November 8, 2010, Town Hall, 7pm
 9. **Adjourned at:** 9:40pm
- Respectfully submitted by: *Weezie Houle*, Secretary