

Fundraising Fact Sheet

Gift Basket Sale at the James Blackstone Library, Branford, CT

Brief description of Fundraiser : The gift basket sale is held during early December. Baskets and contents are donated by Friends membership, library patrons and local business owners. Volunteers put together and wrap individual baskets priced at 15-75 dollars. Other items sold are hand made Moravian ornaments, house plants in holiday containers, and home baked cookies. A raffle is held with donated items such as a hand made blanket or items donated by local business owners.

Number of times has the fundraiser been run. Three years

Last year's profit. Gross profit was \$ 2839 and net profit was \$2460.

Amount of up-front investment Total \$ 15-379

In person power (In Hours) 250

Publicity 6 hours (web site, constant contact, newspapers both electronic and print, posters)

Amount To Run

Total \$ see above

of volunteer hours approximately 250

Who comes to the fundraiser? The gift basket sale is held in a busy area of the library, so most customers are patrons of the library or people who have seen one of the publicity notices. Now, people start asking for information a few months ahead.

Special permissions and staff/permits/insurance required: Our Friends group carries their own insurance and only approval needed is that of library director.

Fundraiser is successful because it simplifies holiday shopping; baskets are very attractive; and volunteers are quite helpful.

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