

BRANDON PUBLIC LIBRARY

Mon—Thurs: 12 PM—6 PM | Fri: 12 PM—5 PM | Sat 9 AM—12 PM

EXPANSION CAMPAIGN PROJECT UPDATE

By Christy Ross, Brandon Public Library Director

Campaigners are working hard to help grow funds for the *Building from Yesterday for Tomorrow* Brandon Public Library Expansion Campaign. Total income of \$332,506 to date for the immediate expansion \$500,000 goal includes \$183,956 in cash received and \$148,550 in pledges.



Library Summer Reading Program will begin in June for all ages. Prizes, events, and more details to come.

The following list of activities identifies the scope of the work involved in reaching out to every possible source of income.

First and foremost, our initial goal of realizing 100% and significant giving from our 40 closest library supporters, members of the Board of Directors, Friends of the Library, Campaign Cabinet/Steering Committee/Solicitors has reached 33 donors – 82.5%. We expect to reach 100% in the next several weeks.

Personal contacts have been made to our first group of 66 prospective donors by our 14 campaigners volunteering their time and support for our efforts. The same volunteers will begin in several weeks to reach out to an additional 41 prospects for their support.

Personalized follow up letters to all contacts in both groups will be sent during the ensuing weeks. These letters are meant to remind donors of their intent to make a gift and encourage prospects to become donors. Some who have declined gift-giving may also change their minds with one more request.

Nineteen foundations and corporations along with local government officials and other appropriate businesses have all been approached first with introductory letters and over the next several weeks with follow-up calls.

Personalized letters were sent to 246 Brandon High School alumni with an offer from our own published Harold Kurtz to receive his signed book, “Stories from the Village,” for gifts of \$100 or more.

Direct mail that includes our brochure will be sent in June to all other community members not in our personal approach plans.

Our plan is to complete our campaigning by the end of the summer. Our expansion goal is \$500,000 that must be received in hand before we can begin any work on the addition.

If you have not already made a gift to our efforts, please make a gift as soon as possible. Questions? Please contact me at 920.346.2350 or ross@brandonlibrary.net.

