



## **Homer City Hall**

491 E. Pioneer Avenue

Homer, Alaska 99603

[www.cityofhomer-ak.gov](http://www.cityofhomer-ak.gov)

# **City of Homer Agenda**

## **Library Advisory Board Regular Meeting**

**Tuesday, October 6, 2020 at 5:30 PM**

**City Hall Cowles Council Chambers via Zoom**

**Webinar ID: 991 8847 0047 Password: 125016**

**Dial: 346-248-7799 or 669-900-6833; (Toll Free) 888-788-0099 or 877-853-5247**

### **CALL TO ORDER, 5:30 P.M.**

### **APPROVAL OF AGENDA**

### **PUBLIC COMMENTS REGARDING ITEMS ON THE AGENDA (3 minute time limit)**

### **RECONSIDERATION**

### **APPROVAL OF MINUTES**

- A. LAB September 1, 2020 Regular Meeting Minutes

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### **VISITORS/PRESENTATIONS**

### **STAFF & COUNCIL REPORT/COMMITTEE REPORTS**

- A. Library Director Report for September 30, 2020
- i. 2019 Statistical Report
  - ii. 2020 Statistical Report (laydown)

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### **PUBLIC HEARING**

### **PENDING BUSINESS**

- A. Planned Giving Program
- i. DRAFT Library Donations Webpage
  - ii. Case Statement: Input from LAB members
  - iii. Case Statement: Advice from Other Sources

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### **NEW BUSINESS**

### **INFORMATIONAL MATERIALS**

- A. Friends of the Homer Library October Newsletter
- B. LAB 2020 Calendar

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**COMMENTS OF THE AUDIENCE** (3 minute time limit)

**COMMENTS OF THE STAFF**

**COMMENTS OF THE COUNCILMEMBER** (if present)

**COMMENTS OF THE CHAIR**

**COMMENTS OF THE BOARD**

**ADJOURNMENT**

Next Regular Meeting is **TUESDAY, NOVEMBER 3, 2020 at 5:30 P.M.** All meetings scheduled to be held via Zoom Webinar in the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska.

Session 20-05, a Regular Meeting of the Library Advisory Board was called to order by Chair Marcia Kuszmaul at 5:33 p.m. on September 1, 2020 at the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska via Zoom webinar. One seat still remains vacant.

**PRESENT:** BOARDMEMBERS KUSZMAUL, SPRINGER, FAIR, FINN, PETERSON, VERNON, STUDENT REPRESENTATIVE RENNER

**STAFF:** LIBRARY DIRECTOR BERRY  
CITY CLERK JACOBSEN

The Library Advisory Board held a Worksession prior to their regular meeting from 4:00 – 5:15 p.m. to discuss the Planned Giving program.

Chair Kuszmaul introduced Frida Renner, the new Student Representative for the Library Advisory Board. Ms. Renner gave a brief explanation of her background in Homer and what brought her to serving on the board.

#### **APPROVAL OF THE AGENDA**

Chair Kuszmaul asked for a motion to approve the agenda.

FINN/VERNON MOVED TO APPROVE THE AGENDA AS IS.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

#### **PUBLIC COMMENT REGARDING ITEMS ON THE AGENDA**

#### **RECONSIDERATION**

#### **APPROVAL OF MINUTES**

A. LAB August 4, 2020 Special Meeting Minutes

Chair Kuszmaul asked for a motion to approve the minutes.

FAIR/SPRINGER MOVED TO APPROVE THE MINUTES FROM THE AUGUST 4, 2020 MEETING.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

## **VISITORS/PRESENTATIONS**

## **STAFF & COUNCIL REPORT/COMMITTEE REPORTS**

- A. Library Director Report for August 2020
- i. April – August 2020 Patron Reservations Graph
  - ii. 2019 Statistical Report
  - iii. 2020 Statistical Report (laydown)

Library Director Berry reviewed the Directors Report in the packet, noting the following:

- Reviewed graph showing patron requests to come to the library are way up; they raised the limit to 10 patrons.
- Bill Noomah is moving on; job is currently advertised and closes September 2<sup>nd</sup>.
- Waiting for Wi-Fi antennae and should have signal across parking lot.
- Friends of the Homer Library book sale is coming up September 12-13<sup>th</sup>; books only in front lobby and reservations required. A lot of discussion on safety but worked out a good system.
- Upcoming KPB Votes series of presentation and discussions about upcoming electoral issues; will be done by Zoom. First one scheduled for September 10<sup>th</sup> at 10:30 am, details to come.
- Statistics still trending upward slowly and returning back to where they were in February.

## **PUBLIC HEARING**

## **PENDING BUSINESS**

- A. Planned Giving Program
- i. Materials from Homer Foundation Planned Giving Webinar (laydown)

Chair Kuszmaul introduced the item by reading the title. She recapped what the board discussed during their worksession and opened the floor for discussion.

Boardmember Peterson voiced her appreciation for the worksession. She commented that there are lots of nonprofits in town with accounts at The Homer Foundation (THF); she wonders about not stepping on others' toes. She understands that all the groups will be doing their own fundraising, but to be sensitive and realize that we're not the only ones out there cultivating legacy donators. She is curious about how best to proceed.

Library Director Berry said it will come down to them presenting it straight: here is what we have, here is what the Endowment Fund is intended for, these are the services it supports, and leave it to them to decide. Don't want to put the squeeze on people. He noted that in THF's presentation it was said the #1 reason they don't give to a certain cause is because they aren't asked so getting word out that we are accepting donations is the ask.

Ms. Peterson inquired if having tent cards around library tables is appropriate to get in people's minds. Mr. Berry responded that it may not be a good idea, but doesn't see anything wrong with having a flyer and/or brochure at the Circulation Desk for those who ask about it and a support page on the library's webpage. He just want them to be tasteful and subtle.

Boardmember Finn suggested having items that can be left out to be taken during COVID-19. She spoke to Ms. Peterson's comments and the worksession. They could reach out to people we know, which individualizes it a bit. People have different passions and there are those whose passion is the library.

Boardmember Fair likened this small market to the idea of local newspapers after the same advertisers. They know there's only a certain amount of money out there that people will put towards their advertising, but that's the way they survive and they have to get word out there to give people the options. You have to give them the option and let them chose to put their money where they think it will do the best. The same thing is true in giving, you have to let people know the opportunity is there. The sticky situation comes from delineating what we need money for versus what the Friends of the Homer Library needs money for, and that needs to be a deliberate and careful delineation. It's important that people give to both, but we want to make sure that a donor gives money to the library, that it's as good a choice as given to the FHL. Mr. Fair reiterated what Mike Miller with THF mentioned about getting a hold of library patrons directly, give them an opportunity to opt into a newsletter, and thinks its good idea. Maybe they could produce some, spread word widely.

Mr. Berry agreed with Mr. Fair's suggestion. He is not sure if a newsletter will do it (people already get too many emails and staff doesn't have the capacity to keep one going), but maybe an annual soiree. He mentioned that THF sent him the quarterly report for the Endowment Fund and as of the end of last quarter, June 30<sup>th</sup>, the Library Endowment Fund had \$12,096.73 in it. The amount available to spend, in theory, would be \$483.87. Since it's not over \$500 there won't be a disbursement this year, which was expected.

Ms. Peterson asked about a soiree, if all library cardholders would be invited or if they would select people that would be interested. Mr. Berry stated he just came up with the idea so details are vague. He's not sure if they could invite all library cardholders since that's about 9,600 people, but maybe a circle of supporters. Details can be discussed; he likes book plates and sponsored subscriptions which has been done in the past. Ms. Peterson understands that those type of events take a large amount of staff time, but we have volunteers and she would come in to do a work party, or set it up so people can take the things home to do. Mr. Fair agreed that it would be a good use of volunteer time rather than staff. Boardmember Springer shared conversations she's had about getting Girl Scout activities going; she would be willing to help coordinate that.

Chair Kuszmaul brought the discussion back to case for support and messaging. She thinks there is a difference between a launch to get info out and sustainable activities. For a launch, she suggested having a bookmark placed in every book that's checked out or having cards out on some of the tables. Would not be for a long period of time but as an initial launch.

Ms. Kuszmaul explained how they need to create their case statement: what are their headlines, key statements? She requested that boardmembers work on case statement drafts for next meeting to

work through and come back with best ideas. Discussion ensued on the length of the statement and how they can collaborate on statement writing, such as submitting ideas to Mr. Berry for the next meeting and it being like a workshop where boardmembers can combine their ideas. Chair Kuszmaul clarified the purpose of the statement, how it should be a core document that could be turned into a brochure, a tagline, their elevator pitch. It's the document that is the rationale for "why give". Boardmember Fair confirmed that the statement needs to be succinct, to the point, and essentially be 200 words or less on why a person should want to give money to the endowment fund.

Discussion continued on what key points should be included in the statement and other endowment fund planning points:

- Each boardmember submit to staff their top reasons by September 25<sup>th</sup> via email for the October 6<sup>th</sup> meeting, and then one of the writers of the board could craft it into a statement.
- It would be preferable to have the launch event in person, even if they have to wait several months for COVID-19 to pass; that time will allow the LAB to plan.
- Library has a small advertising budget to cover some costs for brochures, signage, and printing; Mr. Berry would be able to provide the graphic designing.
- Friends of the Homer Library will assist with funding enhancements (radio shows, reviewing books, children's programming), but funding for the core of the library to maintain its current excellence, is the job of the endowment fund; people can give to both as short term (FHL) and long term (Endowment Fund).
- Utilizing the Homer Foundation to fund brochures and what other kind of marketing support they can provide. Advice from THF to invest efforts into already-engaged library patrons at the beginning and not try to market to the entire community. Also, launching your program with a matching incentive is a helpful way to kick it off.
- At next meeting, think about how to structure a matching grant.
- Privacy concerns regarding contacting library patrons who are noted to be frequent users. They wouldn't pull some list and cold call people. It can be done informally as patrons come in and have one-on-one conversations with library staff, since they see who comes in regularly.

## **NEW BUSINESS**

### **INFORMATIONAL MATERIALS**

- A. Appointment Letter/Certificate for Student Representative Frida Renner
- B. Letter from Boardmember Vernon to Homer News 8/20/20
- C. LAB 2020 Calendar
- D. Boardmember Attendance at 2020 City Council Meetings

Chair Kuszmaul reviewed informational materials with the board. There was discussion on whether to reschedule the October 6<sup>th</sup> meeting due to the City Election; it was agreed to leave it as-is. Boardmember Vernon agreed to give the LAB report at City Council's September 14<sup>th</sup> meeting, and Chair Kuszmaul at the September 28<sup>th</sup> meeting.

### **COMMENTS OF THE AUDIENCE**

**COMMENTS OF THE CITY STAFF**

Library Director Berry and City Clerk Jacobsen had no further comments.

**COMMENTS OF THE COUNCILMEMBER**

**COMMENTS OF THE CHAIR**

Chair Kuszmaul thanked everyone's participation in the worksession and moving forward with the planned giving program.

**COMMENTS OF THE BOARD**

Boardmember Vernon thanked Library Director Berry for all his contributions into the library.

Boardmember Finn welcomed Student Representative Renner and how it's nice to have student on the board. She noted that any of her friends are welcome to come to meetings as public participants and provide their input. She shared her excitement about the worksession and how it expanded her willingness to participate.

Boardmembers Fair, Peterson, Springer and Student Representative Renner had no comments.

**ADJOURN**

There being no further business to come before the Board, the meeting adjourned at 6:33 p.m. A regular meeting is scheduled for Tuesday, October 6, 2020 at 5:30 p.m. All meetings scheduled to be held via Zoom webinar in the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska.

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MELISSA JACOBSEN, MMC, CITY CLERK

Approved: \_\_\_\_\_

## **Director's Report, Homer Public Library**

**September 30, 2020**

### **General Notes**

The outdoor wi-fi transmitter was turned on on Sept. 9, so the library's signal now covers the western side of the building. A few people are already using it for homework.

On Sept. 14, City Council approved spending COVID funds on a variety of technology projects. These are the same projects listed originally in our June grant application, and include self-checkout equipment, remote-printing capability, and other upgrades to improve the efficiency of library services.

A few revisions to the library website took effect this month. Patrons now have the ability to search not only the library catalog, but the website as well. We have also added a chatbox to the homepage, so patrons can exchange messages, files and hyperlinks with staff in real-time. The chatbox is switched off at the moment, but can be turned on whenever we have enough staff time to manage it.

<b>Director's Meetings in September 2020</b>					
Library Advisory Board (LAB)	Friends of Homer Library (FHL)	Staff	City Council	Department Heads	Other
1	2	4	2	4	Numerous meetings with City staff, vendors, Kenai Peninsula Votes

### **Staff Notes**

Callista Faucher started work Sept. 29. We have also hired several new substitute employees, who will be doing training in the first week of October. We will also welcome back a few volunteers, who will mostly be doing behind-the-scenes tasks like book repair.

### **Facility**

Some lights are flickering, apparently because the LED bulbs are wearing out faster than expected. We are still having trouble with the lock on the front door; according to building

maintenance, it needs replacement. The City has opened the bidding process to replace the security cameras.

### **Library Advisory Board (LAB)**

LAB is moving forward with planned giving.

### **Friends of the Homer Library (FHL)**

FHL held its fall book sale on Sept. 12-13, the first since COVID arrived. It was limited to a few patrons at a time and the hours were much shorter than usual, but the sale was a success despite those restrictions. FHL is also discussing installing permanent speakers in the fireplace lounge area, which would make it easier to host events there. Details are still being worked out.

<b>Events in September 2020</b>		
<b>Date</b>	<b>Time</b>	<b>Event</b>
Mondays and Thursdays, 8/31-9/28	4:15-5:30	Girls Get IT! S.T.E.A.M. at Home (online)
9/10 and 9/24	10:30-11:30	Alaska Elections 101, sponsored by Kenai Peninsula Votes (online)
9/12 - 9/13	12:00-4:00	Friends of the Library book sale (in library); books will also be available in the library 9/14-9/18
9/13	1:00-5:00	Second Sunday Shakespeare (online): <i>All's Well That Ends Well</i>

<b>Upcoming Events in October 2020</b>		
<b>Date</b>	<b>Time</b>	<b>Event</b>
10/8 and 10/22	10:30-11:30	Alaska Elections 101, sponsored by Kenai Peninsula Votes (online)

Upcoming Events in October 2020		
10/11	1:00-5:00	Second Sunday Shakespeare (online): <i>Macbeth</i>
Wednesdays, 10/14-11/4	10:00-10:30	Little Makers Club
10/30	11:00-12:00	Author reading: Carolyn Forché (via Zoom)

Ongoing Events		
Date	Time	Event
Thursdays	10:00-11:00	Storytime on KBBI with Claudia Haines
First Tuesday	6:30-8:00	SPARC Radio Club (via Zoom)
First Thursday	1:00-3:00	Literary Ladies (via Zoom)
Fourth Tuesday	4:30-6:30	FHL Book Club (via Zoom)

## Homer Public Library Statistical Summary for 2019

Date: 30-Jan-20

CIRCULATION	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Y.T.D.
Total # of Items	14,807	14,004	14,720	13,453	13,083	13,478	15,511	13,884	14,535	14,904	13,882	13,167	169,428
INTERLIBRARY LOANS													
Incoming (Borrowed)	19	8	20	15	8	9	21	23	18	21	19	15	196
Outgoing (Lent)	52	15	41	34	30	33	35	45	34	24	28	16	387
STUDY ROOM USE													
# of groups	207	232	234	246	237	203	211	224	244	315	247	194	2,794
# of people	422	467	416	501	452	322	332	396	457	630	456	339	5,190
MEETING ROOM USE													
# of groups	37	27	35	24	22	26	35	23	33	32	28	27	349
ATTENDANCE													
TOTAL (*Included)	9,827	8,782	9,536	10,675	11,269	11,139	13,361	11,569	11,402	12,127	10,078	8711	128,476
*Story Hour & Lapsit	404	270	319	240	300	233	279	230	302	334	208	188	3,307
*School Classes	56	23	54	59	72	0	0	0	107	54	113	5	543
Internet sessions	3,165	3,083	3,550	3,913	4,014	4,231	4,954	4,670	4,345	3,394	3,191	2569	45,079
*Programs	358	650	144	575	1242	837	1319	287	875	844	588	276	7,995
OUTREACH													
# Visits	11	10	6	10	8	7	4	5	9	6	7	10	93
# People	339	213	49	139	352	100	10	19	220	140	67	72	1,720
NEW CARDS ISSUED													
City	36	42	31	26	47	40	34	26	47	32	47	26	434
Borough	30	23	26	20	32	42	37	32	59	41	34	12	388
Temporary	0	1	4	0	5	8	1	2	0	2	2	1	26
Reciprocal	1	0	1	0	2	3	6	6	0	2	0	0	21
VOLUNTEER HOURS													
# of people	88	83	89	20	32	32	90	70	78	93	90	80	845
# of hours	219	231.5	240	173.5	146	200	364	202.25	234.5	277.25	233.75	165.25	2,687
MATERIALS ADDED													
Books	303	177	295	187	297	356	238	317	261	403	286	369	3,489
Audio	39	12	4	0	9	11	7	12	37	21	3	22	177
Video	44	65	65	72	70	74	51	89	67	83	80	95	855
Serials	0	0	1	1	1	18	2	2	0	0	0	0	25
Electronic Resources	0	1	0	0	0	2	0	0	0	0	0	0	3
MATERIALS REMOVED													
Books	178	91	210	14	373	112	302	313	316	264	355	235	2,763
Audio	7	0	1	0	0	1	5	12	28	1	0	0	55
Video	64	8	79	23	32	196	28	1	11	14	4	93	553
Serials	0	3	0	0	0	0	0	4	0	0	0	0	7
Electronic Resources	0	0	0	0	0	14	0	0	0	0	0	0	14
REVENUES DEPOSITED													
Fines/Fees/Copies	2480.27	2316.46	2791.18	1350.85	3248.50	2783.69	2542.32	2589.16	2761.35	3422.92	1489.50	2047.59	29,823.79
Building Fund (151-)													0.00
Library Gifts (803-)													0.00
Grants			500.00		12550.00			7000.00			300.00		20,350.00
<b>TOTALS</b>	<b>2,480.27</b>	<b>2,316.46</b>	<b>3,291.18</b>	<b>1,350.85</b>	<b>15,798.50</b>	<b>2,783.69</b>	<b>2,542.32</b>	<b>9,589.16</b>	<b>2,761.35</b>	<b>3,422.92</b>	<b>1,789.50</b>	<b>2,047.59</b>	<b>\$50,173.79</b>

Incomplete

NASA/CH

Rasmuson

PLAG

\*Oct. interne Google



## City of Homer

[www.cityofhomer-ak.gov](http://www.cityofhomer-ak.gov)

## Homer Public Library

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Homer, AK 99603

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(p) (907)-235-3180

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### Memorandum

TO: LIBRARY ADVISORY BOARD  
FROM: DAVID BERRY, LIBRARY DIRECTOR  
DATE: OCTOBER 1, 2020  
SUBJECT: CASE STATEMENT FOR THE PLANNED-GIVING PROGRAM

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At the LAB meeting on Sept. 1, the board agreed to develop a case statement for advertising the planned-giving program. The case statement is a concise argument to persuade donors to contribute to the endowment fund.

Board members have contributed some ideas and draft language, and have also compiled advice from other sources.

#### RECOMMENDATION

Based on the available suggestions, develop a single case statement.

# Donate draft

Thank you so much for supporting Homer Public Library!

## Donate Financially



### The Library Endowment Fund supports:

- Purchases of library materials
- Replacement or upgrading of library equipment
- Improvements to library facilities

Donations to the Library Endowment Fund can be accepted in-person at the library checkout desk or **online through the Homer Foundation** (choose the "Library Endowment Fund" as the recipient for your donation).

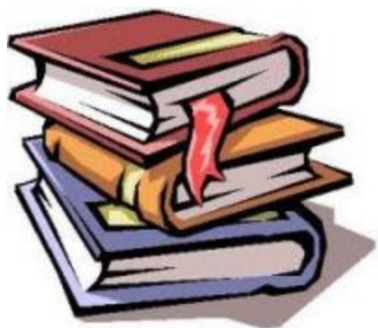


### The Friends of Homer Library (FHL) support:

- Public programs
- Outreach
- The bookmobile

Donations to the Friends can be accepted in-person at the library checkout desk, **online through the Homer Foundation** (choose the "Friends of Homer Public Library Endowment Fund") or through the **FHL website**.

## Donate Materials



### We would love to accept:

- Books or magazines in good condition

### Thanks, but please don't donate:

- CDs or DVDs
- Textbooks
- Artwork
- Damaged items

Items that fit within the library's collections development policy may be added to the collection. Items that don't fit with our collection may be passed along to the Friends of the Library for the semi-annual Book and Plant Sale.



## **Case Statement for Library Endowment: Input from LAB Members**

### **From Board Chair Kuszmaul:**

Homer Public Library is central to who we are:

- The library is a legacy that has been passed to us from previous generations
- Before there was a city of Homer, there was a Homer Library created by the Women's Club with a vision of a literate, inquisitive, entrepreneurial community
- Encapsulates our values & empowers our dreams
- HPL is central to who we are and the quality of life we cherish and want our children and future community members to enjoy and appreciate.
- Give now in recognition and appreciation of the library's role in our community life, your and your family's personal lives.
- A legacy gift to the library foundation is one of the most effective way to support our community culture/life into future generations.

### **From Board Chair Kuszmaul and Library Director Berry:**

"In the 1940s, the Homer Women's Club founded a library in a 600-square-foot cabin. Later generations renewed the commitment to their community and their library, investing in new buildings, inventing new programs, and adjusting to changing technologies. Now, we carry that commitment forward again with a new endowment fund that will support local literacy and lifelong learning for generations to come."

### **From Board Member Finn:**

- A public Library is the most equalitarian place in town! All are welcome for no fee!
- A primary benefit of a public library is access to a wide variety of books, DVDs that can be checked out for free.
- Huge in our community, is that the internet is free
- Promoting the free exchange of information and ideas for all people is a cornerstone of democracy and public libraries fulfill that niche.
- Public libraries foster civic engagement by keeping people informed of community events and civic issues.
- A place for community members to share their life experiences/skills and interests with the community at large, including art displays, slide shows, lectures etc.
- "No other institution, public or private, does a better job of reaching people who have been left behind in today's economy, have failed to reach their potential in the city's public school system or who simply need help navigating an increasingly complex world."
  - A public library is a connector and an enabler to help people improve their lives through information and resources.

- People turn to libraries to access the internet, take a GED class, get help with a resumé or job search, and seek referrals to other community resources. the Center for an Urban Future highlighted the benefits to immigrants, seniors, individuals searching for work, public school students and aspiring entrepreneurs: “No other institution, public or private, does a better job of reaching people who have been left behind in today’s economy, have failed to reach their potential in the city’s public school system or who simply need help navigating an increasingly complex world.”
- Cultural organizations and libraries have a natural affinity and that “kinship” helps expose the whole community to wider and broadening aspects of life.

**From Library Director Berry:**

See draft version of donation page for the library website: <https://www.cityofhomer-ak.gov/library/donate-draft>

Background for consideration:

### **Step 5: Create a Case Statement for Planned Gifts**

It will be impossible to solicit planned gifts if you cannot articulate the organization's future vision of itself. This is where the general case statement comes in. It defines the present situation, the past accomplishments and the future direction of the charity.

The general case statement should create a sense of urgency, offer a broad appeal and be supported by financial facts. It should be both rational and emotive. Evolving from the goals, priorities and directions of the institution, the general case statement should distill the aforementioned concepts into a clear and well developed presentation for the donor. It should answer the questions "why us", "why now" and "what for", and move the donor towards the needs of the organization.

At a minimum, when initiating a planned giving program, the organization's general case statement needs to be foresighted and address gift planning options and opportunities. Ideally, a case statement should be created specifically for the planned giving program.

Showing the major impact of each arranged gift, the planned giving general case statement should emphasize the importance of endowment funds and present specific giving opportunities, e.g. \$10,000 for an acquisition fund, \$20,000 for a bursary fund, or \$100,000 for a research fund. The statement should also state that planned gifts are sought and are considered very valuable with regards to meeting the future needs of the organization.

<https://www.plannedlegacy.com/newsletter/developing-a-planned-giving-program.html#Step4>

## **How to Write a Great Case Statement for 21st Century Donors**

By

[Joanne Fritz](#)

Updated June 25, 2019

Every fundraising campaign has a case statement at its center. Your case statement sets out the argument for supporting your cause. The term "case statement" seems today a tad old-fashioned. We often refer to this document as a "case for support."

The cool thing about today's case for support is that it is no longer a dry, dull document that fundraisers hate to write and donors hate to read.

They have become amazing stories that captivate and entrance. You might not even recognize them as case statements. They come disguised in many forms, such as a beautiful

brochure, a delightful annual report, or, as one creative firm likes to call them, gratitude reports. These days, a case for support can even be a website.

A great case statement can also be one or two pages that capture the gist of the need, the cure, and the call to action for donors. At its most basic, the case explains why you need the money and how the donor will benefit from giving.

Case statements can be used in any fundraising campaign. They are particularly useful in [major gift](#) campaigns, capital campaigns, and [endowment](#) campaigns.

### Who is the case statement for?

Your case statement should appeal to a **wide range of your stakeholders**. It should work for both external and internal audiences. Most important, your case should be as understandable to your organization's receptionist as it is to your wealthiest prospective donor.

### What questions should the case statement answer?

Bernard Ross and Clare Segal, authors of "The Influential Fundraiser," point out that a good case needs *to respond to these five fundamental questions*:

1. **What is the need?**
  1. State the need precisely. What it is, and who exactly will benefit by meeting that need. Be sure to make the need manageable so that supporters feel that they can make a difference. Global poverty is too big for an individual to get his arms around. He may be able to save a person or help a family. Keep your cause manageable and know [what causes donors to turn away](#), even when the need is great.
2. **How can you tell this is a pressing need?**
  1. Make it clear that the need is now, and urgent. Include surveys, expert opinions, or statements from the people who need help.
3. **How is your organization uniquely qualified to tackle this need?**
  1. While there may be several nonprofits that could deal with this issue, what is unique about you? Is it your track record, the innovative nature of your approach?
4. **What will be the benefits of your action?**
  1. If you act now, what will be the positive consequences, both major and minor? However, be realistic. What can be guaranteed, and what is possible?
5. **What are the negative consequences if you fail?**
  1. Sometimes this is the most potent motivator for donors, so lay out the major and minor adverse effects if you do not act.

## What Your Case Statement Should Look Like

Today's donors expect a [visually stunning presentation](#). They want to be able to understand your mission and your story through images. They prefer to flip through a publication, reading captions and call-outs.

Once a donor grasps your overall [mission and story](#) through the visuals, they likely will read the details. Capture donors first with a story told through vivid imagery and then persuade them with text that is simple and easy to understand.

Don't forget the [power of infographics](#) to simplify the facts. Statistics work best when they stand out as part of a gripping infographic.

Don't worry about the length of your case statement. However, do go longer rather than shorter. Remember that you will use parts of the case in a variety of settings, from a quote or photo in your newsletter to a PowerPoint presentation.

The case statement serves as your source document for all of the materials that you may use throughout a campaign or even over an extended period. You can and should [throw everything but the kitchen sink into your draft of the case statement. Afterward, you can and should shorten, polish, refine and excerpt at will.](#)

Don't overlook just how important your case statement should be. Don't try to cut corners. Hire an excellent designer to put together your publication or the case for support section of your website. Consider using a professional writer to craft the text. Find a professional photographer for the images, and don't stint on the quality of all your presentations.

## What You Should Avoid in Your Case Statement

Ross and Segal say that cases are too often internally focused. They are too long. Moreover, they are too static.

Write your case for your donors and supporters, not your internal audience. Make the "nut" of your argument straightforward and easy to understand.

Don't fix your case in stone. [Major donors](#), particularly, will not want to see a complete plan to fund. They want to be involved in its development. Give them space to contribute their ideas, thus strengthening their engagement.

Use your case for support to guide your other fundraising materials, such as your [direct mail](#) materials, brochures, PowerPoint presentations, [grant proposals](#), emails, news releases, and [newsletters](#). Even periodic fundraising events such as a [corporate-sponsored charity contest](#), a fundraising athletic event, or an online peer-to-peer campaign will all benefit from

your case for support. Having your case in place early makes all that writing and preparation so much easier no matter the form your fundraising takes.

### Write the Best Case Statement

Remember that, as [Gail Terry Grimes](#) says, "a case statement is not a campaign brochure." Then, read as many as case statements as you can. Fortunately, case statements are easy to find. You can see some of the best at The Case Writers - Case Statements & Gratitude Reports.

#### EXAMPLES:

Anchorage Museum --

<https://static1.squarespace.com/static/5c5f3417b7c92cd188666d5f/t/5c7bd230e4966b9aba07b7b0/1551618609949/Anchorage+Museum.pdf>

## The steps involved in writing your Case Statement:

- Gather the following:
  - your mission statement and all other strategic materials (strategic plan, vision statement, etc.)
  - your financial data (financial statements, fund usage, gaps, etc.)
  - program analysis, reports, etc. (what worked and what didn't work in the past)
  - program dreams (don't limit yourself to materials wish lists, think of these as broader than that)
- Sequester yourself for a day with the Executive Director and a key, strategic, program leader. If there is resistance to giving this much time explain that without it you can't raise money.
- Work until you can answer, to the satisfaction of all present and anticipated satisfaction of Board and donor alike, the following questions:
  - What societal/human need does your mission address (be able to say "we are changing or saving lives through our program")?
  - What progress have we made to date (or, where are we right now)?
  - What do we need to do between now and X date (multi-year for campaigns, single year for annual fund) is Y (clear objectives).
  - Why is your organization worthy of increased/sustained investment to help it address the needs?
  - Specifically for a few types of fund raising:
    - For Annual Fund: What would we like to accomplish next year that general/operating financial resources kept us from accomplishing this year? How much would we need to close the gap?
    - For Program Enhancement (restricted): What program outcomes fell short of where they could be with additional resources (e.g. more field trips or additional staff).
    - For Capital Improvements: Which physical plant areas detract from our mission reaching its full potential (or are physically dangerous for our constituents)? What is our plan for addressing these areas over the next 3-5 years (with costs for each year)?
    - Often a key here is having a really good plan dedicated to your organization's physical plant and anticipated needs.
    - Related to this is often a technology plan.

<https://www.littlegreenlight.com/blog/tips-on-writing-your-case-for-support/>

LIBRARIES CHANGE LIVES

**LIBRARIES EMPOWER THE INDIVIDUAL.** Whether developing skills to succeed in school, looking for a job, exploring possible careers, having a baby, or planning retirement, people of all ages turn to libraries for instruction, support, and access to computers and other resources to help them lead better lives.

**LIBRARIES SUPPORT LITERACY AND LIFELONG LEARNING.** Many children and adults learn to read at their school and public libraries via story times, research projects, summer reading, tutoring and other opportunities. Others come to the library to learn the technology and information skills that help them answer their questions, discover new interests, and share their ideas with others.

**LIBRARIES STRENGTHEN FAMILIES.** Families find a comfortable, welcoming space and a wealth of resources to help them learn, grow and play together.

**LIBRARIES ARE THE GREAT EQUALIZER.** Libraries serve people of every age, education level, income level, ethnicity and physical ability. For many people, libraries provide resources that they could not otherwise afford – resources they need to live, learn, work and govern.

**LIBRARIES BUILD COMMUNITIES.** Libraries bring people together, both in person and online, to have conversations and to learn from and help each other. Libraries provide support for seniors, immigrants and others with special needs.

**LIBRARIES PROTECT OUR RIGHT TO KNOW.** Our right to read, seek information, and speak freely must not be taken for granted. Libraries and librarians actively defend this most basic freedom as guaranteed by the First Amendment.

**LIBRARIES STRENGTHEN OUR NATION.** The economic health and successful governance of our nation depend on people who are literate and informed. School, public, academic, and special libraries support this basic right.

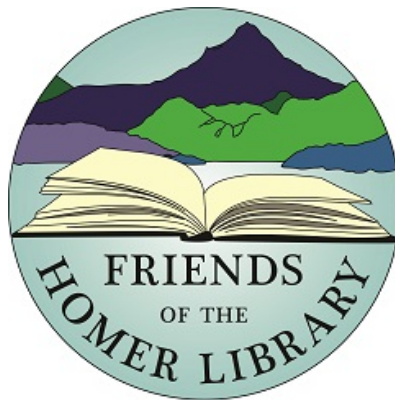
**LIBRARIES ADVANCE RESEARCH AND SCHOLARSHIP.** Knowledge grows from knowledge. Whether doing a school assignment, seeking a cure for cancer, pursuing an academic degree, or developing a more fuel efficient engine, scholars and researchers of all ages depend on the knowledge and expertise that libraries and librarians offer.

**LIBRARIES HELP US TO BETTER UNDERSTAND EACH OTHER.** People from all walks of life come together at libraries to discuss issues of common concern. Libraries provide programs, collections, and meeting spaces to help us share and learn from our differences.

**LIBRARIES PRESERVE OUR NATION'S CULTURAL HERITAGE.** The past is key to our future. Libraries collect, digitize, and preserve original and unique historical documents that help us to better understand our past, present and future.

<http://www.ilovelibraries.org/declaration>

[View this email in your browser](#)



## October 2020 Newsletter



## Library Director's Report

Lots of activity in the library this month! On September 9, the outdoor transmitter for the wifi network was turned on. We now have wifi coverage over the whole western side of the library, including the main parking lot and the plaza in front of the doors. We are also moving ahead with a variety of upgrades to the library's technology. In coming months the public will see more laptops available for checkout, changes to the printing system (including the ability to print from personal devices over wireless) and a months-long project to introduce self-checkout machines and faster circulation service. (Not to worry—if you prefer to check out at the front desk, you can still do that!)

There are some revisions to the library website! Patrons now have the ability to search either the catalog or the website just by toggling back and forth between the buttons in the upper left corner of the homepage. We are exploring the possibility of providing reference service directly through the website by chat, which would allow patrons and staff to share files and hyperlinks, including links to items in the catalog. Stay tuned for more details down the road.

Callista Faucher will be joining the library as our newest employee on September 29. Ms. Faucher has a great deal of library experience and we look forward to welcoming her at HPL.

Thanks to everyone who participated in the FHL book sale, both as workers and as customers. The event came off beautifully and made us all feel almost normal again. It's another indication of how crucial the Friends are to making HPL the success it is—the Friends are so important, in fact, that the library has gotten calls from other institutions asking for advice on expanding their own Friends groups. Keep up all the wonderful work you do!

Cheers!

Dave Berry

Director, Homer Public Library

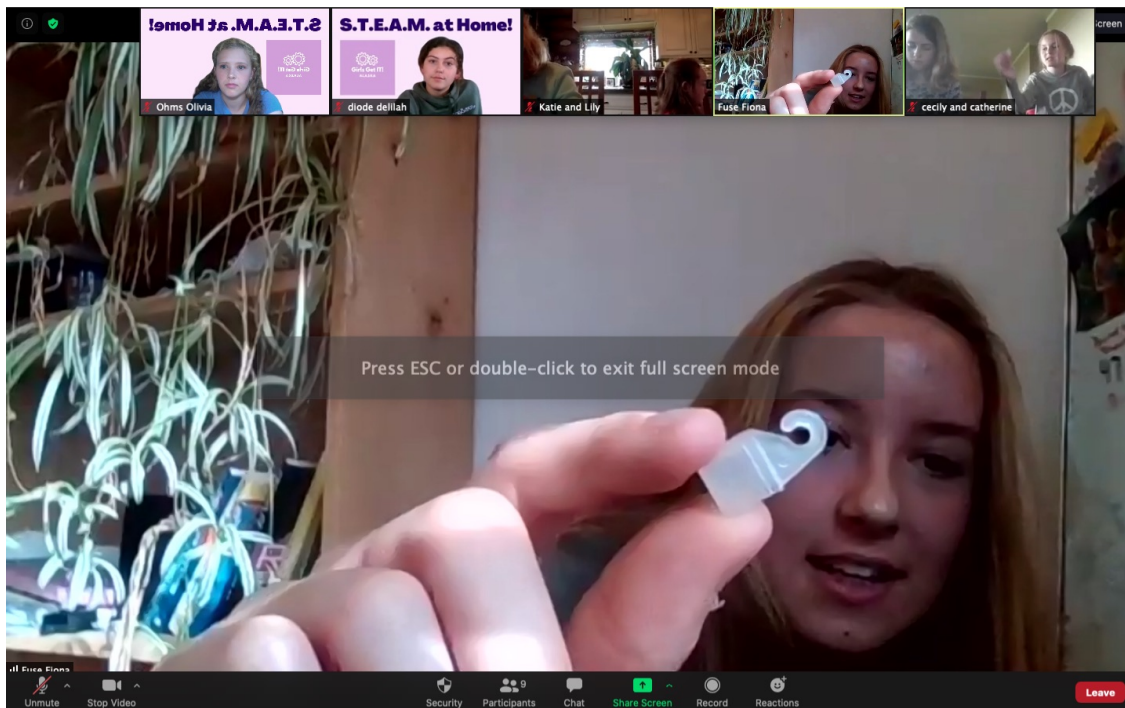
907-435-3151

[dberry@ci.homer.ak.us](mailto:dberry@ci.homer.ak.us)



**Come by the library and take a stroll through the newly renovated Story Walk. The Story Walk was funded through a grant from the KLEP Fund of the Homer Foundation.**

**COME WALK A STORY!** Bring your whole family to the library's trail, read and interact with a new, fun picture book posted along our storywalk. For the month of October come and enjoy the fall colors and **From Head to Toe by Eric Carle** which people of all ages will enjoy:



## Girls Get IT!

Alaska has been going great so far! Campers have made hydraulic bridges, light up tote bags, drawing robots, lava lamps, and more. We have had speakers representing various career fields, like Aeronautical Engineering and Technology Consulting. We have also had a speaker who is soon to be a freshman at CalTech! This week is our final week of projects. Fiona, Delilah, Olivia, and Neviya have had so much fun teaching campers about the world of STEM!

# Food for Kids & Teens

**Are you hungry?**

Free  
**grab & go bags**  
of non-perishable food for  
hungry and/or homeless  
**kids & teens.**



**@ Homer Public Library**  
**(near the bookdrop, on side of building)**

Mondays - Fridays  
10am - 6pm

**Food DONATIONS** should be taken to the Homer Food Pantry



Homer  
Food  
Pantry

Homer Public Library

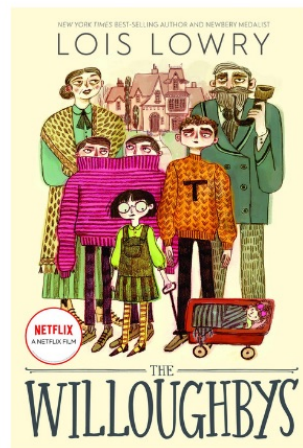
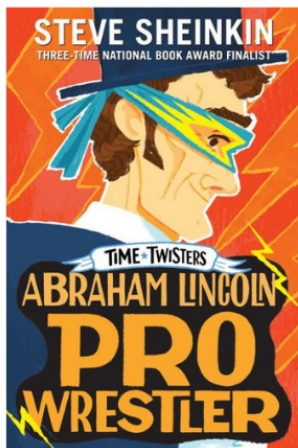
[www.cityofhomer-ak.gov/library](http://www.cityofhomer-ak.gov/library) || 907-235-3180

# FIRST CHAPTERS | for Kids

How do you find your next book?

Listen to Claudia read aloud the first chapters of books for kids.

Discover titles for emerging and confident readers who like adventure, humor, history, and more!



**Homer Public Library || 907.235.3180**  
[www.cityofhomer-ak.gov/library/kids-families](http://www.cityofhomer-ak.gov/library/kids-families)

First Chapters for Kids

Claudia Haines' will read first chapters of books for kids and they are available via Sound Cloud on the library website.

Kachemak Bay Campus, Friends of the Homer Library, and Pier One Theatre invite you to

# Second Sunday Shakespeare



## Macbeth

Sunday, October 11th

beginning at 1:00 PM

via ZOOM

<https://alaska.zoom.us/j/92321508676>

Online text available at

<https://shakespeare.folger.edu/shakespeares-works/>

Computer, mobile phone or landline call 907-235-1674  
with questions



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# Michaela Goade

author, illustrator,  
enrolled member of the Tlingit and Haida Indian Tribes of Alaska

Join us for a virtual field trip!  
**Friday, 10/9, 10:30am**

Learn about Michaela's process for illustrating books, including *We Are Water Protectors*.

Recommended for young people in grades 5th-8th. All are welcome.

**FREE Registration Required**



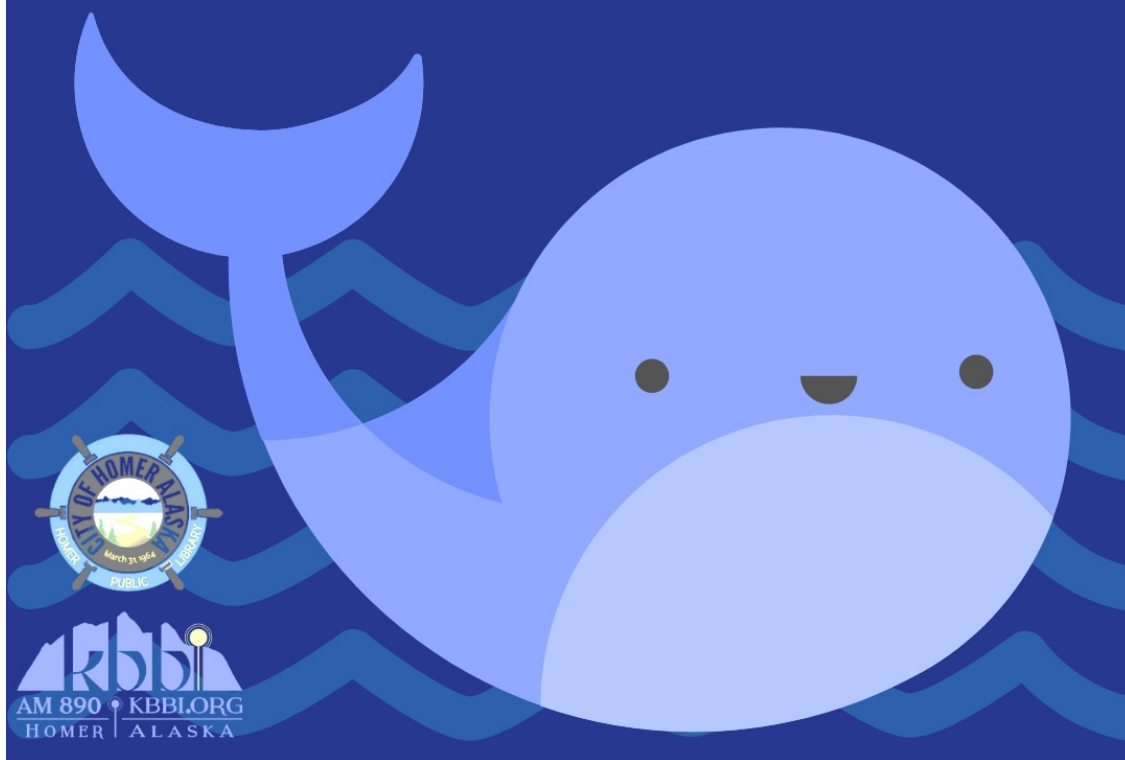
Homer Public Library || 907-235-3180

REGISTER HERE: <https://www.cityofhomer-ak.gov/library/michaela-goade>

# RADIO STORYTIME

BROUGHT TO YOU BY KBBI AM 890 & THE HOMER PUBLIC LIBRARY

Thursdays at 10 AM on KBBI AM 890



This email was sent to [rtussey@ci.homer.ak.us](mailto:rtussey@ci.homer.ak.us)

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Friends of the Homer Public Library · 500 Hazel Avenue · Homer, AK 99603 · USA

# LIBRARY ADVISORY BOARD

## 2020 Meeting Calendar

	MEETING	AGENDA DEADLINE	ANNUAL TOPICS/EVENTS
JANUARY	No Meeting		
FEBRUARY	5:30 pm Tuesday, February 4	5:00 pm Wednesday, January 29	<ul style="list-style-type: none"><li>• Annual Review of Library Fees, Policies, Rules &amp; Regs (Bylaws V.2)</li><li>• Big Read</li></ul>
MARCH	5:30 pm Tuesday, March 3	5:00 pm Wednesday, February 26	
APRIL	5:30 pm Tuesday, April 7	5:00 pm Wednesday, April 1	<ul style="list-style-type: none"><li>• Election of LAB Officers (Bylaws IV.1)</li><li>• National Library Week</li><li>• National Library Workers Day</li><li>• Celebration of Lifelong Learning</li></ul>
MAY	5:30 pm Tuesday, May 5	5:00 pm Wednesday, April 29	<ul style="list-style-type: none"><li>• End of Student Representative Term (Bylaws III.2)</li><li>• Midyear Review of Annual LAB Priorities</li><li>• National Library Legislative Day</li></ul>
JUNE	No meeting		
JULY	No meeting		
AUGUST	5:30 pm Tuesday, August 4	5:00 pm Wednesday, July 29	<ul style="list-style-type: none"><li>• Budget Meeting (Bylaws V.3) *may not be applicable during non-budget years</li></ul>
SEPTEMBER	5:30 pm Tuesday, September 1	5:00 pm Wednesday, August 26	<ul style="list-style-type: none"><li>• Budget Meeting (Bylaws V.3) *may not be applicable during non-budget years</li><li>• Beginning of Student Representative Term (Bylaws III.2)</li><li>• Library Card Sign-up Month</li></ul>
OCTOBER	5:30 pm Tuesday, October 6	5:00 pm Wednesday, September 25	<ul style="list-style-type: none"><li>• National Friends of Libraries Week</li></ul>
NOVEMBER	5:30 pm Tuesday, November 3	5:00 pm Wednesday, October 28	
DECEMBER	5:30 pm Tuesday, December 1	5:00 pm Wednesday, November 25	<ul style="list-style-type: none"><li>• Approve Annual LAB Priorities</li></ul>

**2020 HOMER CITY COUNCIL MEETINGS  
ADVISORY COMMISSION/ BOARD ATTENDANCE**

Commissions are invited to report to the City Council at the Council's regular meetings under Item 8 – Announcements/Presentations/Borough Report/Commission Reports. This is the Commission's opportunity to give Council a brief update on their work. Generally the Commissioner who will be reporting will attend one of the two meetings for the month they are scheduled to attend.

The 2020 meeting dates for City Council is as follows:

January 13, 27	<u>Kuszmaul</u>
February 10, 24	<u>Finn</u>
March 9, 23*	<u>Peterson</u>
April 13, 27	<u>Kuszmaul</u>
May 11, 26*	<u></u>
June 8, 22	<u></u>
July 27**	<u>Kuszmaul</u>
August 10, 24	<u>Finn</u>
September 14, 28	<u></u>
October 12, 26	<u></u>
November 23**	<u></u>
December 14, 21****	<u></u>

City Council's Regular Committee of the Whole Meeting at 5:00 pm to no later than 5:50 pm prior to every Regular Meeting which are held the second and fourth Monday of each month at 6:00 pm.

\*Tuesday meeting due to Memorial Day/Seward's Day.

\*\* There will be no first regular meeting in July or November.

\*\*\*Council traditionally reschedules regular meetings that fall on holidays or high school graduation days, for the following Tuesday.

\*\*\*\*Council traditionally cancels the last regular meeting in December and holds the first regular meeting and one to two special meetings as needed. Generally the second special meeting the third week of December will not be held.