



JACKSON COUNTY LIBRARY DISTRICT (JCLD) Friends & Foundation Fundraising Workshop

Facilitated by Stu Wilson and Sharon Griggins

Saturday, March 30, 2019, 9:30 a.m. to 3:30 p.m.

Medford Library, Large Meeting Room

205 South Central Avenue, Medford, OR 97501

AGENDA

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| 9 to 9:30 am | Gather – Coffee and welcome |
| 9:30 to 9:45 | Introductions |
| 9:45 to 10 | Goals and Outcomes for the Workshop <ul style="list-style-type: none">• What would you most like to be different or change? (if anything) |
| 10 to 10:45 | Best Practices in Library Fundraising <ul style="list-style-type: none">• The Roles of Friends, Foundations and Public Libraries• Fundamentals: Fundraising Areas and Approaches• Common Models for Friends and Foundations |
| 10:45 to 11 | BREAK |
| 11 to 11:45 | Overview of Current Fundraising in the Library District <ul style="list-style-type: none">• Overview of Current Activities and Findings from Background Review• Opportunities, Challenges and Strategic Issues in JCLD Fundraising Efforts |
| 11:45 to 12:30 pm | LUNCH |
| 12:30 to 1:45 | Facilitated Discussion: Building the Plan for Increased Support <ul style="list-style-type: none">• What is your vision for fundraising? Your goals?• Where does JCLD need to build capacity or restructure to advance fundraising? What is the resource commitment to fundraising?• Are there related areas, such as marketing, vision, and project development that need enhancement to advance fundraising?• In what fundraising areas can the Library see the biggest return on investment in the next 3-5 years? What is doable?<ul style="list-style-type: none">○ Increases in current activities○ Possible new directions |
| 1:45 to 2 | BREAK |
| 2 to 3 | Setting Priorities for Friends, Foundation & Development in the Next 3 Years <ul style="list-style-type: none">• The fundraising focus in 2-4 lead areas• Defining commitment of needed resources• Building the Friends and Foundation across the system |
| 3 to 3:30 | Next Steps and Final Comments |
| 3:30 pm | Adjourn |