

# LIBRARY SUPPORT NETWORK IMPACT REPORT



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Dear Library Development Professionals,

This past year has been one of remarkable change — for me personally, and for the Library Support Network. In June 2024, I stepped down from my role as CEO of the Seattle Public Library Foundation to focus full-time on building the future of this community we've created together.

As of September, the Library Support Network became a **501(c)(3) nonprofit organization**. While the Seattle Public Library Foundation remains our fiscal sponsor until we receive our tax exemption certificate, this formal step signals something important — the momentum we've built isn't slowing down. It's accelerating.

In addition to our vibrant monthly convenings, this year we brought the highest-rated content from the International Public Library Fundraising Conference directly to the community through webinars, offered a specialized training series with the National Conflict Resolution Center, and launched Small Shop Sessions designed specifically for those doing this work with limited staff and resources. These additions reflect what you've asked for — more access, more resources, and more connection.

Thanks to a planning grant from the Mellon Foundation, we've begun a thoughtful process of strategic and business planning for LSN's long-term sustainability. We're also deeply grateful for the continued support of the Knight Foundation and the 28 libraries and library foundations who have invested in this network's future. **Your belief in our shared work is what powers everything we do.**

As the landscape for public libraries continues to evolve, library fundraising professionals are being asked to do more to secure support — which requires us to communicate value, build stronger cases for support, and forge deeper relationships with donors and stakeholders.

**You are the bridge** between your library's vision and the resources needed to realize it. Whether you're launching a new campaign, navigating a complex donor conversation, or building a fundraising program from scratch, the LSN is here to connect, equip, and uplift you. Together, **we are building a stronger, more resilient future for public library fundraising** — one that reflects the strength of our shared commitment and the power of our collective knowledge.

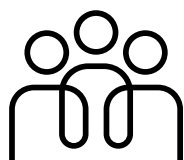
In support and library love,



Jonna Ward  
President and CEO  
Library Support Network

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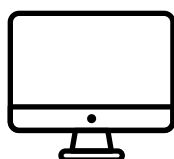
# LIBRARY SUPPORT NETWORK COMMUNITY



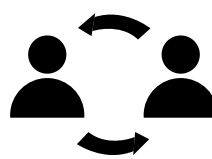
742  
Members



260 Libraries  
Represented



56%  
Members  
Visit Weekly



49% Who  
Visit  
Contribute



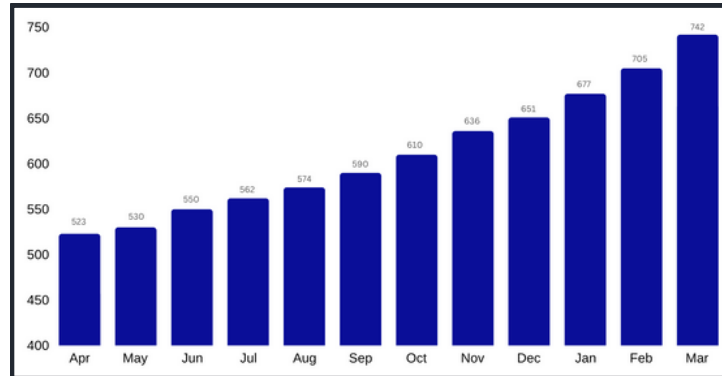
91% Visit Via  
Web Browser  
9% Via App

## KEEP UP WITH LIBRARY SUPPORT NETWORK ON THE GO



While the vast majority of members access the platform via desktop, we're encouraging members to download and try the mobile app for easier access to discussions and event updates.

# MEMBER GROWTH CONTINUES



742 people have joined the LSN Community since 2022. 219 people joined in 2024.

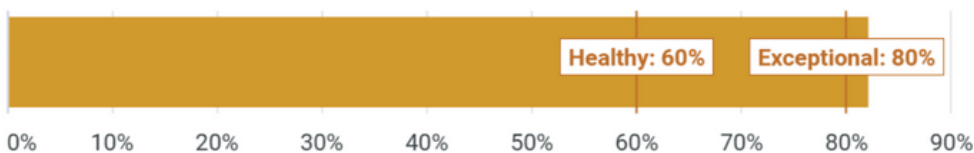
# MEMBER RETENTION IS STRONG

## New Member 30 Day Retention Rate



38% of new members returned within 30–60 days of joining which is a strong baseline to measure our new welcome series against.

## Existing Members 30 Days Retention Rate



82% of previously active members revisited the platform in the past 30 days. This is an excellent sign.

# MEMBER ACTIVITIES

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

## COMMUNITY CONVENING

11 convenings were held with an average of 42 members joining live to check in and discuss timely topics.

## WEBINAR

Four top-rated IPLFC presentations were repeated and recorded for deep learning and future reference.

## SMALL SHOP

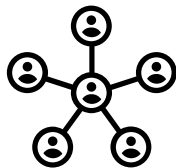
New affinity groups launched this year, including our first Small Shop Sessions for fundraisers leading lean teams.

# LIBRARY GIVING DAY HIGHLIGHTS

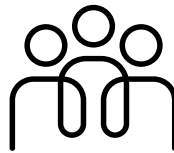
## Library Giving Day



588  
Movement  
Maker  
Libraries



96  
Organizations  
Shared Results



12,282  
Donors  
Reported



\$153  
Average Gift  
Reported



\$1.9 Million  
Revenue  
Reported

Library Giving Day continues to grow year over year. Those who shared results reported they surpassed their goal by 34%.

Our deep appreciation to Carl Bloom Associates who make the shared tools and reporting possible for #LGD.

Carl Bloom associates

# INTERNATIONAL PUBLIC LIBRARY FUNDRAISING CONFERENCE



245  
Event  
Registrants



35  
States &  
Provinces



100  
Unique  
Libraries



1,791  
Reached  
via Email



5,595  
Engaged via  
IPLFC Website



120,667  
Sponsor  
Impressions  
via App

## Our wonderful IPLFC24 sponsors!

### Producing Sponsor

Carl Bloom associates

### Founding Sponsor

 The Seattle Public Library Foundation

### Presenting Sponsor

**NoveList**

### Leadership Sponsors

 LINDAUER

 **Lyrasis**  
KNOWLEDGE CONNECTED

 URBAN  
LIBRARIES  
COUNCIL

### Supporting Sponsors

 brainfuse

 LIBRARY  
STRATEGIES

 INGRAM  
CONTENT GROUP | Library  
Services

 everylibrary

 ALLIANCE by  
LIBRARY DISTRICT



 OverDrive

 CAMPAIGN  
COUNSEL

***"This conference is hands down one of the best professional development experiences of my career."***

Paige Halpin Smith, Lexington Public Library Foundation

***"Being brand new at this it was amazing. Every person I meet was a wealth of knowledge and willing to share. So glad to be a part now."***

Tim Ogilvy, Ector County Library Foundation

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# IPLFC EVENT COMMITTEES

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The IPLFC is a labor of love. It takes a village to make this happen and we are indebted to the following people who helped produce this event.

## **HOST**

**Rob Hartman**, Executive Director, DC Public Library Foundation

## **PROGRAM COMMITTEE**

**Audrey Peiper**, Director, Legacy & Impact Giving, Chicago Public Library Foundation - Program Co-Chair

**Jill Joplin**, Executive Director, Dekalb Library Foundation - Program Co-Chair

**Karen Beach**, Deputy Director, Charlotte Mecklenburg Library Foundation

**Rachel Heine**, Director of Development, Columbus Metropolitan Library

**Diana Konopka**, Senior Director of Development, Friends of St. Paul Library

**Conor Moran**, Executive Director, Madison Public Library Foundation

**Laura Ann Mann**, Executive Director, Muscogee County Library Foundation

**Leanne Myggland-Carter**, Library Director, Spruce Grove Public Library CA

**Sarah Rose**, Capital Campaign Manager, Dripping Springs Community Library

## **PLANNING COMMITTEE**

**Emma Hynek**, Account Coordinator, Carl Bloom Associates

**Natalie Ganz**, Chief Philanthropy & Engagement Officer, Library Foundation SD - HOST25

**Christina McPhillips**, VP Business Development, Carl Bloom Associates

**Katie Reitman**, Sr Project Manager, Carl Bloom Associates

**Jonna Ward**, former CEO, Seattle Public Library Foundation

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# 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 a couple of "in your own words" quotes from a recent survey.

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## There Was Nowhere Else Like This

"Up until the Library Support Network was created, there was nowhere to learn and share information about the unique issues faced by library fundraisers. Topics for monthly convenings and webinars are exclusive to public library fund development. The close-knit group of members share a camaraderie that makes it very comfortable to contact each other for help in specific areas of fundraising. Since we all live in different areas and are usually not in direct competition with each other for funds, participants are eager and proud to share what's worked well for them with other members of the network."

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## My Career Is Richer For It

"The LSN embodies the heart of the public library mission - it allows us to connect and learn from each other, sharing resources, tips, and enthusiasm for shared good work in service to our community. I'm deeply grateful this community exists - my career is richer for it."

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## It's My Go-To Place

"I have found a like minded group who are passionate and knowledgeable about libraries. It's my go to place for counsel, resources and new learnings."

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## A Lifeline In My First Year

"Coming to the Library Foundation in 2024, I had over 15 years of fundraising experience for other types of organizations. LSN has been a true lifeline for me over the past year. I felt a little lost and isolated my first couple of months until finding the LSN community. I now feel more informed, supported, and that I have a community of colleagues in my own state and around the country that I can reach out to and likewise offer my support."

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# THANK YOU

The idea of bringing together public library fundraising peers was sparked by a shared need for inspiration, ideas, and renewal. When The Seattle Public Library Foundation hosted the first International Public Library Fundraising Conference in 2017, none of us could have imagined what it would set in motion. What began as a project of the Foundation has since evolved into an independent nonprofit — one that is actively working toward becoming a stable, sustainable asset for our community.

We are building something truly special, and none of it would be possible without the commitment and generosity of this extraordinary community of practice. We are especially grateful to our Board Members, Steering Committee, and funders for making this work possible.

**Join this exceptional list of supporters!**  
**[Donate to Library Support Network](#)**

## LSN Steering Committee and Board Members

**Brenda Langstraat Bui**, President and CEO, Chicago Public Library Foundation (Board)  
**Beth Burns**, President, Friends of the St Paul Public Library  
**Dawn Coppin**, Ph.D., Executive Director, San José Public Library Foundation (Board)  
**Jenni Gaisbauer**, CFRE, Executive Director, Charlotte Mecklenburg Library Foundation (Board)  
**Natalie Ganz**, Chief Strategy and Engagement Officer, Library Foundation SD (Board)  
**Tina Gills**, CFRE, Development Director, Richland Library (Board)  
**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  
**Laura O'Grady**, Community Manager, Library Support Network  
**Margaret Perkins-McGuinness**, Deputy Director for Philanthropy, Kansas City Public Library  
**Paula Sakey**, Executive Director, Boston Public Library Fund  
**Jonna Ward**, President and CEO, Library Support Network (Board)

## Donors and Founding Funders

Alexandria Library Foundation  
**Berkeley Public Library Foundation**  
**Billings Public Library Foundation**  
Boston Public Library  
**Boston Public Library Fund**  
Bozeman Public Library Foundation  
**Brooklyn Public Library**  
**Calgary Public Library Foundation**  
**Charlotte Mecklenburg Library Foundation**  
**Chicago Public Library Foundation**  
Cleveland Public Library Foundation  
**DC Public Library Foundation**  
**DeKalb Library Foundation**  
**Denver Public Library Friends Foundation**  
**Friends of Saint Paul Public Library**  
**King County Library System Foundation**  
**Lexington Public Library & Library Foundation**

LA County Library Foundation  
**Library Foundation of Los Angeles**  
**Library Foundation SD**  
Madison Public Library Foundation  
**Nashville Public Library Foundation**  
**New York Public Library**  
Pioneer Library System Foundation  
**Richland Library Friends and Foundation**  
**San Jose Public Library Foundation**  
**Seattle Public Library Foundation**  
**St. Louis Public Library Foundation**  
Toronto Public Library Foundation  
**Vancouver Public Library Foundation**

*Bolded names below indicate Founding Funders  
- these are the leaders who recognized the  
Library Support Network's potential.*



CONFERENCE: INTERNATIONAL PUBLIC LIBRARY FUNDRAISING CONFERENCE

COLLECTIVE: LIBRARY GIVING DAY

COMMUNITY: LIBRARY SUPPORT NETWORK

CONTRIBUTE: DONATE TO LIBRARY SUPPORT NETWORK



OUR DEEPEST APPRECIATION TO SPLF