



sally neale

**The Effectiveness of Recent Initiatives and
Profitability Trends of Fundraising for
Friends of the Library Groups**

By Sally Neale

A Master of Library Science research study
Southern Connecticut State University



Introduction

- **Sally Neale:** Friends volunteer & MLS student
- Origins of project
 - Decreasing Friends book donations
 - MLS Research Project
- To investigate fundraising initiatives for Friends of the Library Groups



Purpose

- Library budgets decreasing
- Income from Friends groups critical
- Identify trends to provide ideas to enhance Friends fundraising profitability
- Gather data & analyze results
- Four key areas of study
 - The impact of Technology
 - The impact of eBooks
 - The effectiveness of used book sales
 - Divergent and joint fundraising initiatives.



Procedures/Methods

- Three survey groups:
 - Friends of the Library (n=45)
 - Library directors/library fundraisers (n=31)
 - Library patrons (n=50)
- Email ListServes (FOCL, FOLUSA, ConnTech)
- Two online surveys at surveymonkey.com
- Patron survey conducted at a public library in southeastern Connecticut
- Surveys initiated July 12, 2011



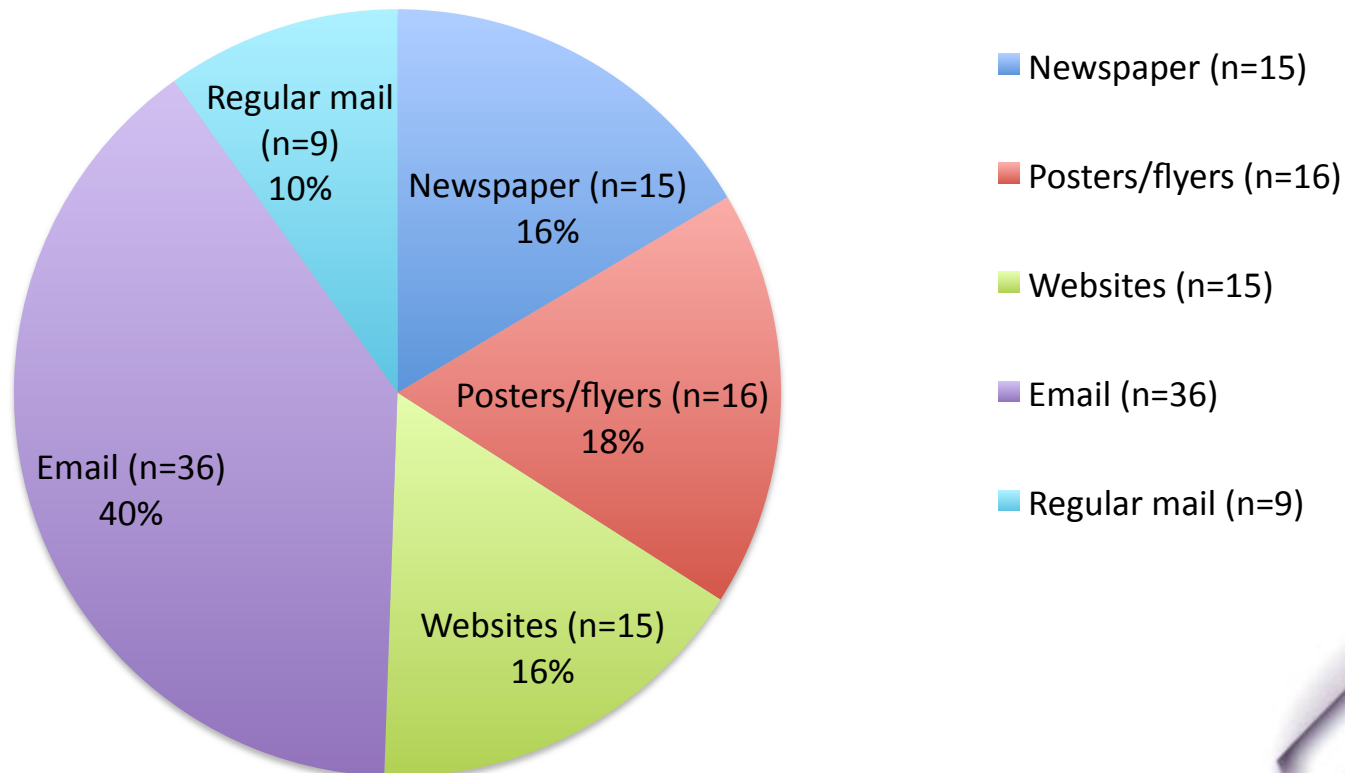
Observations-Technology

- How important are advanced technology tools in Friends fundraising?
 - Patrons prefer email/websites for publicity & communication, 51 to 36
 - 15 Library patrons selected one publicity/communication mode only: email



Observations-Technology

Patron Publicity/Communication Preferences





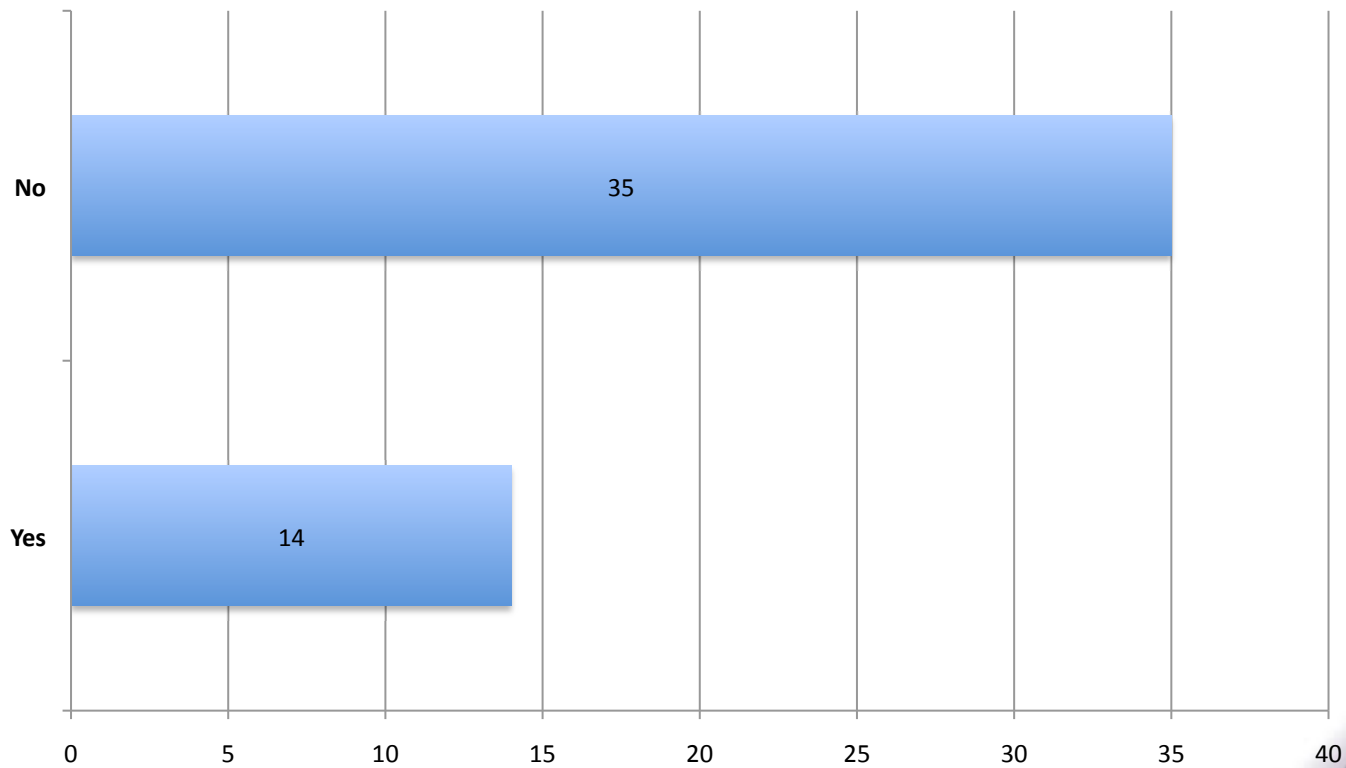
Observations-Technology

- 31 patrons who attended at least one book sale, preferred email/websites, and 9 had donated online
- Of 37 patrons who do not attend events other than book sales, 33 preferred email and/or websites for publicity/communication



Observations-Technology

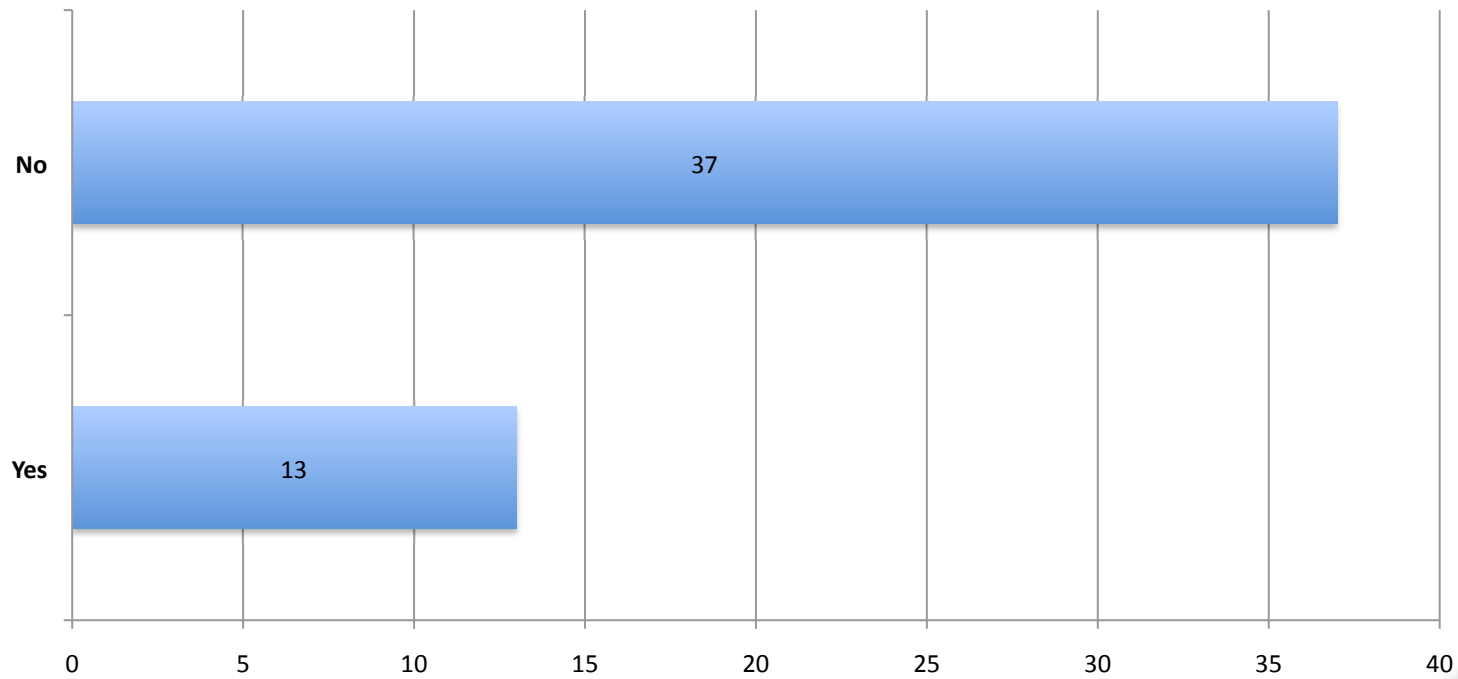
Do Patrons Donate Online? (1 blank)





Observations-Technology

Do Patrons attend events beside book sales?





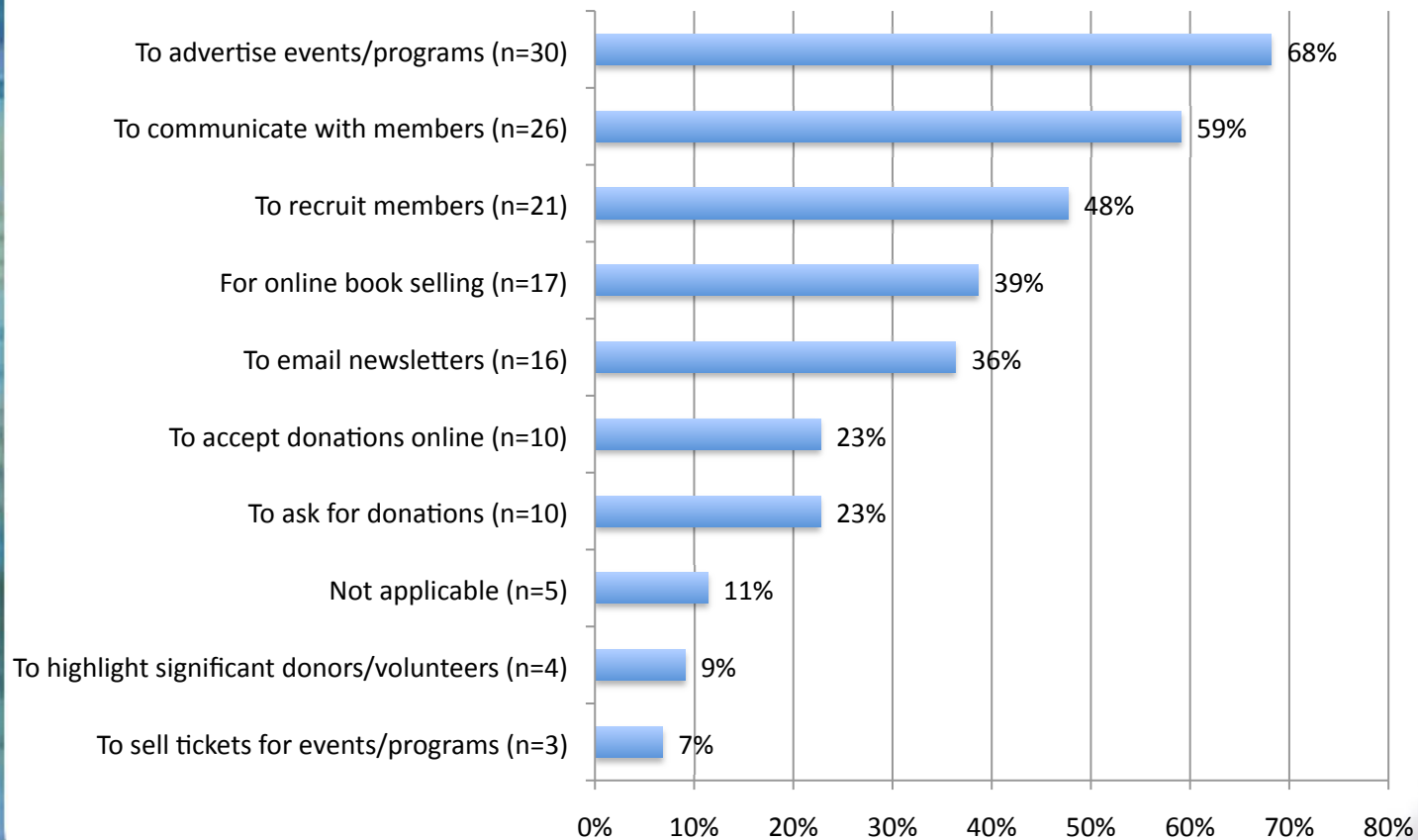
Observations-Technology

- Only 5 Friends reported **not** utilizing advanced technology tools listed
- 89% of Friends utilized online fundraising tools listed
- Only 3 Friends had very successful websites/blogs but 23 had somewhat successful
- 39% Friends reported online book selling



Observations-Technology

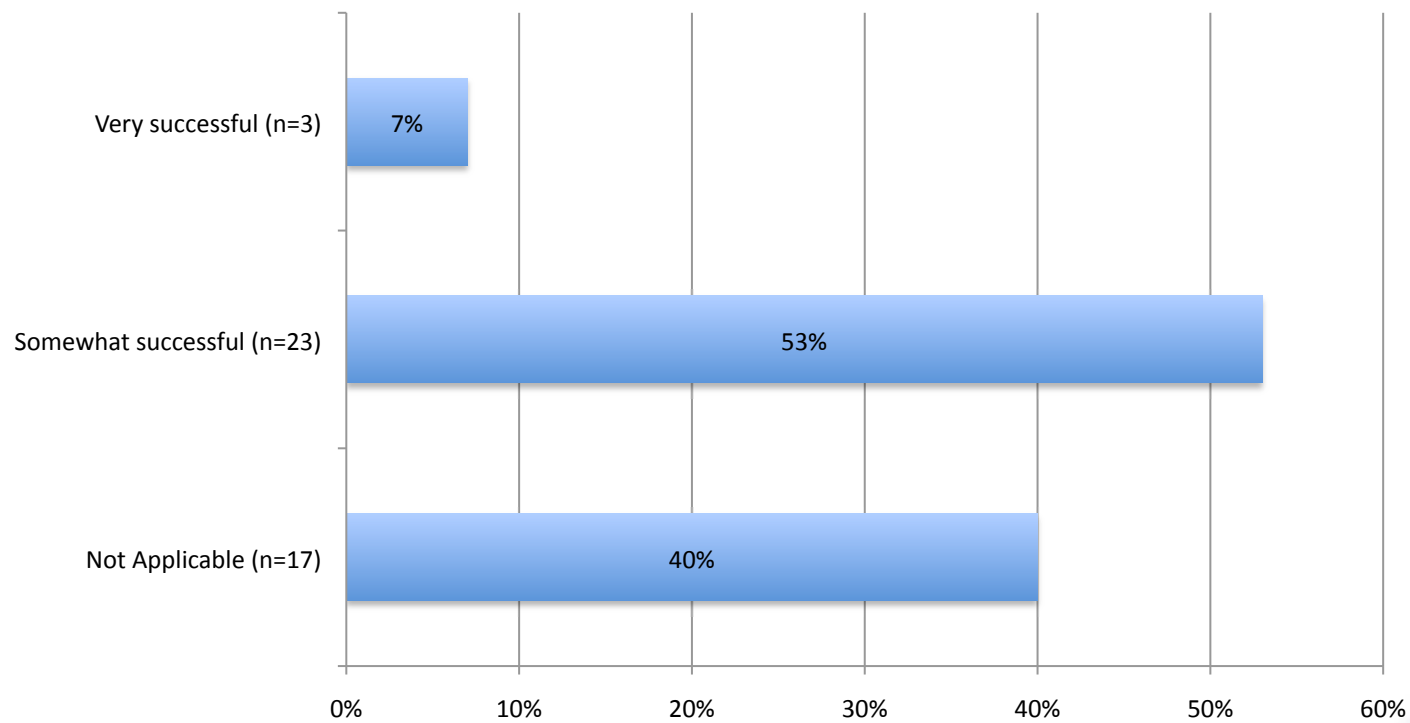
Friends Internet Fundraising Initiatives (1 blank)





Observations-Technology

Friends Website/Blogs Success (2 blank)





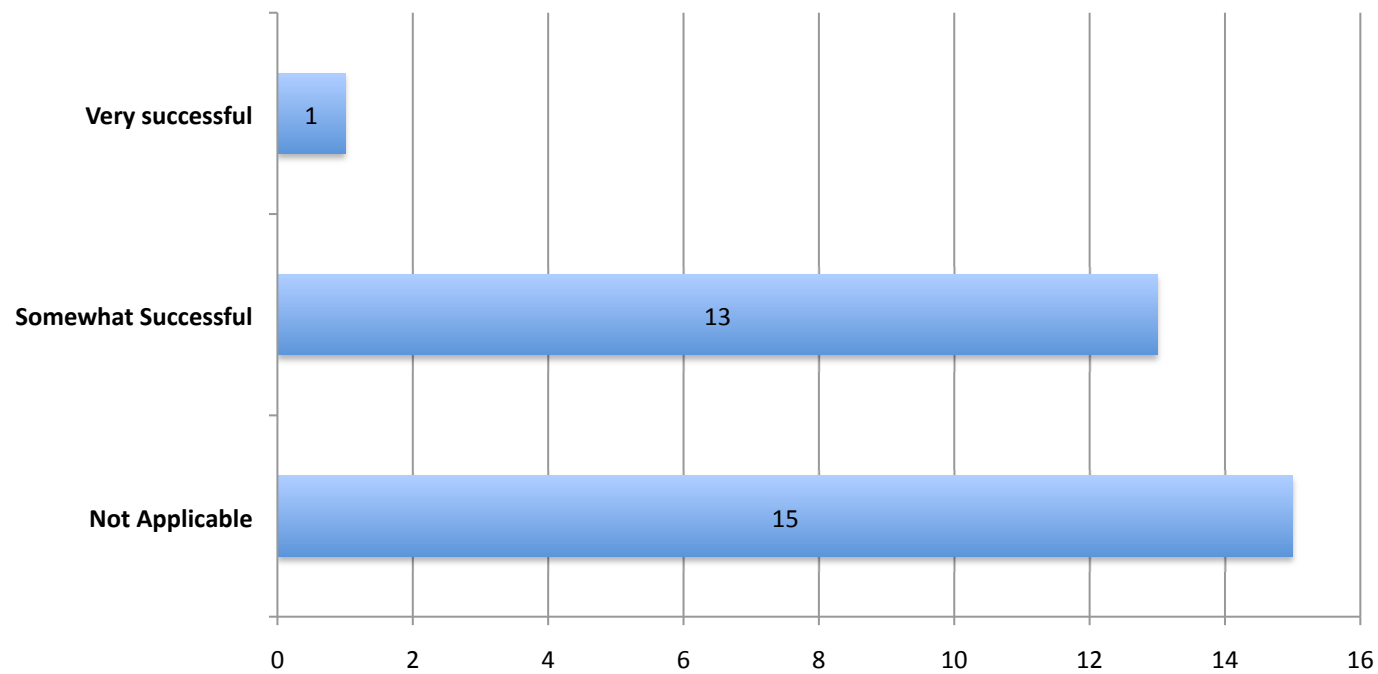
Observations-Technology

- 21 out of 29 library directors/fundraisers advertise events online
- 48% of them reported varying levels of success with online fundraising.
- A trend for utilization perhaps, but not an exclusive, fundraising initiative.



Observations-Technology

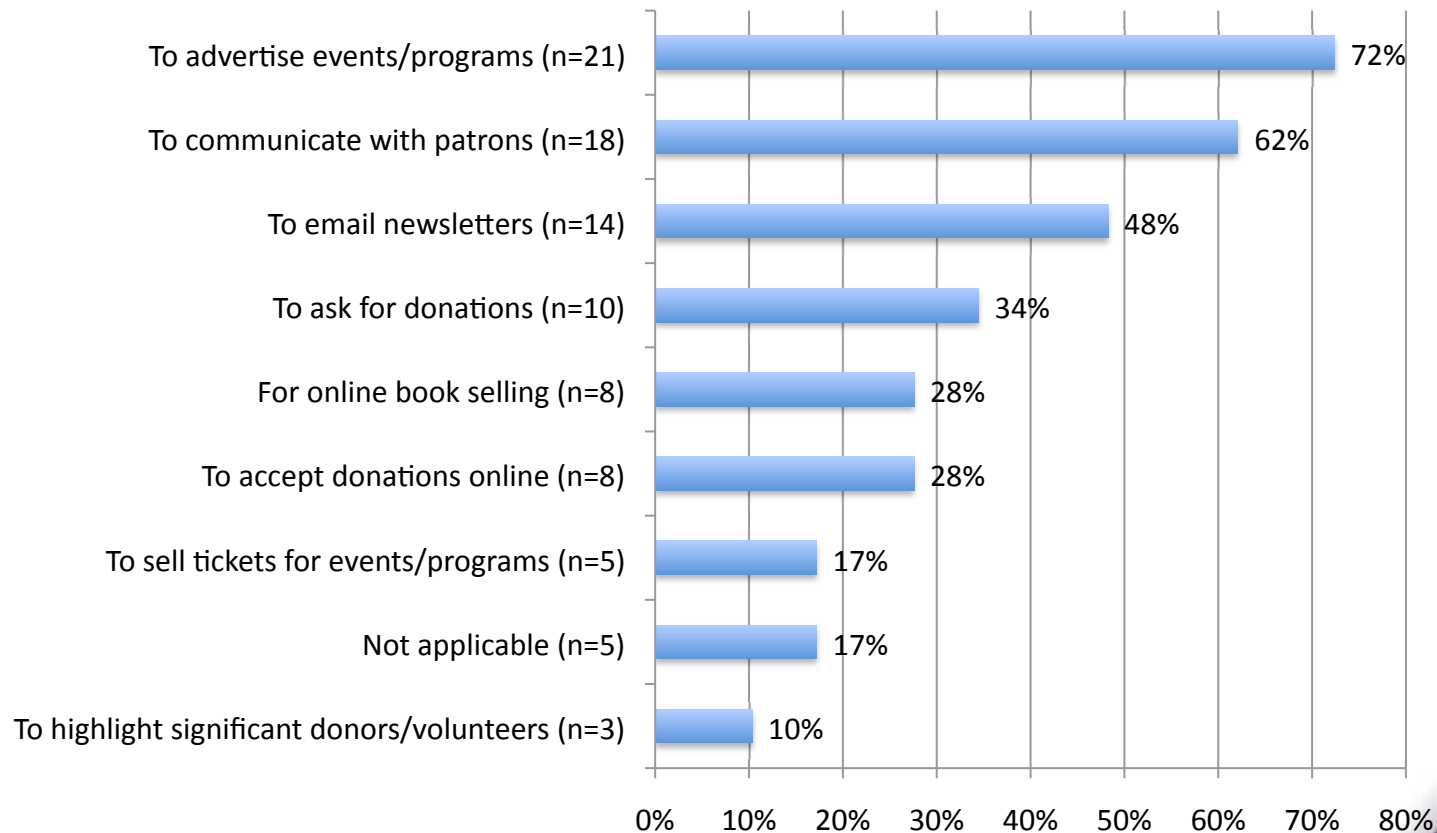
Library Directors Success with Online Fundraising? (2 blank)





Observations-Technology

Library directors Online Fundraising Initiatives (2 blank)





Observations-eBooks

- Patrons **preferred printed books** to eBooks, 24 to 4
- *“Only as a convenience when travelling”*
- 38 out of 50 patrons reported donating used books
- Only 3 out of 44 Friends reported book donations decreasing



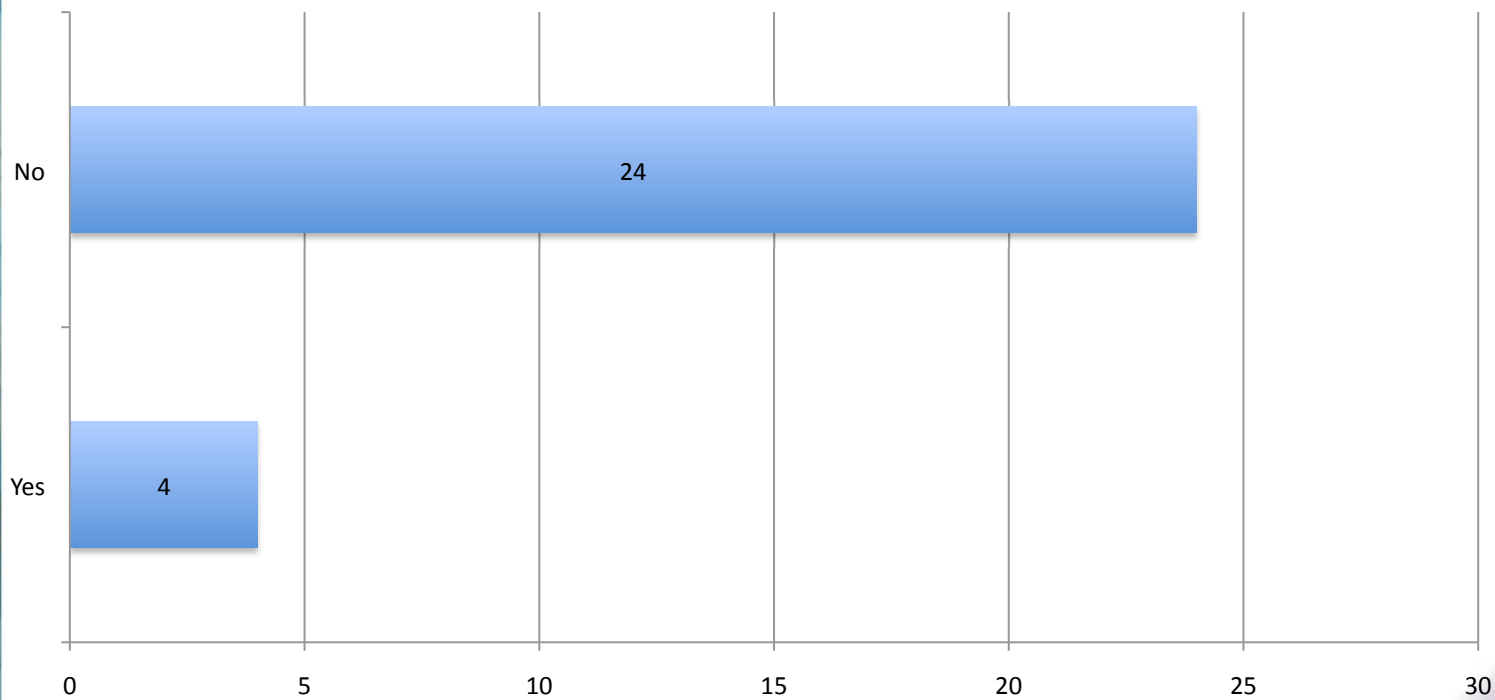
Observations-eBooks

- Are used book sales still an effective fundraising initiative?
- 35 Patrons reported attending used book sales
- 27 Patrons prefer to contribute to the library by going to used book sales



Observations-eBooks

Do patrons prefer eBooks? (22 blank)





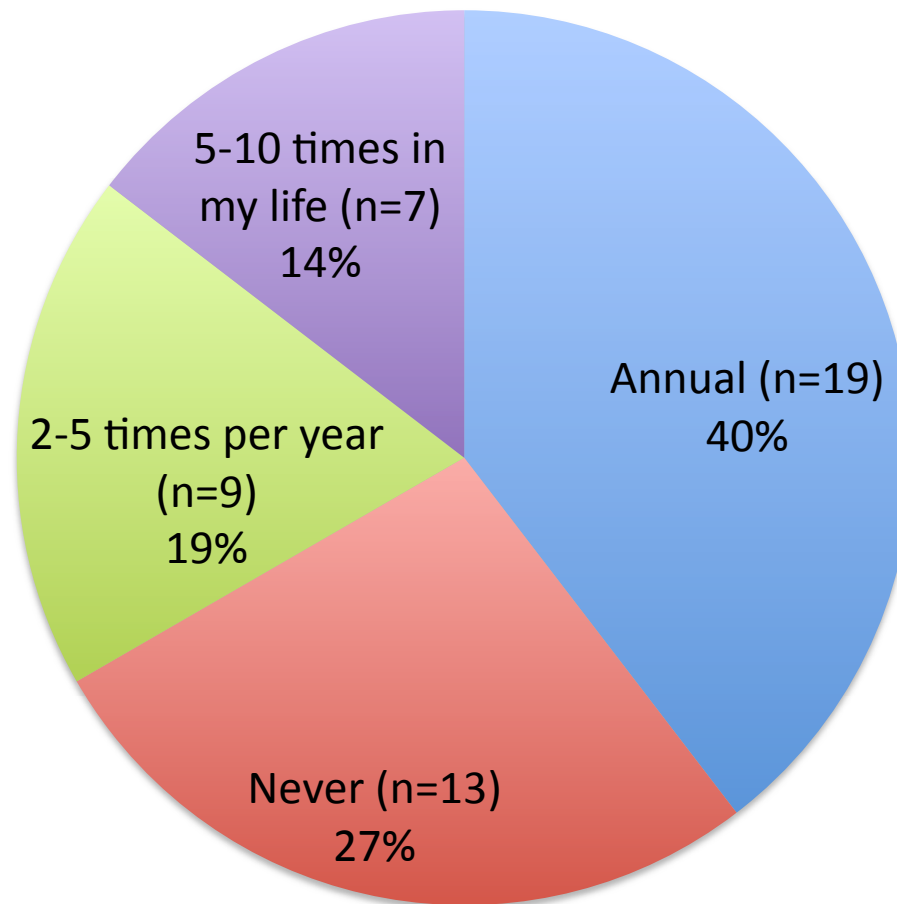
Observations-Book Sales

- 38 out of 50 library patrons donate sale items
- But only 23 selected the used book sale as a preferred library event
- But for library contributions, 27 patrons prefer going to used book sales



Observations-Book Sales

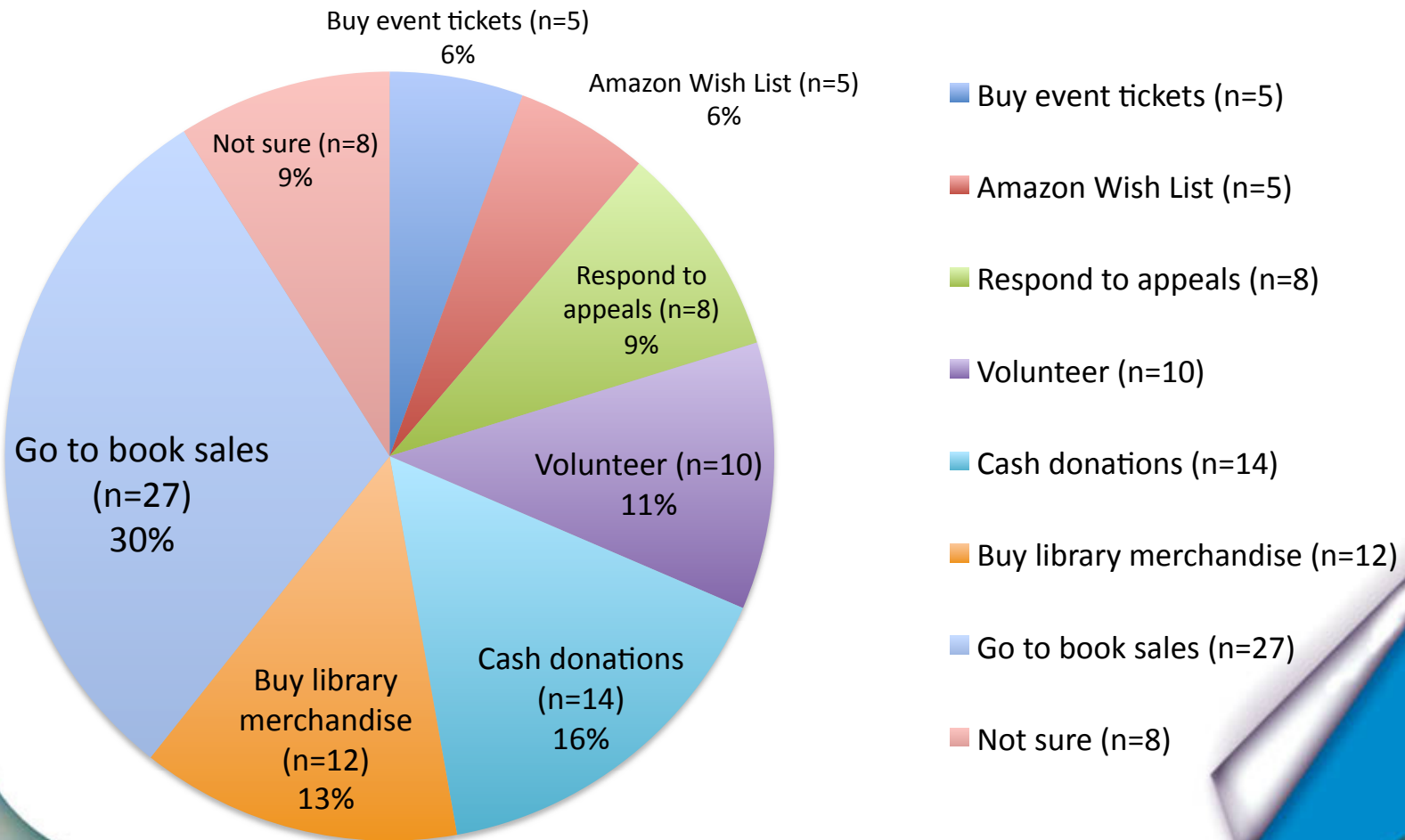
Patron Used Book Sale Attendance Frequency (2 blank)





Observations-Book Sales

Patron Preferred Library Contribution





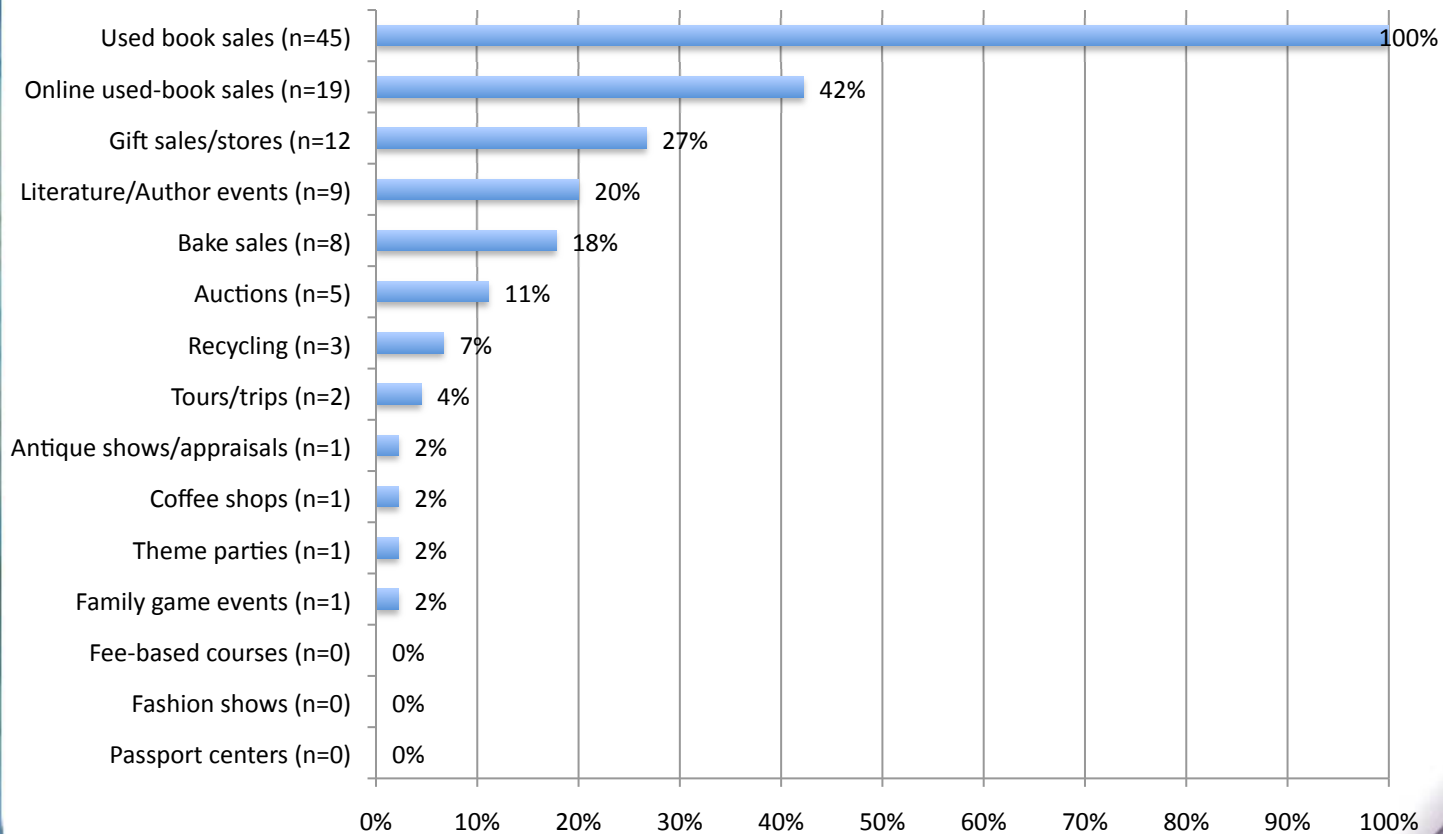
Observations-Book Sales

- All 45 Friends conducted used book sales
- 25 reported their used book sale income represented 80% or greater compared to other fundraising income
- For all but 4 library directors/fundraisers, book sales were not a significant source of fundraising income



Observations-Book Sales

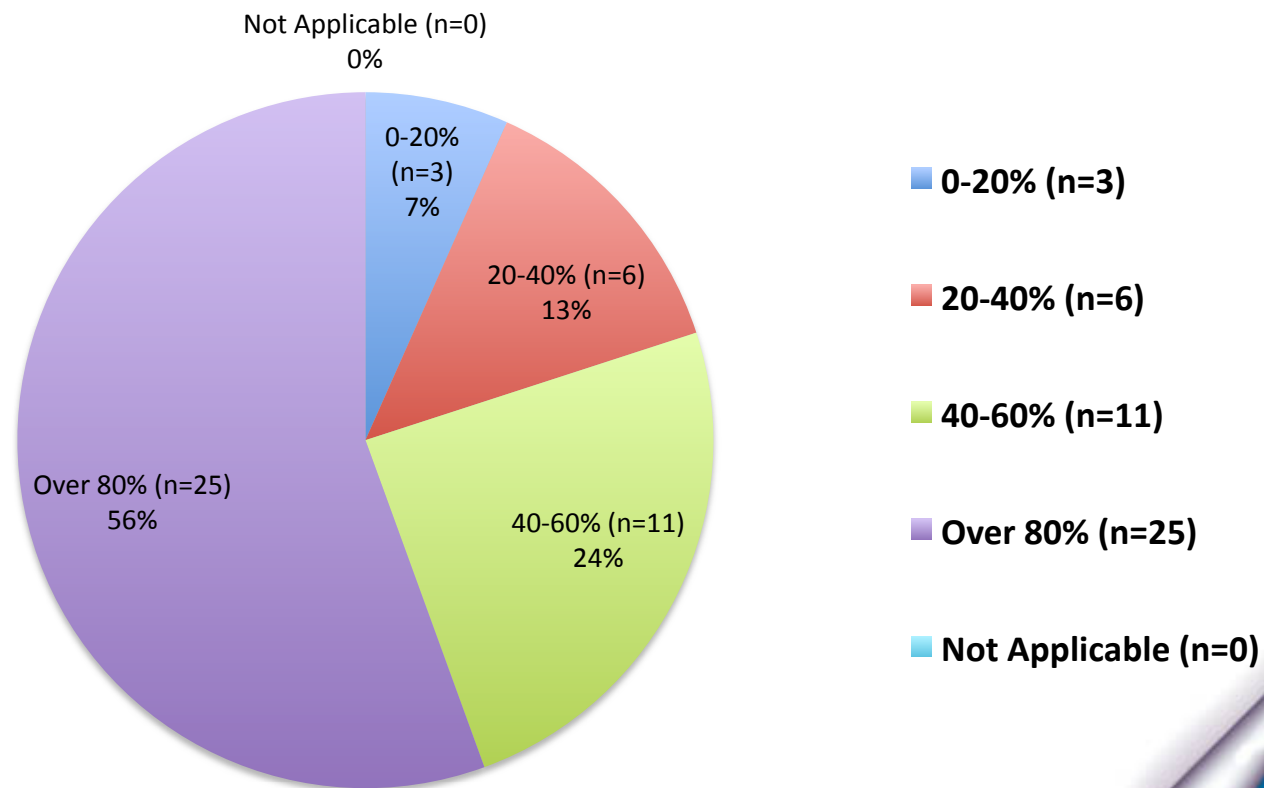
Friends Fundraising Initiatives





Observations-Book Sales

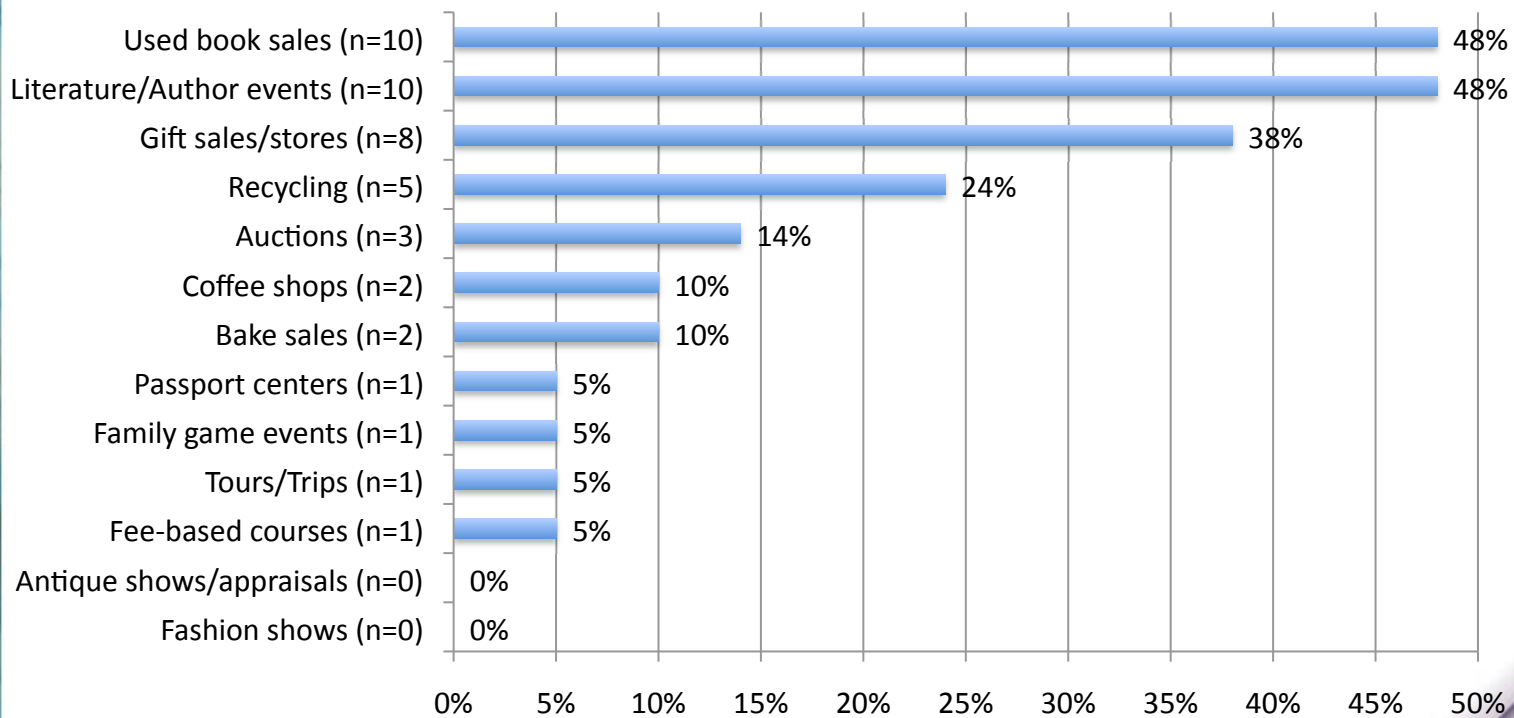
Friends Used Book Sale Income vs. Total Other Fundraising





Observations-Book Sales

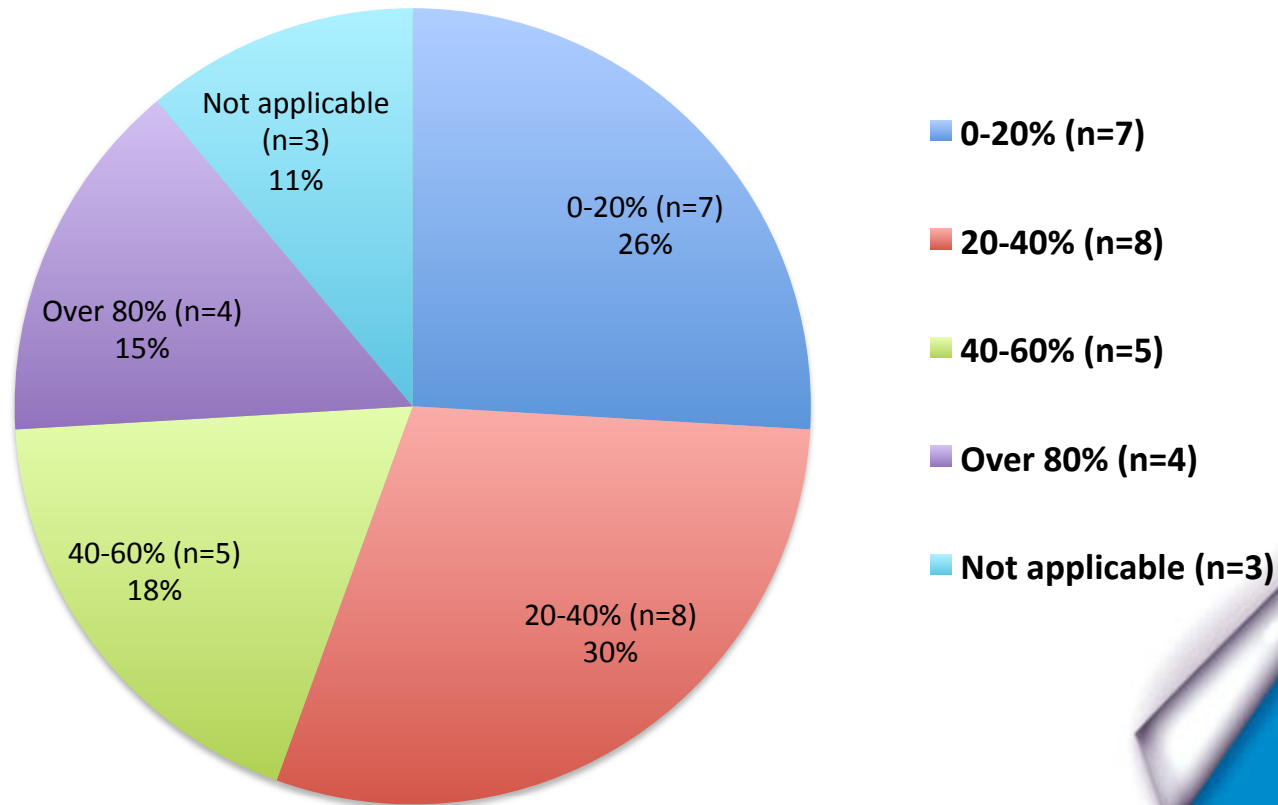
Library director/library fundraiser Fundraising Initiatives (10 blank)





Observations-Book Sales

Library director/fundraiser Used Book Sale Income vs. Total Other Fundraising (4 blank)





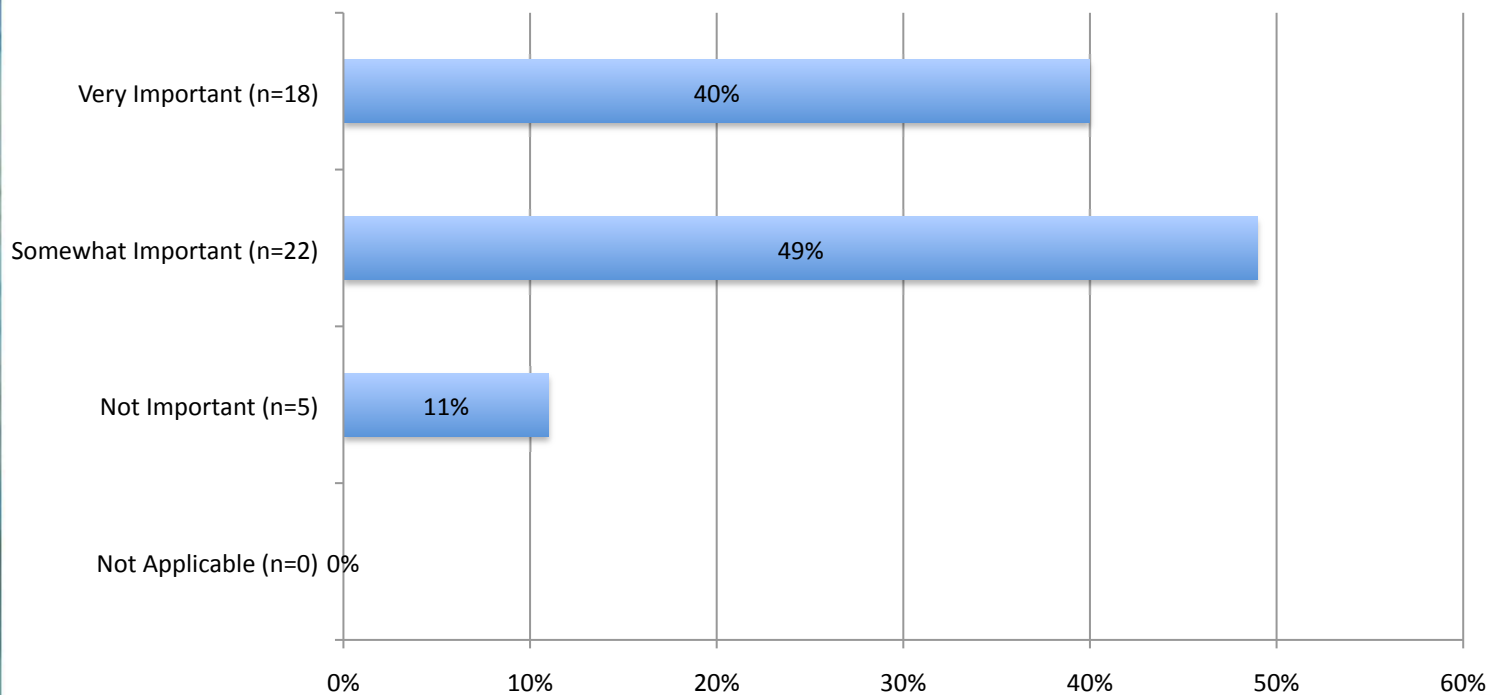
Observations-Event Variety

- For 38 library patrons 23 preferred attending book sales, but 84 alternate events were selected
- 45 Friends conducted books sales, but other events had 62 selections
- 10 Library directors conducted book sales, but other events had 34 selections
- 40 Friends selected membership drives/dues as important



Observations-Event Variety

Importance of Friends Membership Dues





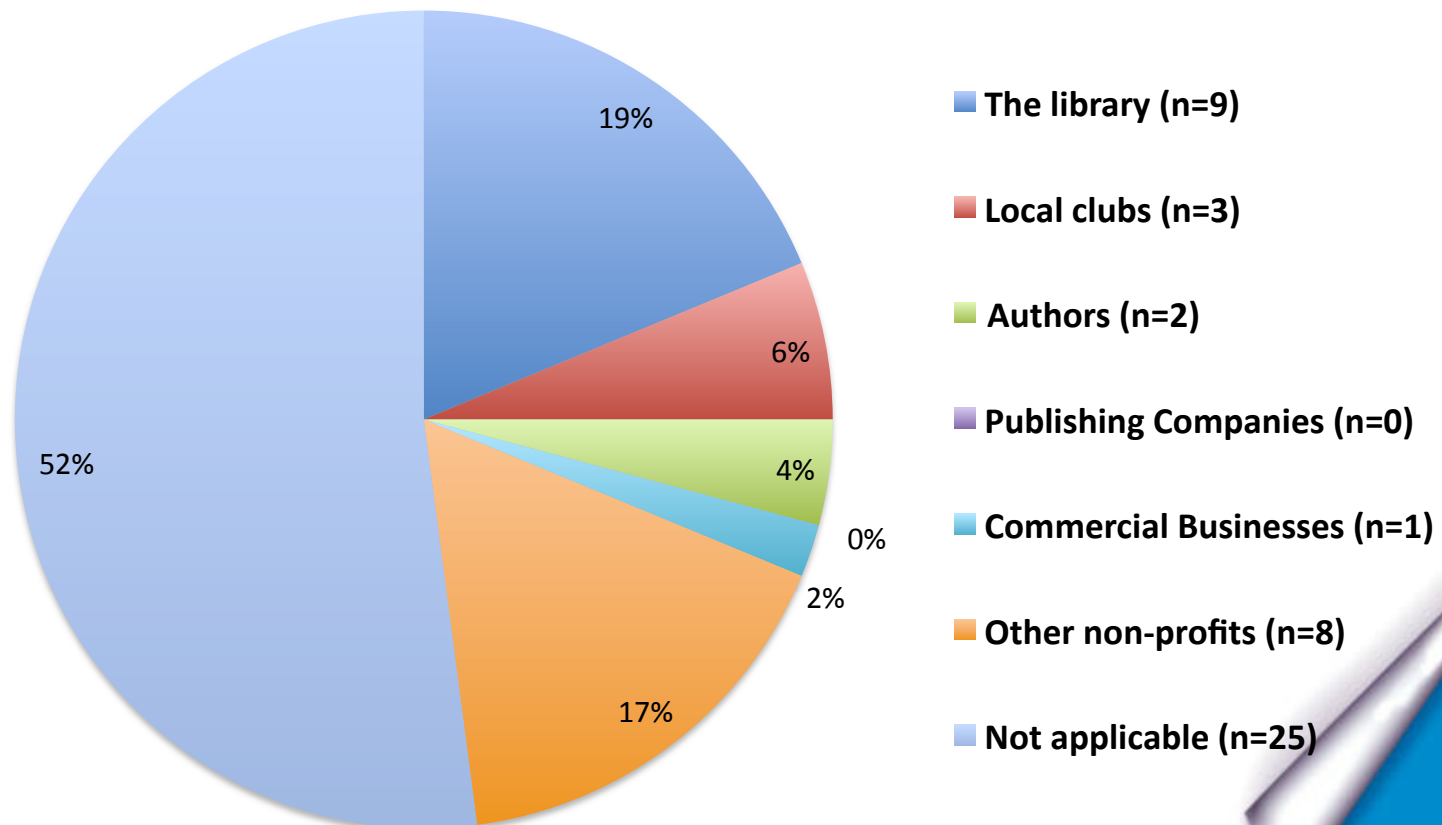
Observations-Collaborations

- 42% of Friends selected some kind of joint collaborative initiative
- 44% of library directors reported collaborating with their Friends
- Survey trends, were not statistically favorable, but not unprecedented



Observations-Collaborations

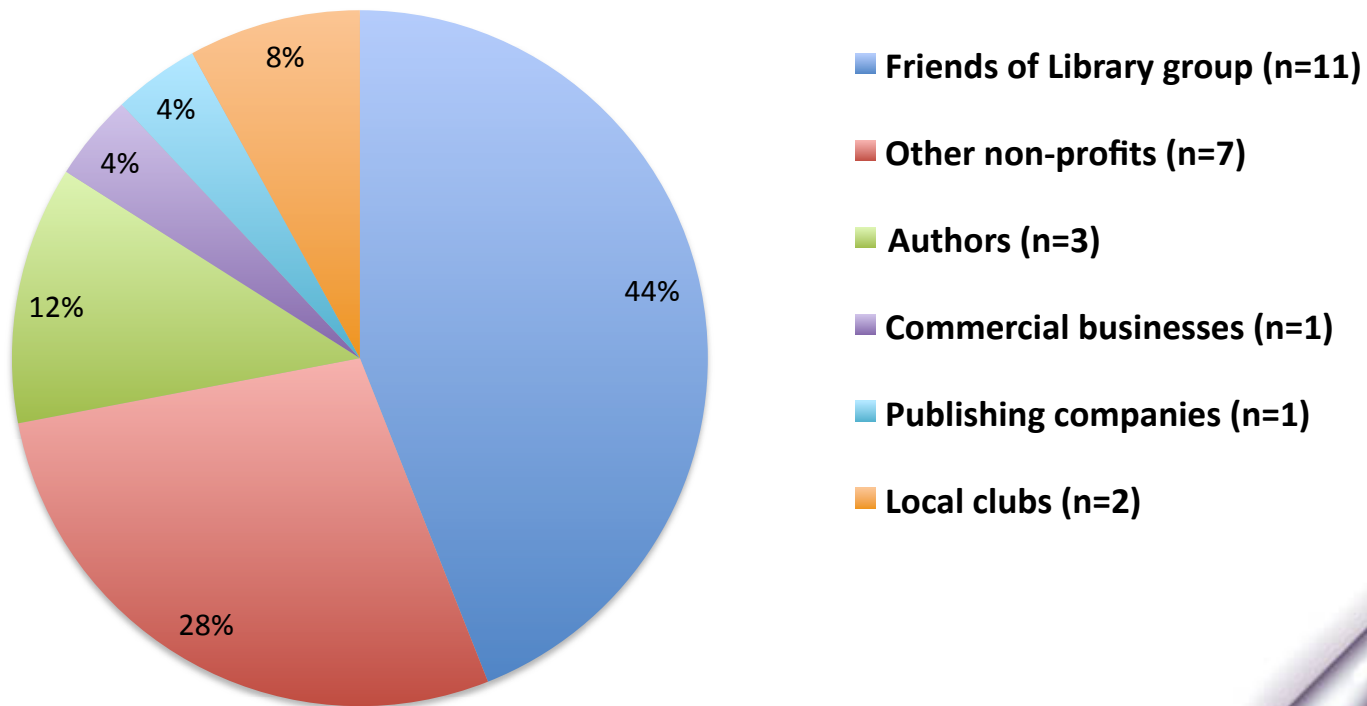
Friends Joint Fundraising Initiatives (2 blank)





Observations-Collaborations

Library director/fundraiser Joint Fundraising Initiatives (16 blank)





Observations-Collaborations

“It would be good to partner with a retail-savvy FRIENDS gift shop!”

Library director/library fundraiser survey quote



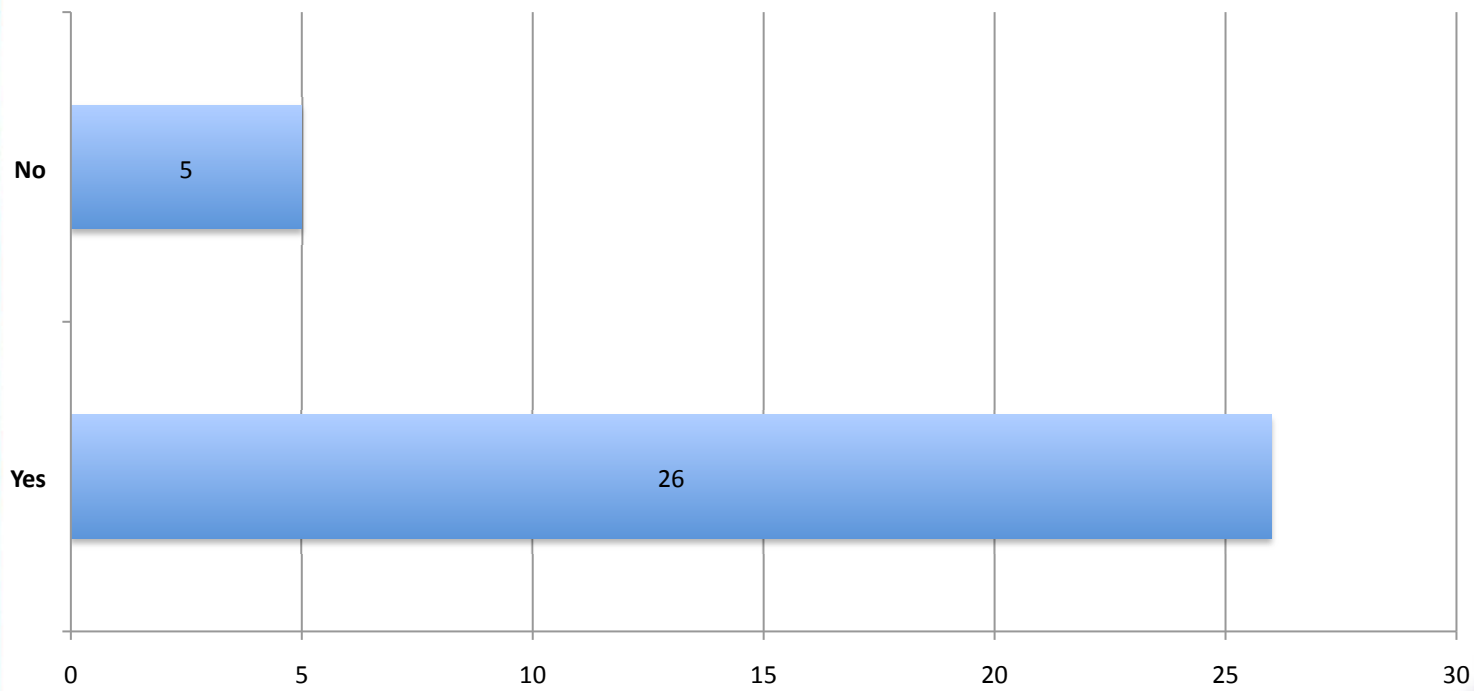
Conclusion

- Friends of the Library—the quintessential collaborator!
- 84% of library directors reported having a Friends group
- Several Friends wrote they were the library's only fundraiser



Conclusion

Do libraries have Friends groups?





Conclusion

**“Every event the library
puts on, the friends
contribute their time...”**

-Friends survey quote



Conclusion

**“Fundraising is another
responsibility for an
over-burdened Director”**

-Library director/fundraiser survey quote



Conclusion

★ Thank goodness for Friends! ★

- **Much Thanks to:** Friends of Library members, library directors/library fundraisers and library patrons who participated in the survey!
- **Much Thanks to:** Mary Engles & Stephen Cauffman (Connecticut State Library), Beth Nawalinski and Jillian Kalonick (ALA/ALTAFF)
- **Much Thanks to:** Mary E. Brown, Ph.D. (Advisor, Southern Connecticut State University)