Advocacy and Fundraising Committee
Monday, March 11, 2024
6 PM

CALEDON PUBLIC LIBRARY
for all reasons

AGENDA

This meeting will be hosted electronically.

Members of the public may attend by
calling 1.647.558.0588 and entering meeting ID 854 9058 5231 followed by #.

Please note: Recording of this meeting by anyone in attendance,
and regardless of format, is strictly prohibited.

1. Call to order
2. Approval of the agenda
3. Disclosure of Interest
4. Minutes of previous meetings
    a. December 11, 2023 (Attachment 4-A)
5. Items Arising from the Minutes
    a. Crafting a Value Statement and Elevator Speech Templates (Attachment 5-A)
6. Advocacy and Fundraising Documents
    a. Advocacy Work Plan 2024 (Attachment 6-A)
    b. Fund Development Work Plan 2024 (Attachment 6-B)
7. Advocacy and Fundraising Discussion and Deliverables
    a. 2024 Budget Debrief
    b. Advocacy for new Strategic Plan 2025
8. New Business
9. Next meeting - Monday, June 10, 2024, 6 PM
10. Adjournment

Attachment 4-A

Caledon Public Library Board
Advocacy and Fundraising
Committee Meeting
Monday, December 11, 2023
6 PM

MINUTES

Present: Scott Goodison; Tony Maxwell

Staff: Colleen Lipp – CEO | Chief Librarian; Mary Maw – Manager, Communications and Community Development; Roop Sandhu – Director, Corporate Services and Projects

Absent: Laura Brady (Committee Chair)

This meeting was conducted electronically

1. **The CEO/Chief Librarian called the meeting to order at 6:03 PM**
2. **Apologies for non-attendance:** Laura Brady
3. **Approval of the Agenda**
   Motion: That the Caledon Public Library Advocacy and Fundraising Committee approve the agenda as amended.
   Moved: Scott Goodison **Seconded:** Tony Maxwell
   Carried.
4. **Disclosure of pecuniary interest:** None
5. **Notes and minutes of previous meetings.**
   a. **September 11, 2023**
      Motion: That the Caledon Public Library Advocacy and Fundraising Committee receive the minutes of the meeting held on September 11, 2023.
      Moved: Tony Maxwell **Seconded:** Scott Goodison
      Carried.
6. **Items arising from the Minutes:**
   a. **Crafting a Value Statement and Elevator Speech Templates**
      Discussions related to the creation of value statements and elevator speeches were deferred to the March 2024 meeting.

7. **Advocacy and Fundraising Documents**

   a. **Overdue: The Case for Canada's Public Libraries, Canadian Urban Institute**

   Motion: That the Caledon Public Library Advocacy and Fundraising Committee receive Overdue: The Case for Canada's Public Libraries as prepared by Canadian Urban Institute and Canadian Urban Libraries Council

   Moved: Scott Goodison **Seconded:** Tony Maxwell

   Carried.

   b. **Advocacy Work Plan**

   C.Lipp provided an overview of the Advocacy Work Plan, which has been updated to reflect advocacy efforts and opportunities through to January 2025. The document reflects anticipated timelines for recurring annual networking events and highlights opportunities for information sharing with Council – most notably presentations of the Library's 2023 Annual Report and the findings of the Valuing Ontario Libraries Toolkit (VOLT). The development of a new strategic plan for 2025-2028 will also provide opportunities for raising awareness of the Library's role and a related presentation to Council. Additionally, the Committee discussed the benefits of inviting a key Town staff representative to attend the OLA Super Conference, as per OLA's initiative allowing for free stakeholder participation.

   Motion: That the Caledon Public Library Advocacy and Fundraising Committee receive the revised Advocacy Work Plan

   Moved: Scott Goodison **Seconded:** Tony Maxwell

   Carried.

   c. **Fundraising Work Plan**

   M. Maw offered an overview of the fundraising work that has been completed to date in 2023 and a general overview of possible undertakings in 2024. These include further green screen photo shoots, book dedications and special events. Details of these plans will be confirmed by the newly hired Manager, Communications and Community Development.

   Motion: That the Caledon Public Library Advocacy and Fundraising Committee receive the revised Fundraising Work Plan

   Moved: Tony Maxwell **Seconded:** Scott Goodison

   Carried.

8. **Advocacy and Fundraising Opportunities for Discussion**

   a. **Budget Advocacy**

   Strategies for encouraging Town and Council support for the budget were discussed. It is recommended that members of the Board attend Council budget meetings whenever possible. The CEO/Chief Librarian will reach out to members of Council to set up

meetings as a means of addressing any questions regarding the Library's proposed budget and supporting the Library's business case for continued investment. The Chair and Chair of the Finance Committee will be invited to attend these meetings when possible. The importance of relationship building with new Town Finance staff was also highlighted.

b. Advocacy opportunities resulting from CUI/CULC Report

Strategies for leveraging the CUI/CULC Report in raising awareness of CPL's value were considered. This document, along with the Library's Comprehensive Growth Plan, will be shared with key members of the Town's Senior and Corporate Leadership Teams, and will be raised with new Town leaders during welcome emails and meetings.

9. New Business:

a. Staff Appreciation

T. Maxwell thanked Mary Maw for her many contributions to the Library and especially the Advocacy and Fundraising Committee and wished her well in her retirement.

10. Next meeting – Monday, March 11, 2024, 6 PM

11. Adjournment

Motion: That the meeting adjourn.
Moved: Mary Maw **Seconded:** Tony Maxwell
Carried.

The meeting adjourned at 7:23 PM

Crafting a Value Statement

Fill in the blanks!

Our _____

helps _____

who want to _____

by _____

Elevator Pitch – The Value of the Library

Your pitch should succinctly answer these questions:

1. Who are you? Why are you a credible voice on this issue?

2. What does your library do, and who benefits?

3. Why does it matter? What is the impact on your community?

4. (If applicable) What support do you need, and what will you do with that support?

TIP: Draw upon your own personal experiences, and use local examples to help show the impact of libraries in your community.

Attachment 6-A

Advocacy Workplan 2024

March 11, 2024

CALEDON PUBLIC LIBRARY
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MONTH	OPPORTUNITIES	ADVOCACY ACTIVITIES	DESIRED OUTCOMES
January 2024	✓ 2024 Budget Presentation ✓ OLA Super Conference and OLBA Bootcamp	✓ Invitation to Council to contact CEO with any questions regarding budget proposal ✓ Format of budget presentation to Council to be determined ✓ Conference attendance and participation in relevant development and networking opportunities ✓ Executive Director of CCS attending OLA as guest of CPL	✓ A Board who is engaged within the budget process and visibly supportive of proposal ✓ Access to broader library sector, networking and information gathering
February 2024	✓ 2024 Budget Deliberation and Confirmation ✓ Public Speaking Events	✓ Board representation at relevant Council meetings ✓ CEO and staff presented to Palgrave Rotary	✓ Adequate municipal funding to realize the library's strategic priorities and actions
March 2024 • Advocacy and Fundraising Committee Meeting	• Launch of Library Strategic Plan and Branding work – deferred to 2025 pending budget approval	• Procurement of consultant to facilitate engagement of community and Council in creating plan and revised brand	
April 2024	• Annual Report 2023	• Development of annual report to be shared with community and Council	• Strengthened support for investment in library spaces and services
May 2024	• Action Plan – Internal Engagement	• Consultation with Board and staff	• Reflection of community and Council insights within the resulting plan is not supported within the budget or staff capacity
June 2024 • Advocacy and	• Caledon Day	• Library Board and Staff representation at event	• Greater appreciation for the value that a library provides to a community • Relationship building with Town staff

Fundraising Committee Meeting			and Council
July 2024	• Town of Caledon Golf Tournament (Date TBD)	• CPL representation at golf tournament	• Opportunities for relationship building with Council
August 2024	• 2025 Budget to Board	• Love your Library declaration submitted to Town Hall	• Fiscally responsible budget that supports innovation and growth
September 2024 • Advocacy and Fundraising Committee Meeting	• 2025 Budget Process – Town Finance Review • Socio Economic Return on Investment • Public Speaking Events	• Presentation of Valuing Ontario Libraries Toolkit (VOLT) findings to Council • CEO speaking to Caledon East Women's Probus	• Enhanced awareness of library value and services
October 2024	• CPL Love Your Library Month • Ontario Public Library Week • Mayor's Business Breakfast	• Kickoff event for Love Your Library Month • Library staff and Board representation at breakfast	• Opportunity to further spotlight library services and host stakeholders within library spaces.
November 2024	• 2025 Budget Presentation	• Invitation to Council to contact CEO with any questions regarding budget proposal	• A Council that has a full understanding of the Board's proposed budget estimates and resulting service improvements • Investment in a new 4-year strategic plan
December 2024 • Advocacy and Fundraising Committee Meeting	• 2025 Budget Deliberation and Approval	• Board representation at relevant Council meetings • Identification of pre-emptive advocacy strategies for addressing any proposed budget cuts.	• Adequate municipal funding to realize the library's strategic priorities and actions
January 2025	• Launch of Library Strategic Plan and Branding work	• Release of new strategic plan and presentation to Council	

Attachment 6-B

CPL Fund Development Work Plan 2024

Updated March 11, 2024

Goals

Support Caledon Public Library's strategic priority *to respond to community needs.* Work with CPL's leadership team to identify needs, and leverage expertise of the Board Advocacy and Fundraising Committee to inform CPL's fundraising strategy and help steer the actions outlined in this work plan.

Objectives

1. Work with CPL Leadership to identify at least three capital projects that:

- will help meet a need in the community
- are under $5000 and a one-time expense
- have the potential to engage donors on a personal or emotional level

2. Lay more groundwork to help grow the library's fundraising program: review the existing fundraising strategy, web pages and communications, and the donor stewardship process; explore options to build a donor list with segments.

3. Create at least two new campaigns to support a capital project; evaluate the outcomes; and employ as community engagement vehicles.

4. Build and steward new and existing relationships with community groups, business sponsors, and granting organizations (if opportunities are identified).

Work Plan

Month	Strategy	Actions	Responsible	Status
January	Onboarding new Manager, Communications and Community Development	Introduce new manager to Friends of Caledon Public Library at the January board meeting	Corporate Services and Projects	Completed
	Request funding from FOCPL: Yoto Minis for children's library of things	Discuss at FOCPL board meeting on Feb 5, 2024	Communications and Community Development	FOCPL passed a motion to give $2,500 toward the project
February	Identify capital projects in need of funding	Speak to Leadership Team	CCD	Email sent Feb 27; Discussed at LT meeting Feb 29; waiting for follow up
	Build relationships with Service Clubs	Attend Rotary Club Dinner on Feb 28 and give a short presentation	CEO and Chief Librarian, Community and Creation	Completed
March	Review and update donation pages on website		CCD	
	Create merchandise to sell at a profit as a passive fundraiser	CCD team to design; Inquire about selling policy	CCD	Planning stage
April	Stewardship	Newsletter and social media: highlight new memory station at Albion Bolton Branch Paid for by 2023 Elvis fundraiser and volunteer(s) for	CCD	

Month	Strategy	Actions	Responsible	Status
		National Volunteer Week (Apr 16-22)		
	Explore opportunities for partner/sponsorships with a local college using the MDV Collaboration Studio	Initiate conversation with post-secondary institution regarding usage of the MDV Collaboration Studio; beginning of a long term relationship where they may sponsor the makerspace or a makerspace at the new Mayfield West	CCD	
May	Mother's Day photo fundraiser at CE and MDV	Begin advertising and booking sessions in mid April;	CCD	
	Planned Giving	Review and launch Planned Giving webpage; begin creating a legacy gift prospect list; announce to board when launched	CCD CSP, CEO and Chief Librarian	
June	Promote book dedications as end-of-year teacher gifts	Review web page, include in May and June newsletter,	CCD	

Month	Strategy	Actions	Responsible	Status
		send campaign to targeted community groups (sports teams, children's organizations & schools)		
	Caledon Day June 15	Educate about projects that will only be possible with community support; sell merchandise	Community and Creation, CCD CEO and Chief Librarian, Public Service, & Board	
July	Town of Caledon Golf Tournament (Date TBD)	Attend golf tournament; relationship building opportunity with council and request support for capital project TBD	CCD Board	
August	Family photoshoot for holiday cards mid Aug or late Sept	Promote in July/Aug or Aug/Sept	CCD	
September	"Book to School" Stewardship campaign	Celebrate the significance of libraries in education	CCD	
October	Send direct mail campaign to existing donors, community groups (service clubs, cultural organizations, affluent groups, adult clubs, kids	Build donor list by segment beginning in Q2		Start in April

Month	Strategy	Actions	Responsible	Status
	clubs, school classes) by late October; print or e-campaign TBD			
	Launch Artful Caledon silent auction to concluded early December	Approach artists for donations in August; plan auction and publish dedicated webpage; begin promoting early October; promote at TOC Multicultural Festival October 5	CCD	
November	Promote book dedications as end-of-year teacher gifts	Include in December newsletter, send campaign to targeted community groups (sports teams, children's organizations & schools)	CCD	
December	Giving Tuesday	Leverage hype for Black Friday shopping to encourage charitable giving on Giving Tuesday Dec. 3; mention tax receipts	CCD	
	Holiday photo shoot at MDV and CE or just CE depending on			

Month	Strategy	Actions	Responsible	Status
	success of Mother's Day			
	End-of-year donations before Dec. 31 tax receipt cut off for this year	Mention in December newsletter; send out ask/reminder to targeted donor list on Dec. 28 and on socials	CCD	