

LIBRARY SUPPORT NETWORK IMPACT REPORT



Dear Library Development Professionals,

When we gathered for the first International Public Library Fundraising Conference (IPLFC) in 2017, we knew we were on to something. We found our people!

The responsibility of raising funds to sustain and grow public libraries can be daunting – but when we come together, we learn from each other, lean on each other, and lift our fundraising operations to new heights.

The informal community that formed through the conferences led to the launch of Library Giving Day in 2019 for our first collective effort - sharing tools and helping any library expand its capacity to grow its donor base.

In 2020, the pandemic really amplified how much we need each other for connection and support. Demand to connect and share best practices year-round inspired the newest effort to create a community of practice, resulting in the launch of the virtual Library Support Network (LSN) Community. We've been blown away by the response. In the first year, more than 400 of us have joined for online discussions, live virtual meetings, and 24/7 resource sharing and support. More than 30 libraries and foundations plus some enthusiastic supporters have contributed time and money to make this possible. And we secured a challenge match from the Knight Foundation.

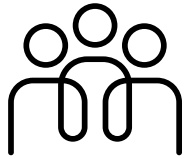
As we imagine what the next year can bring, we want to pause and share a little of the impact we're observing and highlight the various activities that make up the LIBRARY SUPPORT NETWORK. In addition to the LSN Community, you will also find highlights from the conference and other collective efforts.

None of this would be possible without you. Thank you seems insufficient!

In library love,

Jonna Ward
Chair, Library Support Network
CEO, Seattle Public Library Foundation
jonna@supportspl.org
206-295-6438

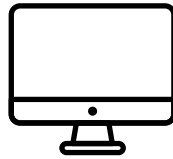
LIBRARY SUPPORT NETWORK COMMUNITY



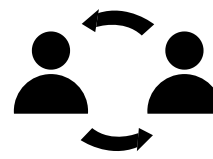
**435
Members**



**220 Libraries
Represented**



**91% Visited
Online**



**64% Have
Contributed**



**46% Members
Visit Weekly**

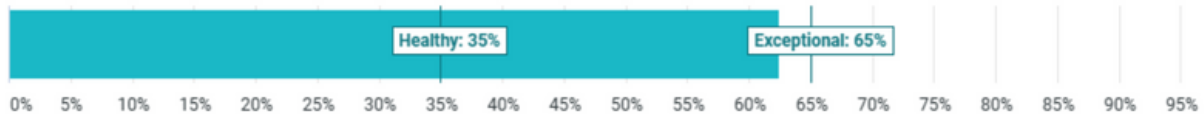
MEMBER GROWTH CONTINUES

426 members have joined the LSN Community since an initial email to past IPLFC attendees and Library Giving Day contacts in October 2022. Subsequent growth has been by word of mouth.



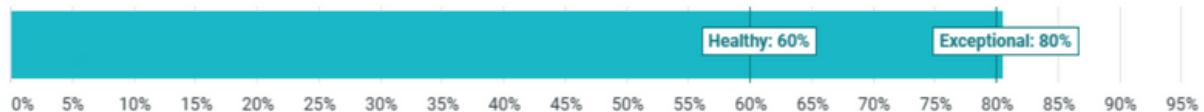
MEMBER RETENTION IS STRONG

New Member 30 Day Retention Rate



63% New Member 30 Days Retention Rate (% of members who joined 60-89 days ago and returned 31-60 days after joining).

Existing Members 30 Days Retention Rate



81% Existing Members 30 Day Retention Rate (% of members who visited 60 days ago, who also visited in past 30 days, excluding new members).

2023 MEMBER ACTIVITIES

The LSN Community has created many new opportunities for professional development and connection filling a gap in our sector.

COMMUNITY CONVENING

Convenings – 11 held with an average of 40 members joining us live to check-in and discuss a timely topic, from storytelling to board engagement.

WEBINAR

Webinars – We introduced encore presentations of the most highly rated IPLFC sessions for deep learning and recording for future reference

- 4,215 Unique Contributions to the Community
- Top 3 Topics for Discussion:
 1. Giving Tuesday
 2. Donor Databases
 3. Monthly Giving

STORIES OF IMPACT

The feedback we have received is so inspiring. It's what drives us and keeps our energy high to make this happen! Here are four fun stories we want to share with you.

From Higher-Ed to Library Development

Here is what Erin Kreeger, Executive Director, Duluth Library Foundation has to say about the LSN.

The Library Support Network has been one of the most important tools in the work I do! I made the transition from higher-ed fundraising to library support work in late 2021. Prior to joining the Duluth Library Foundation, I had no experience with libraries other than as a patron. While the fundamentals of development and past fundraising experience were relevant to my new position at the library, connecting with fellow library professionals has been extremely helpful.

Through the network, I have participated in professional development, swapped policies to address operational needs, discussed cases for support, and shared ideas to improve practices. Most importantly, I feel like I have an extra staff member or volunteer through the Library Support Network, which makes the work of our two-person team seem more manageable and impactful.

Banding Together to Expand Books Unbanned

Book banning and the censorship movement moved beyond public schools to public libraries. The Brooklyn Public Library launched Books Unbanned to expand access to their full collection by granting electronic library cards to anyone aged 13-21. This spring, Seattle Public Library with support from the Seattle Public Library Foundation, joined them. This work was shared at the IPLFC23 and three more libraries, with support of their foundations, also joined in: Boston, LA County, and San Diego.

Paula Sakey, Executive Director of the Boston Public Library Fund, said *"The Library Support Network is absolutely the reason we were able to bring Books Unbanned to Boston. It's where we learned how Brooklyn and Seattle had done it, and where we found the support to figure out the right philanthropic strategy to make it possible in our community."*

This is the power of networks - members learned insights from each other on how to improve results on a wide range of topics, from marketing to social media, annual appeals to major gifts, endowments to campaigns.

Maximizing Library Development: A First-Year Journey with LSN

Selena Paulsen, Development officer, Poudre Libraries, shared the following about the LSN.

Three things have made the LSN really useful to me during my first year as a library development officer:

- 1. Unlike other professional organizations, the LSN's focus on working in fundraising for libraries has been especially helpful. Libraries have lots of differences from other 501(c)3 organizations, and in the LSN I could gather information and perspectives that are specific to libraries – governance structures, programs and donors, and culture.*
- 2. The LSN was so useful to me during this year. The online platform made it possible to get very personalized and timely responses to questions I had. I can search the platform to see if the information exists, and then I can ask very specific questions of the other members. And best of all, I don't have to wade through a social media barrage or a complicated forum within a professional website to access LSN. My login info is saved, I just open the website and I'm there. Then within 24-48 hours I can almost always get answers to my questions.*
- 3. The caliber of professionals on LSN is exceptional. For a new library development officer to be able to hear firsthand what the foundation directors at places like Seattle, Chicago, Boston, and Brooklyn are doing is a unique opportunity. But there are also other new professionals like me, and the group represents libraries of all sizes and configurations.*

I feel really fortunate to have had the opportunity to be a member of the LSN, and I genuinely feel like it helped me feel comfortable in my position quickly and make smart decisions as I've worked to build a development program for my library district from the ground up.

Expanding Networks

Alisa Mitchell, Executive Director, Library Foundation for Sarasota County, and Robert Ahlness, Director of Philanthropy, Broward Public Library Foundation, had never met before the IPLFC23 in Austin. They quickly compared notes and built a list of other library foundations, “*We need to be talking to each other,*” Alisa said. And so, they did.

Alisa and Robert divided up the list and began calling people directly to organize a group of Florida public library foundations to support and learn from one another as fundraisers facing unique challenges. Theirs is the first pilot *affinity group* supported on the LSN Community's virtual platform – a place for localized discussions and events, and an opportunity for the LSN steering committee to learn how to support the networks within the network.

THANK YOU

We are building something incredibly special and none of this would be possible without the commitment and resources of this amazing community of practice. Special thanks to our steering committee and funders for making this possible.

LSN Steering Committee

Beth Burns, President, Friends of the St Paul Public Library
Dawn Coppin, Ph.D., Executive Director, San José Public Library Foundation
Jenni Gaisbauer, CFRE, Executive Director, Charlotte Mecklenburg Library Foundation
Natalie Ganz, Chief Strategy and Engagement Officer, Library Foundation SD (San Diego)
Tina Gills, CFRE, Development Director, Richland Library
Shenise Johnson-Thomas, Chief of External Relations and Development, Cleveland Public Library
Jill Joplin, Executive Director, DeKalb Library Foundation
Megan McNally, Chief Strategy Officer & Managing Director, Doyenne Strategy
Will Merrick, Executive Director, Pioneer Library System Foundation
Margaret Perkins-McGuinness, Deputy Director for Philanthropy, Kansas City Public Library
Paula Sakey, Executive Director, Boston Public Library Fund
Jonna Ward, Chief Executive Officer, Seattle Public Library Foundation

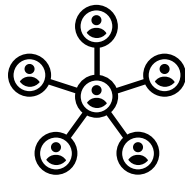
Donors and Founding Funders (FF)

Lauren Arana
Ginny Auer
Austin Public Library Foundation (FF)
Berkeley Public Library Foundation (FF)
Billings Public Library Foundation (FF)
Boston Public Library Fund (FF)
Boston Public Library
Bozeman Public Library Foundation
Brooklyn Public Library (FF)
Calgary Public Library Foundation (FF)
Charlotte Mecklenburg Library Foundation (FF)
Chicago Public Library Foundation (FF)
Cleveland Public Library Foundation
DC Public Library Foundation (FF)
DeKalb Library Foundation (FF)
Denver Public Library Foundation (FF)
Friends of the Hennepin County Library (FF)
Friends of Saint Paul Public Library (FF)
Int'l Public Library Fundraising Conference/Carl Bloom Associates
Kaki Garard
Kansas City Public Library (FF)
King County Library System Foundation (FF)
Knight Foundation
Martin R. Kruger
Lexington Public Library & Library Foundation (FF)
Library Foundation of Los Angeles (FF)
Library Foundation SD (FF)
Kerry McGuire
Nashville Public Library Foundation (FF)
New York Public Library (FF)
Pioneer Library System Foundation
Richland Library Friends and Foundation (FF)
Sarah Rose
San Jose Public Library Foundation (FF)
Seattle Public Library Foundation (FF)
St. Louis Public Library Foundation (FF)
Urban Libraries Council
Vancouver Public Library Foundation (FF)

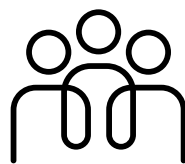
2023 LIBRARY GIVING DAY HIGHLIGHTS



490
Movement
Maker
Libraries



94
Organizations
Shared Their
Results for
2023



12,171
Donors
Reported



1,300
Reached
\$127 Average
Gift Reported



\$1.5 Million
Average
Revenue
Reported

2023 INTERNATIONAL PUBLIC LIBRARY FUNDRAISING CONFERENCE



193 Event
Registrants



39 States /
Provinces



3 Countries



1,300
Reached
via Email



7,310 engaged
via IPLFC
Website

"Honesty, the Library Conference was the best conference I have ever been to and I appreciated the opportunity to present." - Sean Ryan Everett, Executive Director, Detroit Public Library Foundation

ON THE HORIZON FOR 2024...



Library Support Network Community

- More community building and learning.
- Survey of Needs and Expertise to shape content.
- Making the Case:

A hallmark of high performing fundraising organizations is a strong case for support. When we asked LSN members what is important for us to take on together, a common case for support was at the top of the list. In 2024, we will be searching for resources so that the LSN can take the lead on a collaborative project to develop common language, messaging, and tools we can all use to persuade donors and policy makers to invest in public libraries.

Library
Giving
Day

Library Giving Day

Wednesday April 3, 2024



International Public Library Fundraising Conference

June 9-11, Martin Luther King Jr. Memorial Library,
Washington DC



Library
Support
Network

 [HTTPS://LIBRARYSUPPORTNETWORK.MN.CO/](https://librarysupportnetwork.mn.co/)

 [HTTPS://IPLF-CONFERENCE.ORG/](https://iplf-conference.org/)

 [HTTPS://LIBRARYGIVINGDAY.ORG/](https://librarygivingday.org/)



 The
Seattle
Public
Library
Foundation

A PROJECT OF THE SEATTLE PUBLIC LIBRARY FOUNDATION