



April 23, 2020

Peer to Peer Fundraising Toolkit



The Seattle Public Library Foundation

Dear Library Lover,

Thank you for sharing your passion of the Library with others as a FUNdraiser for **Library Giving Day!**

On Thursday, April 23, 2020, thousands of supporters will come together across the nation to support our libraries. The Seattle Public Library has some of the strongest supporters who believe in our mission and give generously.

This is a challenging and unprecedented time for all of us and our community. The Library is adapting to help, and The Seattle Public Library Foundation has committed additional funds to support this work.

The Library has seen extraordinary demand for digital services. E-material users increased 42% in March. And after launching a new digital library card, more than 600 people signed up within the first week alone.

Other services that people love — such as streaming movies, TV, and music services, and free access to magazines and newspapers — are available to all members of our community at no cost. Library staff are working remotely to help patrons connect to these services. Usage is up between 28 to 54% on the most popular services.

Here's where you come in. The Library is one of our community's greatest treasures. Library Giving Day is the perfect way to showcase the Library's widespread and deep impact on the Seattle community. That impact is possible because generous supporters like you support the Library above and beyond what public funding alone can provide. In fact, it creates a perfect partnership. While public funds support most of the staff, branches, and a majority of the collections, private philanthropy helps support programs and additional materials that make our Library system a national leader in many areas.

So let's get started! To support your efforts, the following guide provides information you'll need to set up a Peer to Peer giving site. We'll help you create a profile, access sample fundraising language, show you how to use the tool, and track your progress toward the big day: **April 23, #LibraryGivingDay.**

We're also here to help. Contact us at foundation@supportspl.org and a member of our committed staff will help answer your questions, set up your page, and provide support. This is a new tool for us, and for you, and we look forward to exploring it together.

We are so excited to have you on board to help make this day of giving a success! Thank you for helping to keep Seattle a vibrant, healthy, and forward-thinking community by supporting The Seattle Public Library.

Stay safe, healthy, and optimistic,



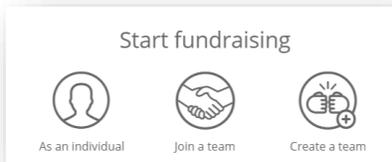
Jonna Ward
Chief Executive Officer
The Seattle Public Library Foundation

How to create a Peer to Peer Page

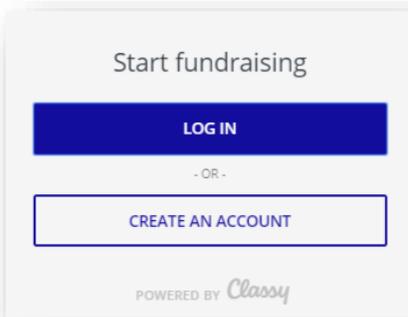
1. Visit our Library Giving Day webpage at <https://give.supportspl.org/librarygivingday> and click the Become a Fundraiser button.



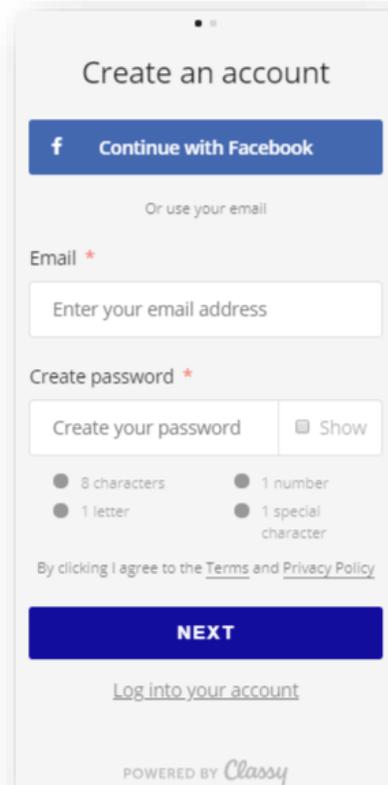
2. Select "As an individual"



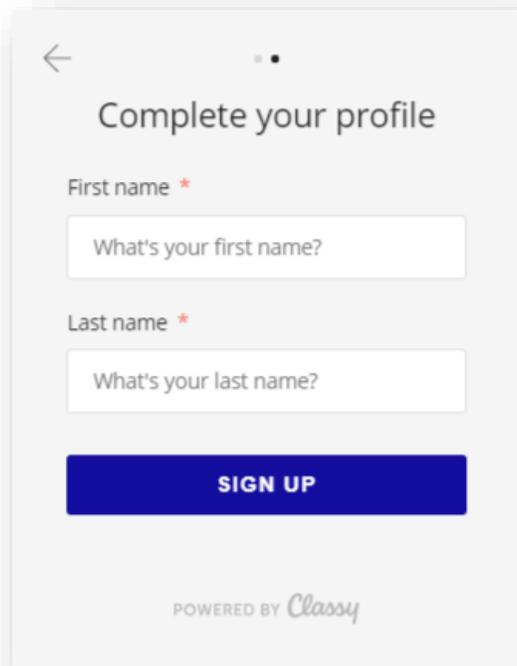
3. Select "Create an Account" and click Next.



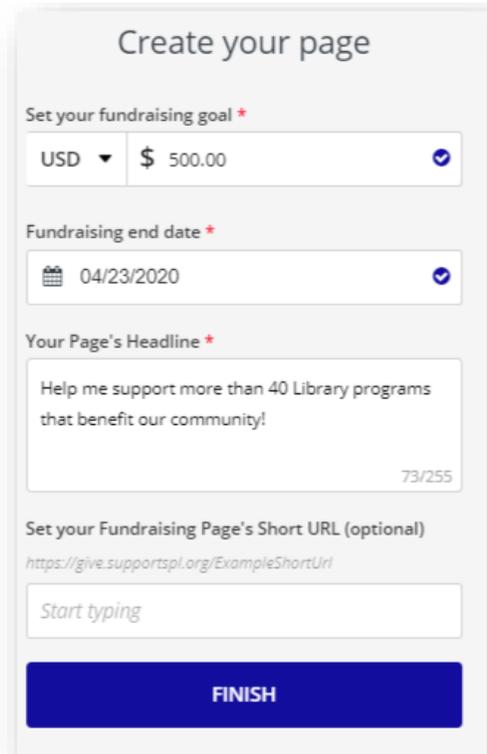
4. Populate the information requested and click next.



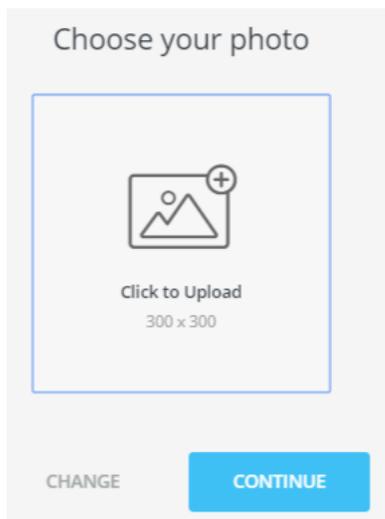
5. Again, populate the information requested and click “Next.”



6. Add your own personal goal. Aim high! Set the end date to 04/30/2020, and create a URL. We suggest using your name. Click “Finish.” (TIP: Even though Library Giving Day is April 23, choose an end date farther into the future just in case people see your message later!)

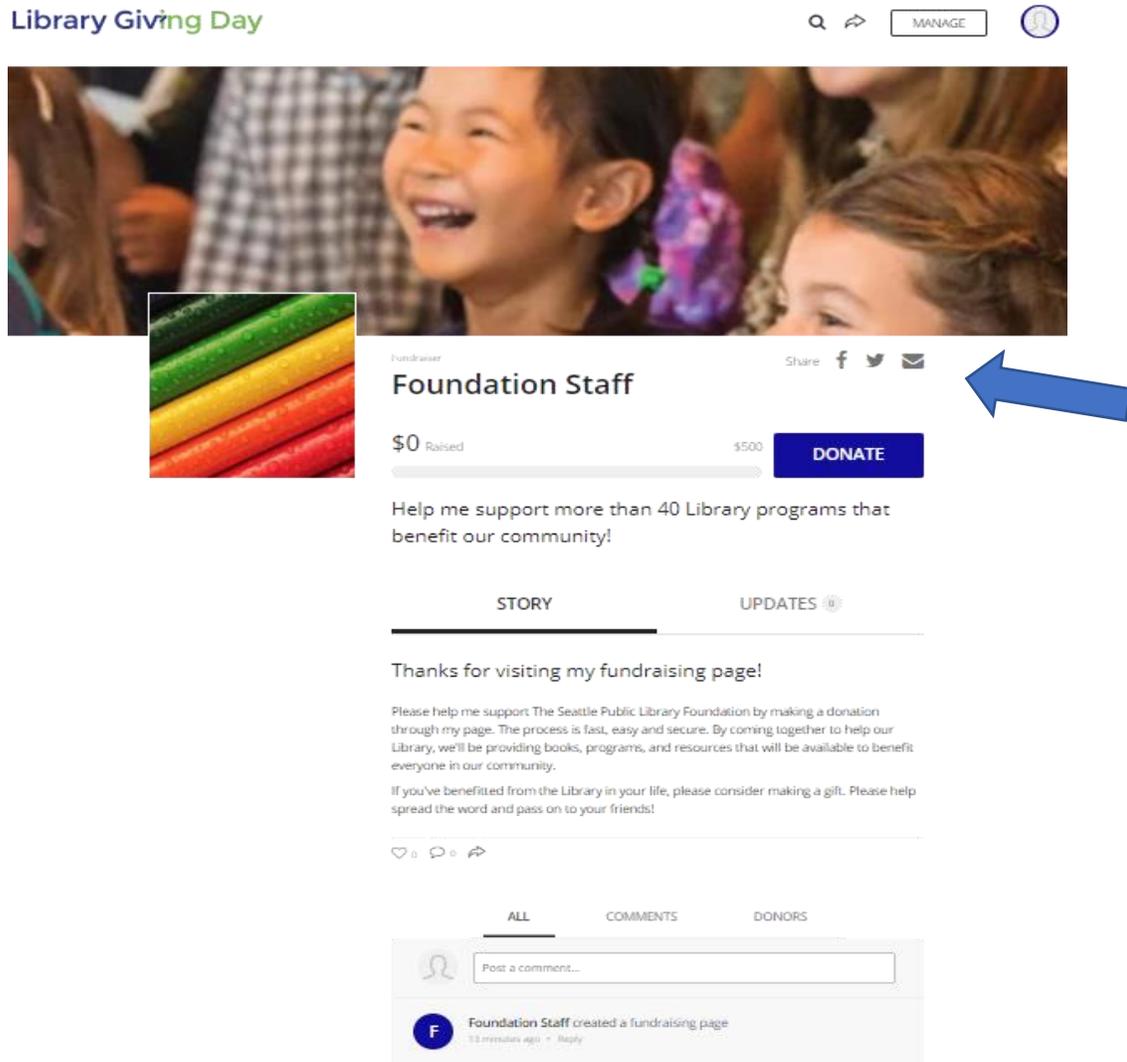


7. Upload an image and click Continue. (TIP: Don't stress if you don't have an image. Email us and we'll send you a generic picture of some books, or better yet, take a picture of your bookshelves at home! Everybody loves books!)



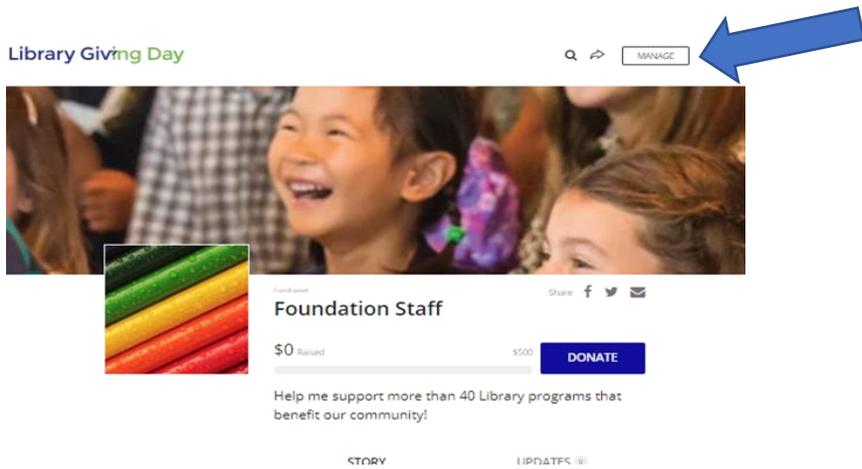
Congratulations! You have now created your Library Giving Day page.

8. Now you can start sharing your page through Twitter, Facebook, or email. Click icons on your giving page to choose how you want to share.

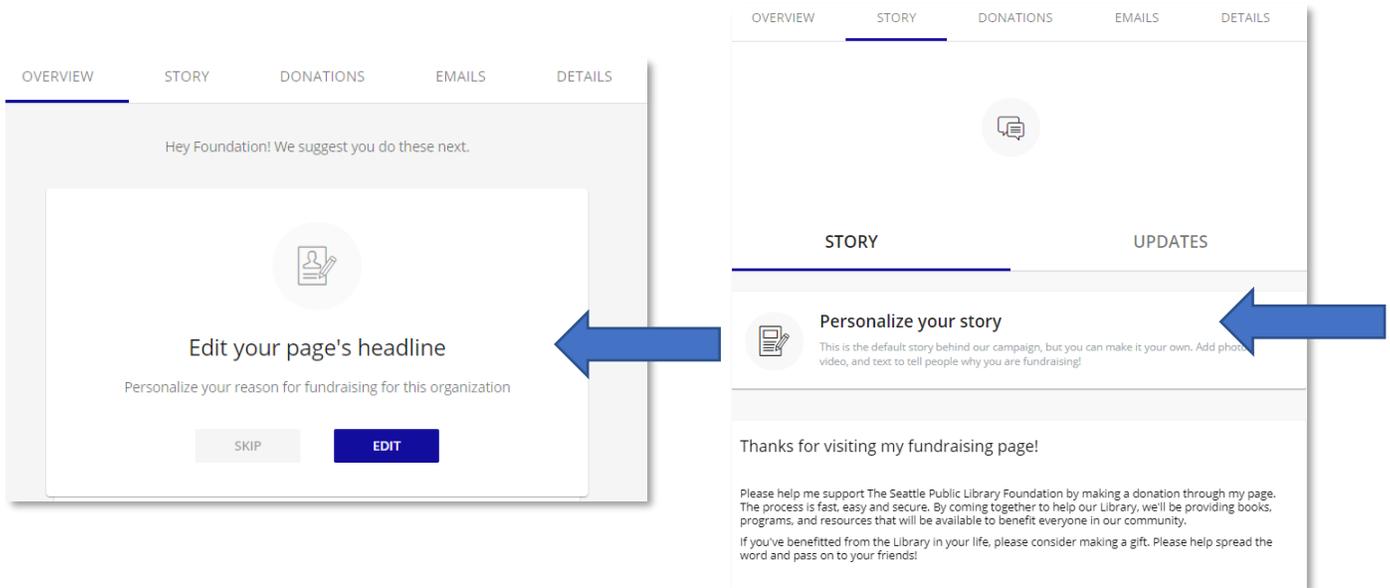


The screenshot shows a Facebook fundraising page titled "Library Giving Day" at the top left. The page header includes a search icon, a share icon, a "MANAGE" button, and a profile picture icon. The main image features a smiling young girl with a purple flower in her hair, and a smaller inset image of colorful pencils. The fundraiser is titled "Foundation Staff" and shows "\$0 Raised" out of a "\$500" goal, with a blue "DONATE" button. Below the goal is a description: "Help me support more than 40 Library programs that benefit our community!". The page has tabs for "STORY" and "UPDATES". A blue arrow points to the "Share" icons (Facebook, Twitter, Email) in the top right corner. The "STORY" tab is active, showing a post that says "Thanks for visiting my fundraising page!" followed by a paragraph of text: "Please help me support The Seattle Public Library Foundation by making a donation through my page. The process is fast, easy and secure. By coming together to help our Library, we'll be providing books, programs, and resources that will be available to benefit everyone in our community. If you've benefited from the Library in your life, please consider making a gift. Please help spread the word and pass on to your friends!". At the bottom, there are tabs for "ALL", "COMMENTS", and "DONORS", and a comment box with the text "Post a comment...". A notification from "Foundation Staff" is visible at the bottom, stating "Foundation Staff created a fundraising page 11 minutes ago · Reply".

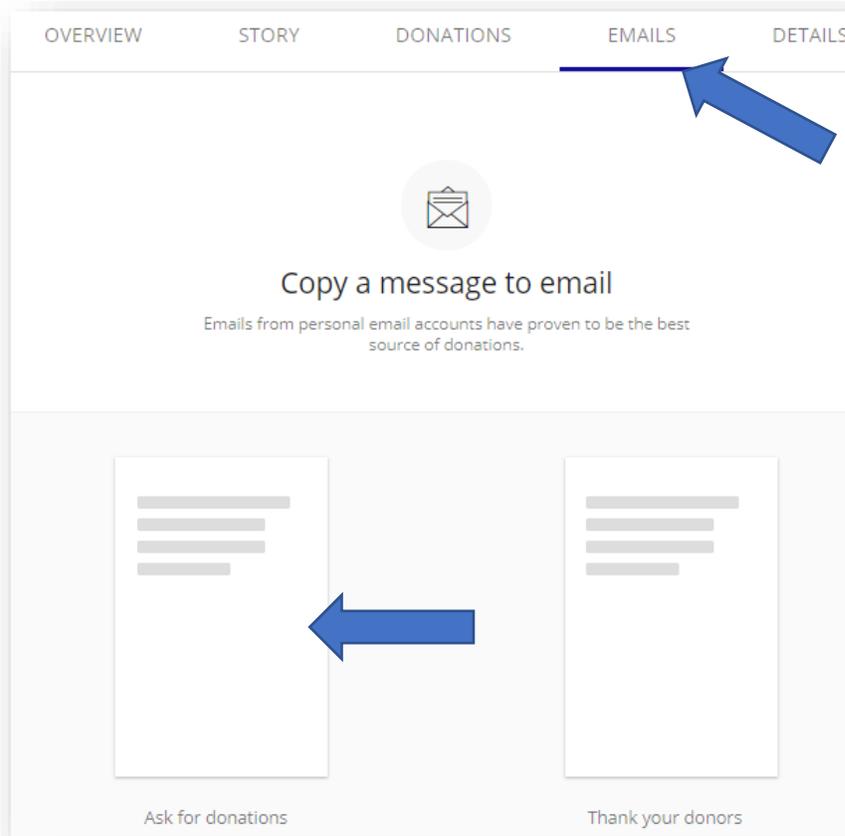
8. You can also customize any of the text you see on your page. Start by clicking the “MANAGE” button on the top of your page.



9. You can edit your page’s headline, add your own personal story.



10. You can send pre-populated emails to ask for gifts, or customize your own appeal with language that you prefer. (TIP: We've included some language later in this guide to help you with Library information!) Start by clicking on the "EMAILS" tab, then select "Ask for donations." Once you see the pre-populated message, you can edit the note by CLICKING in the box, changing the copy, and selecting the check box to accept your changes.



< BACK TO TEMPLATES

Family and Friends,
Please help me support The Seattle Public Library Foundation by making a donation through my fundraising page for 2020 Library Giving Day. Even a small donation will help me achieve my goal! The process is fast, easy, and secure. Thanks so much for your support.

Brian
[Donate to my page](#)

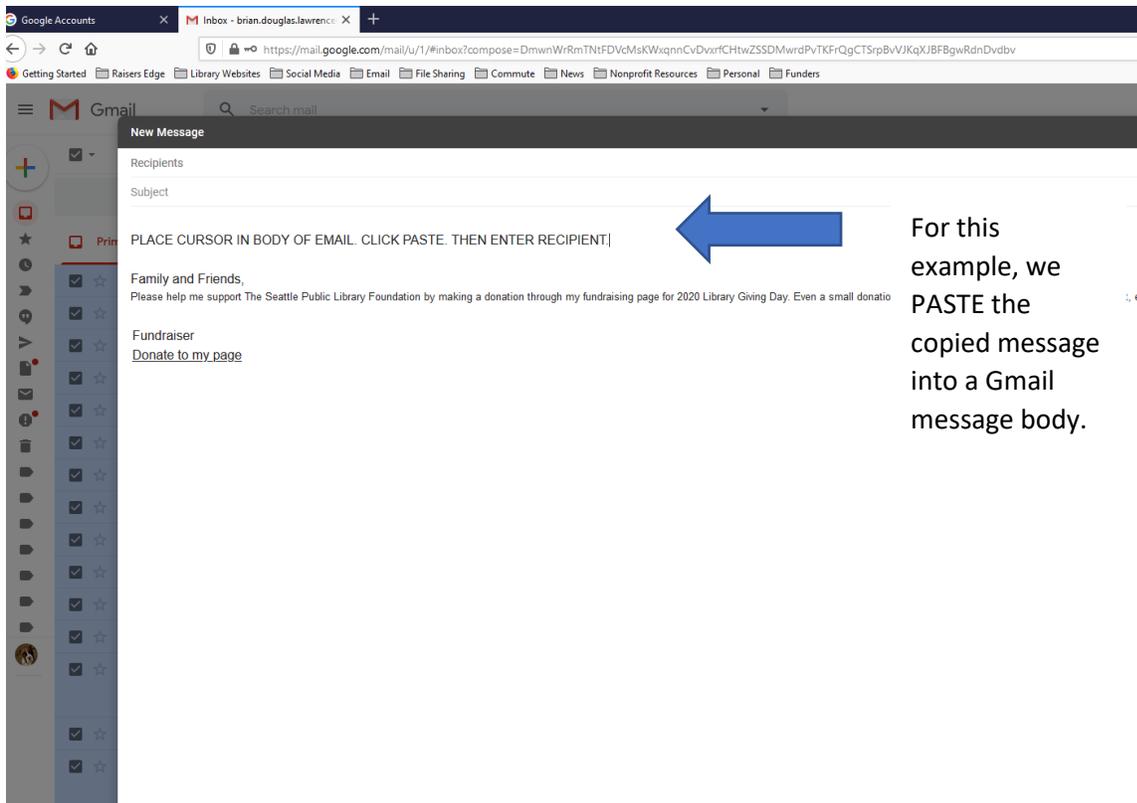
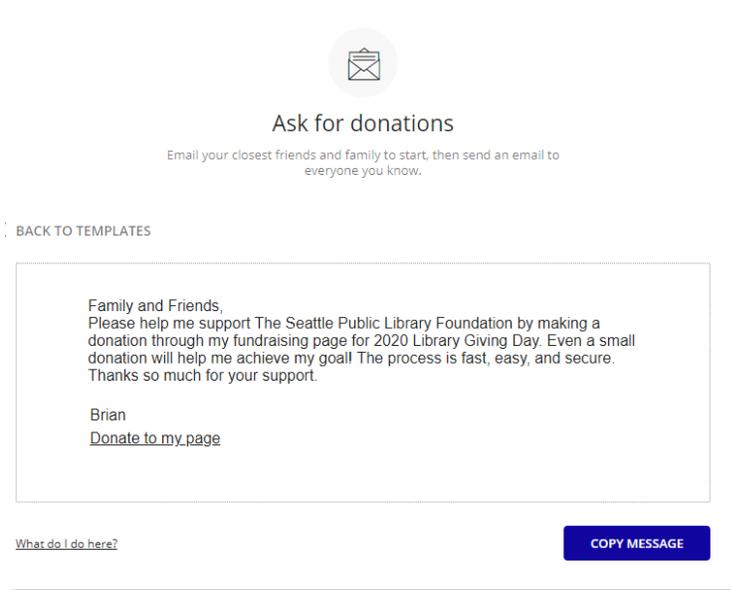
[What do I do here?](#)



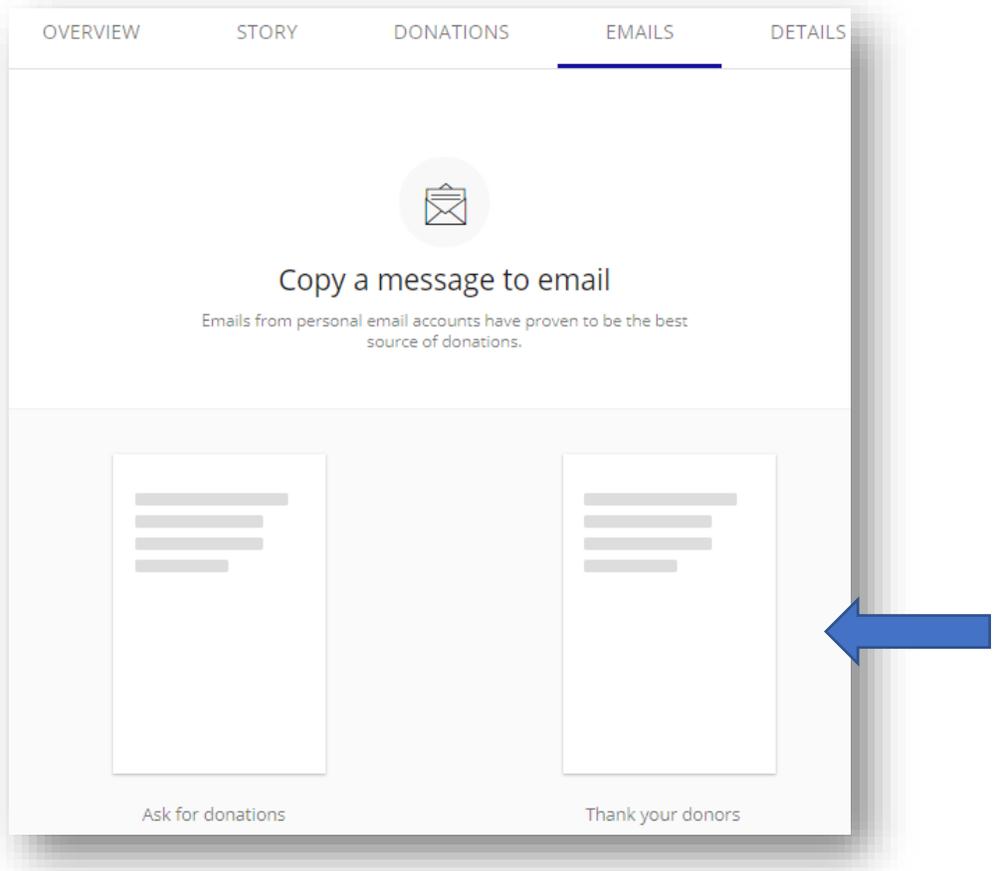
Click in box to edit.

Click to save once you've edited.

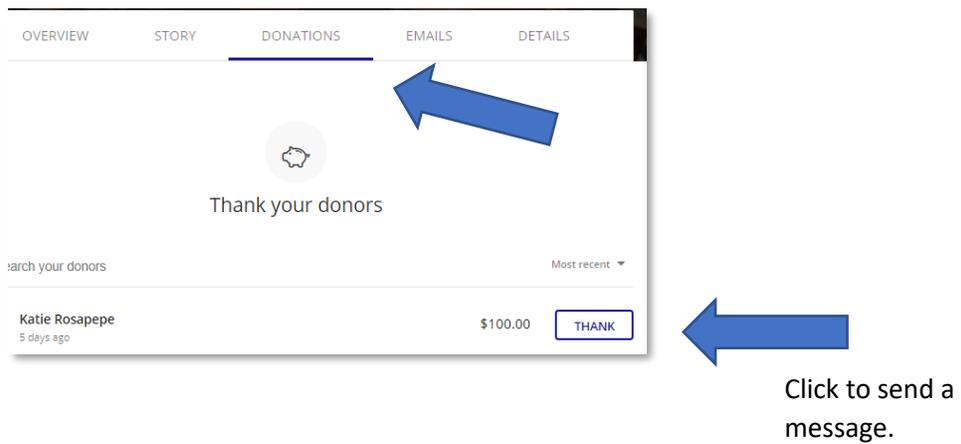
11. Once you've finished editing your message, you can then hit "COPY MESSAGE," open up **your own email service** (such as Outlook, Hotmail, Gmail, Yahoo, AOL, Comcast, or other service provider), compose a new message, place your cursor in the body of the message, and choose "PASTE." Your email message will be pasted in the body of the message. You can then send that to a person you wish to give.



12. You can also edit your THANK YOU MESSAGE on the “EMAILS” tab.



13. When donations come in, you can go to your “DONATIONS” tab,



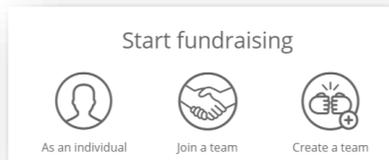
14. You can edit your goals, pictures, headlines, and most other information on your “DETAILS” tab. (TIP: You might be surprised at how easy it is to fundraise for the Library. Consider increasing your goal as your campaign progresses!)

How to join a Team Page

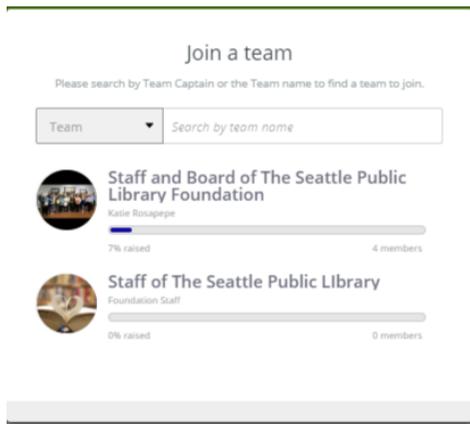
1. Visit our Library Giving Day webpage at <https://give.supportspl.org/librarygivingday> and click the Become a Fundraiser button.



2. Select "Join a Team"

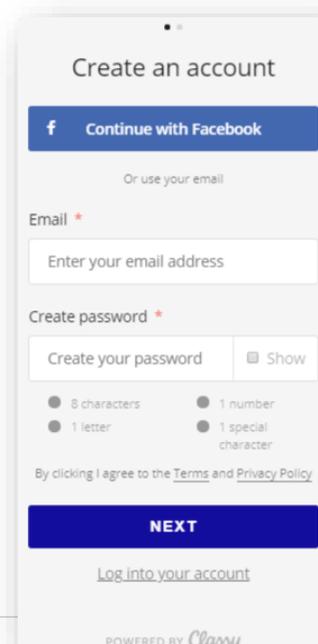
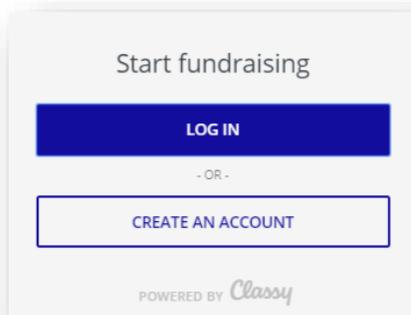


3. Search for the team



4. Select "Create an Account"

5. Populate the information requested and click Next.



6. Again, populate the information requested and click “Sign up.”

A screenshot of a mobile app form titled "Complete your profile". It features a back arrow in the top left, a title, and two input fields: "First name" and "Last name", both with red asterisks and placeholder text "What's your first name?". Below the fields is a blue "SIGN UP" button. At the bottom, it says "POWERED BY Classy".

7. Add your own personal goal. Aim high! Set the end date to 04/30/2020, and create a URL. We suggest using your name. Click “Finish.” (TIP: Even though Library Giving Day is April 23, choose an end date farther into the future just in case people see your message later!)



A screenshot of a mobile app form titled "Create your page". It includes several sections: "Set your fundraising goal" with a dropdown for "USD" and a value of "\$ 500.00"; "Fundraising end date" with a calendar icon and the date "04/23/2020"; "Your Page's Headline" with a text area containing "Help me support more than 40 Library programs that benefit our community!" and a character count "73/255"; and "Set your Fundraising Page's Short URL (optional)" with a text area containing "https://give.supportspl.org/ExampleShortUri" and a placeholder "Start typing". A blue "FINISH" button is at the bottom.

8. Upload an image and click Continue. (TIP: Don't stress if you don't have an image. Email us and we'll send you a generic picture of some books, or better yet, take a picture of your bookshelves at home! Everybody loves books!)

A screenshot of a mobile app form titled "Choose your photo". It features a large square area with a placeholder image icon and a plus sign. Below the area is the text "Click to Upload" and "300 x 300". At the bottom, there are two buttons: "CHANGE" and "CONTINUE".

Congratulations! You have now joined a team for Library Giving Day.

Go to page 5 for instructions on how to customize your page, reach out to your network and more! Keep reading below for key messaging, sample language and other tools.

Key Messaging

Please use the following language, statistics, and information to customize your profile, asks, and thank you notes.

- The first \$25,000 in donations, no matter how big or small, will be matched by a generous anonymous donor. Additional match funds will be added as they become available.
- On Friday, March 13, the Library closed its branches to protect the public. More than 104,000 items were checked out that day, compared to 13,000 on a typical day. This proves how much you and others value the Library.
- The Library has seen unprecedented demand for digital services. Unique users have increased 42% in March. After launching a new digital library card on March 26, more than 600 users signed up in the first week alone.
- Services that people love — such as streaming movies, TV and music services, and free access to magazines and newspapers — are available to all members of our community at no cost to the public. Library staff are working remotely to help patrons connect to these services. Usage is up between 28 to 54% on the most popular services.
- To support the Library in during Shelter in Place efforts, The Seattle Public Library Foundation has increased the amount of funding available by \$250,000 to provide more electronic resources to patrons. The Foundation has also given the Library the flexibility to use funding in new ways to meet patrons' most urgent needs.
- We are doing this because we have confidence that friends like you will step up to help the Library during an unprecedented time. The Library has been always been there for you, and together, we can be there for others.
- The Library to Business program is supporting local businesses with online one-on- one appointments, and Library program teams are working with community partners to plan for an anticipated surge in the number of persons seeking job search assistance and other supports.
- The Seattle Public Library Foundation is able to support these and other resources because generous people like you possess the same attitude of sharing that makes our Library so special.
- Your gift will be used to reduce the impact of social isolation and provide resources to help kids and families continue to learn while schools are closed.
- When this outbreak is over, our Libraries will once again open to thousands of people who will return the books they checked out on March 13. The stacks of books in their arms will be exchanged for new books, new ideas, and new knowledge.

Checklist

Now

- Go to <https://give.supportspl.org/librarygivingday> and create a Peer to Peer page or join a team
- Make your own **Library Giving Day** gift
- Share on social media   
- Email your network and ask for donations 

April 23

- Remind your supporters TODAY is the day to support the Library we all love

April 24 and beyond

- Thank your supporters when they give
- Send an update on how you and **Library Giving Day** did when it's over
(data provided by the Foundation)
- Share your feedback.** We'd love to hear what you thought of our Inaugural Peer to Peer site and how it went. Please email or call Brian Lawrence, Deputy Executive Director at brian@supportspl.org or (206) 413-7004.

Sample Email Language

Page 10 of this kit offers some helpful language that you can use in your messages to your network!

As you know, I'm [\[insert Library connection\]](#) and I'm excited to support **Library Giving Day** and fundraise on behalf of The Seattle Public Library!

The Library is a cornerstone in our community – it has adapted quickly to serve our community during this time of need.

Services that people love and I use too — such as streaming movies, TV and music services, and free access to magazines and newspapers — are available to all members of our community. Library staff are working remotely to help patrons connect to these services. Usage is up between 28 to 54% on the most popular services.

To support the Library in during Shelter in Place efforts, The Seattle Public Library Foundation has increased the amount of funding available to provide more electronic resources to patrons. The Foundation has also given the Library the flexibility to use funding in new ways to meet patrons' most urgent needs.

Will you join me in supporting the Library with a gift on Library Giving Day?

Please visit fundraising page [\[insert Library connection\]](#) and make a gift today. The first \$25,000 will be matched by a generous donor – so don't delay!

I'm happy to have the opportunity to share my love of the Library with you!

Thank you for supporting something that means so much to me.

Thank you!

Thank you for being a champion for the Library this **Library Giving Day**! We can't make this day a success without your help, and the help of so many Library lovers you know in your network.