

# **Fundraising for Library Expansion/Construction**

Presented by  
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Chair, Newbury Public Library Foundation and  
Trustee, Newbury Public Library

NHLTA Annual Conference

June 5, 2024

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## **Agenda**

- 1. Setting up your fundraising organization**
- 2. Tracking software**
- 3. Domain name**
- 4. Payment Processing**
- 5. Donor envelopes**
- 6. Trifold brochures & Targeted Letters**
- 7. How to find donors**
- 8. Thank you letters**
- 9. Grants**
- 10. Online fundraising**
- 11. Tax Returns**
- 12. Warrant article**
- 13. Pledges and Naming**

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## Setting up your Fundraising Organization

- **Choose a name**
- **Set up a Board of Directors**
  - At least 5 directors who are not related by blood or marriage
  - President and Secretary required
  - Treasurer recommended
  - Facebook or website experience helpful
- **Create bylaws and operating rules**
- **Draft Conflict of Interest policy**

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## Setting up your Fundraising Organization (cont.)

- **File incorporation documents**
  - Obtain EIN
  - File with Secretary of State (if NH Corporation)
- **Set up a bank account**
- **File for 501(c)(3) status**
  - Form 1023 or 1023-EZ
- **Register with the NH Charitable Trusts Unit**
  - NHCT-11

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## **Tracking Software**

- **Bloomerang**
- **About \$280 per year for maximum of 500 records**
- **Add personal data for individuals or households**
- **Tracks donations and pledges**
- **Letters, emails**
- **Reports**

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## **Domain Name**

- **Wordpress.com**
- **About \$19 per year**

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## **Payment Processing**

- **Stripe**
- **2.9% + 30¢**
- **Deposited monthly to bank account**
- **Donation link on website**
- **Credit card information on donation envelopes**

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## **Donor envelopes**

- **Name and address**
- **Phone number and email address**
- **Credit card information**
- **501(c)(3) statement**
- **Suggested giving amounts**
- **Anonymous**
- **Gift spread over 2-3 years**
- **Corporate match**

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## YES! I want a *next-generation* library for Newbury.

☐ \$5,000+ Naming Opportunity  
☐ \$2,500  
☐ \$1,000  
☐ \$500  
☐ \$250  
☐ \$100  
☐ \$\_\_\_\_\_ Other


☐ My employer will match my gift! Contact me to discuss a corporate match.  
☐ I am interested in reserving a Naming Opportunity. Please contact me to discuss gifting options.  
☐ I would like my gift to remain anonymous

**Thank you!**  
Newbury Public Library Foundation is an IRS recognized 501(c)(3) non-profit corporation. Contributions are tax deductible to the full extent of the law.

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Name: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Daytime Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

☐ I pledge a special contribution to the Newbury Public Library. When financing is secured, I will pay, (in equal amounts) over: ☐ 1 year ☐ 2 years ☐ 3 years  
☐ Enclosed is a check made payable to the Newbury Public Library Foundation  
☐ Charge my credit/debit card: Card type \_\_\_\_\_ Name on Card \_\_\_\_\_  
 Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ 3-digit V-No. \_\_\_\_\_  
 Signature \_\_\_\_\_



**Support our community.  
Support the library you love.  
Make a gift today.  
Thank you!**

## YES! I want to be a **FRIEND** to my library and contribute to the **FRIENDS** of Newbury Public Library Annual Appeal

☐ \$2,500  
☐ \$1,000  
☐ \$500  
☐ \$250  
☐ \$100  
☐ \$50  
☐ \$\_\_\_\_\_ Other


☐ My employer will match my gift! Contact me to discuss a corporate match.  
☐ I would like my gift to remain anonymous

**Thank you!**  
Friends of Newbury Public Library is an IRS recognized 501(c)(3) non-profit corporation. Contributions are tax deductible to the full extent of the law.


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Name: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

☐ Enclosed is a check made payable to the **Friends of Newbury Public Library**  
☐ Charge my credit/debit card:  
 Card type \_\_\_\_\_ Name on Card \_\_\_\_\_  
 Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ Code \_\_\_\_\_  
 Signature \_\_\_\_\_



**FRIEND YOUR LIBRARY  
DONATE TODAY!**



Name \_\_\_\_\_  
 Primary Mailing Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Email \_\_\_\_\_ Phone \_\_\_\_\_  
 Summer Mailing Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Beginning Date \_\_\_\_\_ Ending Date \_\_\_\_\_

☐ Please do not publish my/our name in the annual report list of contributors.

**Leave a Legacy - Include LSPA in Your Will**

☐ I/we want to learn how to include LSPA in estate planning  
☐ I/we have included LSPA in estate plans and want to be part of LSPA's Lighthouse Society for legacy donors.

### Lake Sunapee Protective Association

Please join in our mission to preserve and enhance the special environment of the Lake Sunapee Region.  
*We cannot succeed without your support.*

Please check \_\_\_\_\_ if  
your company has a  
matching gift program.  
Form enclosed \_\_\_\_\_

_____ Associate	under \$50
_____ Caretaker	\$50 - \$99
_____ Steward	\$100 - \$249
_____ Guardian	\$250 - \$499
_____ Protector	\$500 - \$999
_____ Sentinel	\$1,000 - \$2,499
_____ Leader	\$2,500 - \$4,999
_____ Vanguard	\$5,000 - \$9,999
_____ Benefactor	\$10,000 & above

**Credit card information:**

Master \_\_\_\_\_ Visa \_\_\_\_\_ Discover \_\_\_\_\_ Amex \_\_\_\_\_

Cardholder \_\_\_\_\_


Card Number \_\_\_\_\_

3 or 4 digit Security Code \_\_\_\_\_

Expiration Date \_\_\_\_\_

Billing Zip Code \_\_\_\_\_

You may make your tax-deductible donation with a check payable to LSPA or donate online at [www.lakesunapee.org](http://www.lakesunapee.org). If you wish to make a gift of stock, please call LSPA at 603-965-2220. Thank you!



## LSPA

Center for Lake Studies

Discovery • Learning • Research

[www.lakesunapee.org](http://www.lakesunapee.org)

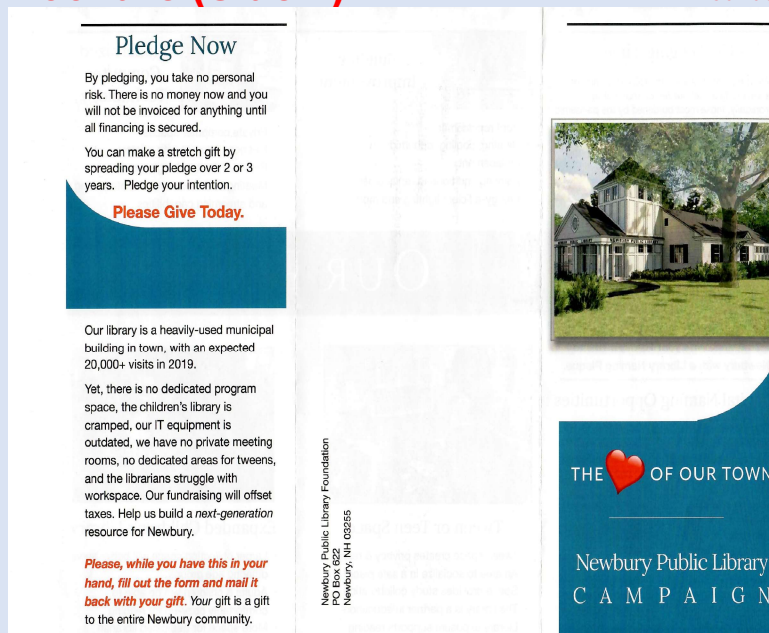
## Trifold Brochures

- Mass mailings
- Inserts
- Color photos add interest

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## Trifold Brochure (Side 1)

NPL Foundation



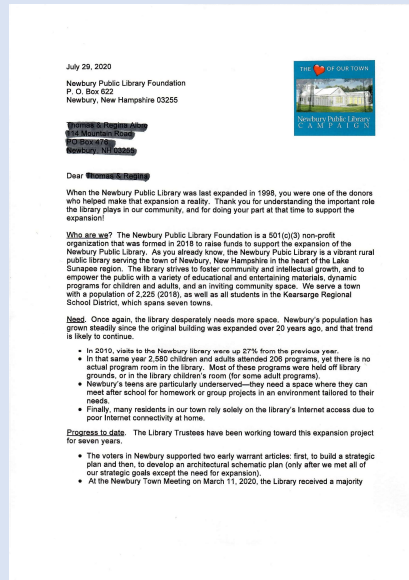
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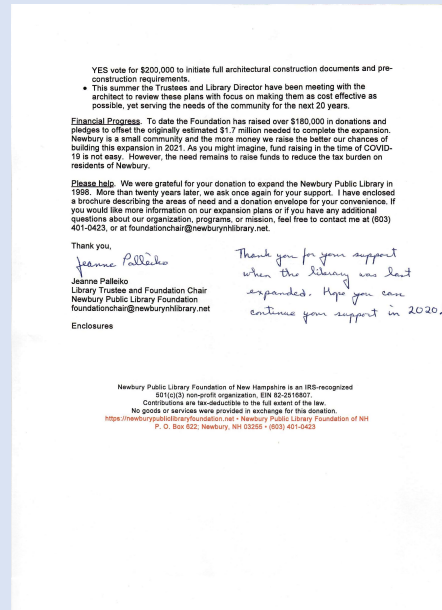




## Letter to donors from last expansion



## NPL Foundation

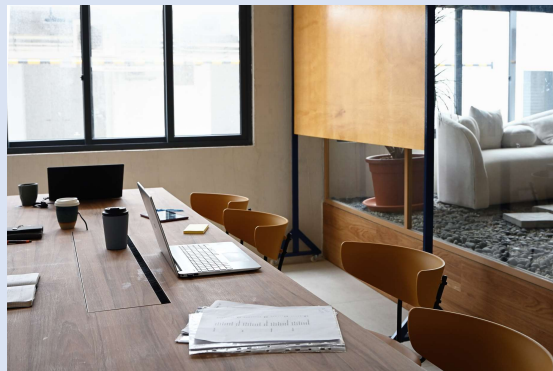


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## How to Find Donors

### Mass Mailing

- Check with printer for format
- Realtor's Report – Town Office
- Voter registration list



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## How to Find Donors

### Other organizations

- New London Barn Playhouse
- Lake Sunapee Protective Assn
- Center Meeting House
- Friends of the Library
- Library (**NOT Library database**)



**NEW LONDON  
BARN PLAYHOUSE**

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## How to Find Donors (cont.)

### Individuals

- Board Members
  - Foundation
  - Friends
  - Other organizations
- Friends of Board members
- Library Trustees
- Prior donors to library
- Town Annual Report



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## How to Find Donors (cont.)

### Town-wide gatherings

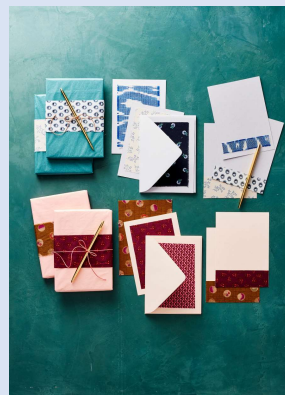
- Old Home Day
- Trunk or Treat
- Sign form at Library if interested in learning more



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## Thank you notes

- Prompt
- Hand-written note
- “You” more than “I” or “we” in letter



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## Grants

- Banks
- Foundations



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## Online Fundraising

- **New Hampshire Gives**  
June 11-12, 2024
- **Giving Tuesday**  
Tuesday after Thanksgiving
- **Casino Charity Partner**  
10 days assigned by Casino



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## Income from Online Fundraising

	2021	2022	2023	2024
<b>NH Gives</b>				
Donations		6,217.29	8,186.19	
Fees		(359.61)	(457.37)	
Net		5,857.68	7,728.82	
Bonus Pool		1,275.00	450.00	0
		7,132.68	8,178.82	
<b>Giving Tuesday</b>				
Donations	4,439.12	5,120.92	7,548.73	
Fees	(692.51)	(155.38)	(215.02)	
Net	3,746.61	4,965.54	7,333.71	
<b>Casino</b>				
Gross			8,662.66	13,832.39
Rent			(1,250.00)	(1,250.00)
Net			7,412.66	12,582.39

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## Tax Returns

### 990 – IRS Nonprofit Tax Return

- **Form 990-N (e-postcard):** gross receipts less than \$50,000
- **Form 990-EZ:** gross receipts below \$200,000 *and* assets below \$500,000
- **Form 990:** gross receipts *equal to or above* \$200,000 and/or assets *equal to or above* \$500,000

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## **Tax Returns (cont.)**

### **Online Filing**

- **Tax990**
- **NHCT-12**



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## **Warrant Article**

- **Yard Signs**
- **Cost sharing with Town**



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## Pledges and Namings

- How to acknowledge donors
  - All donors
  - Large donors
- Sign off on language
- Limit naming for future



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## All Donors

## Abbott Library



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## All Donors

## LSPA



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## Individual Donors

## Abbott Library



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## Newbury Public Library Expansion



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# QUESTIONS?

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