Grow Your Library with Successful Grant Writing

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What We Will Cover

● Preparing for grants before opportunities become available
● Teamwork strategies
● Creating workflows for tracking and reporting
● Leveraging grants as advocacy
● Tips for success
Grants we won for our project
https://tinyurl.com/5b6xtxfm

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<th>Foundations and Trusts</th>
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<td>Magdalena Ramos Revocable Trust</td>
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Create your Tools

- For capital projects, write a white paper. Impact impact impact! You can keep going back to this paper to cut and paste for specific grants.
- For project/programs, create your story. What makes your project unique? How will it help your community?
The Vision: A Library for the Future

A Rejuvenated Landmark
The historic 1892 building, "at the corner of it all," and with its iconic portico and granite stairs, will be restored. Plans call for removing the 1956 and 1978 additions and replacing them with a new wing that shifts orientation to the Contoocook River frontage. In addition to providing pleasant river views, the new orientation of the building will allow the creation of an outdoor space along the river that can serve as an extension of the ground-level public meeting spaces, fulfilling the vision of the Library as a campus and beautiful landmark of Our Town.

Spaces That Foster Community and Support Our Town’s Economy
Community engagement will be a priority in the new library. Meeting space will provide opportunities for collaboration for residents of all ages as well as our businesses and organizations. The plan incorporates a business mini-conference facility with five dedicated meeting spaces of different sizes. The large multipurpose room will accommodate up to 125 people for conferences, presentations, art and craft shows, and other large-scale events. Two conference rooms will be available for break-out sessions and group meetings. A tutorial room will be available for face-to-face instructional space, a much needed space for our students.

The new building's layout will also include an informal social space offering Wi-Fi, self-serve coffee, and café-like seating. To maximize community access to these meeting spaces, the building's design will permit access to them outside of normal library hours.

Our Vision: A New Library for a New Age
At its inception as the oldest tax-funded public library in the nation, the Peterborough Town Library was at the forefront of establishing the cornerstone value of all public libraries to follow: free and open access to resources and information for all. At Town Meeting on April 9, 1833, residents of Peterborough, mostly farming families at that time, voted to fund the purchase of books for a public library. They believed free and open access to books and information would better their community and was as important as public education. The collection of books was made available in the general store. The Library collection was moved to its current historic location in 1893. Rising usage and evolving community needs led to an expansion in 1957 and again in 1978.

Today, the Peterborough Town Library’s powerful legacy is alive and thriving. Its mission has stayed constant.

The Library champions literacy and encourages life-long learning by providing resources that enrich and educate. With an average of 200 visitors a day, the Library is a much-loved and heavily used pillar of the community.

“The significant thing is not that Peterborough established the first free public library in the world; what is wholly significant is that the population of our town was of such a character as to demand the establishment of such an institution…”
George Abbot Morison
History of Peterborough, published in 1954
Create your Tools

- Develop a toolkit of pieces you can use for multiple grants. *Ex. folder of excellent photos, annual summary infographics*
- Create a polished and unified look to all of your application pieces.
The 1833 Society
Petersburgh has been preparing for the Library of the Future in a disciplined and thoughtful process for almost ten years. In 2016, an energy audit documented the inefficiencies of the current building. In 2017, a group of concerned citizens formed The 1833 Society (so named to honor the date of the Library’s founding) to address the growing need for renovation and expansion of the library. The 1833 society was incorporated as a 501(c) non-profit with the mission of raising money to rehabilitate the Petersburgh Town Library and to inspire the design of a new facility. Today the 1833 Society has 32 corporations led by an eight-member board that will provide oversight for the Petersburgh library campaign. The actual work of the campaign will be conducted by a capital campaign cabinet assisted by other volunteers.

Community Engagement and the Call to Action
The 1833 Society team has worked closely with the Library Trustees, the Library staff, the friends of the Library, and Town officials in planning the library expansion and renovation project. In 2013, project leaders reached out to the community at large; sponsoring a town-wide forum and six additional town-memos; two outreach visits to local schools sought public input with regard to the project. Also in 2013, project leaders engaged a nationally known fundraising consulting firm to conduct 50 confidential, face-to-face feasibility study interviews to gather further input and to test fundraising potential for the project.

These outreach initiatives revealed broad support for a new library and confirmed that the library has come to need new life, energy, and reengagement into Petersburgh’s historic, dependable resource. Petersburgh’s new library requires a design that meets the town’s needs, honors its character, and reflects and builds on the emerging story of Libraries throughout the nation.

The following principal themes emerged from the community’s input:

• The current building is dated, worn, and not fully accessible.
• The library’s layout, design, and functionality need to be compatible with the community’s evolving needs.
• Any redesign should respect, retain, and incorporate the historic original building.
• The library must provide a public space that is devoted to public service and attract more adults to the community to this opportunity every Wednesday volunteers and
• To learn more about the Library project, please visit PetersburghTwpLibrary.org/HowPTL helps Build a Healthy & Vibrant Community

Wether you are raising the high school equivalency test; looking for job search resources, or seeking help with digital devices, the Petersburgh Town Library is the “go to” place. While many of the library’s programs offering continues to serve its primary missions—chief of supporting Library—employment and career assistance, technology help, and continuing education are growing services provided by the Library. In 2016, the library began a partnership with Project Lift, a volunteer-led training program to assist adults with passing the HiSET (formerly GED). Based in Hillsboro, Project Lift was quickly realized as an affordable resource in the Petersburgh area. The library offered free space and began to publicize the service and attract more adults to the community to this opportunity. Every Wednesday volunteers

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Petersburgh Library Updates on Our Petersburgh Library Project

A Rich Legacy

In 1833, an extraordinary thing happened in the small town of Petersburgh, N.Y. Citizens raised $600 a tax that would support the creation of a free public library. This incredible act made books, which at the time were expensive items, accessible to all, not just the privileged few. Petersburgh Town Library became the cornerstone of the American public library movement. Today there are more than 16,000 public libraries across the United States. Petersburgh Town Library is still and will continue to be a testament to the power of books.

Early History
Petersburgh Town Library was originally housed in the town hall. In the 1970s, it moved to the Thomas Hill house, which was later remodeled into a library building designed and built by George S. Merrow. The historic building has stood 127 years and remains an important symbol of our early history. The beautiful building now houses the town’s record office, run by the Daughters of the American Revolution, and the town’s history office, run by the Daughters of the American Revolution.

Tonight the Petersburgh Town Library will host a program to celebrate the library’s 180th anniversary. The program will feature a performance by local saxophonist Tom White and a presentation by local historian Bob McCall. The program will also include a tour of the historic building and a screening of the documentary film “The Library of Congress.”

Restoration of the Historic Library
The Petersburgh Town Library was originally built in 1833, and is considered to be one of the oldest public libraries in the United States. The library’s historic building is made of stone and wood, and features large windows and tall ceilings. The building was recently restored through a grant from the National Endowment for the Humanities.

The library’s historic building is a beautiful example of early American architecture. The building’s spacious rooms and high ceilings provide a comfortable and inviting atmosphere for reading and learning. The library is home to a wide variety of books and other materials, including rare books, maps, and prints.

The library’s restoration project was completed in 2014, and the building was opened to the public in 2015. The restoration project included the replacement of the building’s roof, windows, and doors, as well as the addition of a new library wing. The building now has more than 50,000 square feet of space, and is home to a variety of public spaces, including a meeting room, a children’s room, and a history room.

The library’s historic building is an important part of Petersburgh’s cultural heritage. The building is open to the public every day, and is a popular destination for local residents and visitors alike.

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Tell a story with your statistics

**Peterborough Town Library**

**Annual Review**

**By the Numbers | 2022**

- **86,743** total checkouts
  - if each item is valued at just $10 an item, this is a value of $867,430.
  - 75% Physical Items
  - 25% Downloads

- **280** programs offered
  - **151** programs
    - **1,296** attendees
  - **135** programs
    - **1,939** attendees

- **3,052** active Library patrons.
  - We purge inactive patrons annually.

- **672** New Library Cards
  - **174** kids
  - **495** adults

- **53,791** Library Visits
  - In 2022, the library averaged 185 visitors each day?

- **5,163** Questions Answered

**Meeting Room Usage:**
- 850 study room bookings
- 304 classroom/boardroom bookings
- 65% of all bookings were free to 501(c)3 non-profits

**2019 PTL Stats**

- **55,211** Onsite Visits
- **14,388** Virtual Visits

- **348** Programs Offered
- **8,009** Program Attendance
  - $40,045 Value

- **338** Tech Class Students
  - $8,450 Value

- **73,431** ITEMS Borrowed
  - $667,950 Value

- **4,028** Active Borrowers
- **181** Museum Passes
  - $5,620 Value

- **213** Groups Used a Meeting Room
- **584** New Cardholders

**Peterborough Town Library**

Open 50 Hours per Week

- **4,000** Questions Answered
  - $ Invaluable $
Be proactive!
Don’t wait until you need a grant.

- Brainstorm with staff, trustees, and funders. Review feedback from patron surveys, evaluations, or previous applications.
- Create a wishlist of possible projects that would help you achieve your library goals or strategic plan.
- Think about all size projects and programs, and the impact they will have on your community.
Teamwork Strategies

- Have one person in charge of collecting all the required pieces, tracking the deadline, and submitting final application.
- Ask a Trustee to be in charge of writing follow-up thank you cards.
- Have someone outside your staff/trustee group read your materials and critique them.
Tracking

- Create a master checklist for all grants applied to each year.
- Include submission deadline, date submitted, amount gifted, main contact, thank you cards, and any other follow-up steps.
- Grant reporting is essential especially for long term relationship
Simple spreadsheet to keep organized and a history of your grants

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Declined tracking and conversations

- Track the ones you don’t get as well!
- Have conversations about why an application was declined.
Promote! Leverage Every Grant!

- Even small grants are worth promoting. The story could inspire all kinds of further support!
  - Press release
  - Pictures of the impact—share widely!
  - Follow-up thank yous to grantee with pictures.

Example: a grant for solar may inspire a library patron or local business to make a gift.
Things we learned

- Ask for what you need
- Go for the moonshot sometimes
- Think local
- Apply for multiple grants
- Don’t be afraid to apply again
- Build long-term relationships
- Understand your library’s public-private talking points
Questions?

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