

Whiting Library Fundraising Committee Meeting 05/17/2021 4 pm
Minutes – DRAFT

Location – WL Conference Room and on Zoom

Present – Lyza Gardner, Robert Nied, Ed Grossman, Donna Shields

Meeting Called to Order at 4:03 pm

Selection of Committee Chair

- Lyza Gardner was selected as Committee Chair. She will take over in June of 2021. Ed Grossman will serve as interim chair until Lyza takes over.

Old Business – The June 2021 drive was about \$1000 less than the previous year.

New Business - Fundraising Committee

- Scheduling – Lyza will schedule future meetings and arrange for the zoom link when necessary.
- November 2021 Drive Planning – Robert will draft the letter from the chair and arrange for the printer to prepare our materials. We are looking for the materials to be ready by June 4, 2021 and distributed to trustees at, or at the time of, the June 8th, 2021 Board Meeting. We will also need more Thank You letters.
- Process – The committee decided to continue the practice of 2 traditional mailings/year while investigating alternate methods of fundraising, including more digital sources. *Kindful* will continue to be our fundraising database resource.
- Advertising – The Committee discussed placing an ad in the Chester Telegraph in the fall. PayPal will continue to be available for a digital donation platform. We will also look at Social Media to advertise our fundraising campaign, with clear instructions on how to donate using a credit card. We need to coordinate with Deirdre, the Director, to see how email will or can be used to assist with the campaign.
- Additional Fundraising Items for the Future – We may consider approaching more businesses as donors. We may consider a Silent Auction as an additional event for fundraising.

The Meeting was adjourned at 4:41 pm until our next meeting scheduled for July 8th, 2021, at 4 pm.