

**FRIENDS OF THE DCDL
FUNDRAISING COMMITTEE GOALS**

MISSION STATEMENT:

Consistent with the available human resources from the membership, the Fundraising Committee's mission is to provide economic resources to the FOL by routine sustained activities and by specific short term projects.

GOALS FOR 2010:

- 1 Establish documented procedures for the routine sustained fund raising activities currently underway in order to maximize volunteer participation and increase capacity for additional sales.
- 2 Create awareness among all FOL members of the specific actions necessary for Fund Raising efforts.
- 3 Select spring and fall dates for the book sales by the end of January each year so the dates can be consistently promoted through the newsletter, website, programs, and other Friends activities
- 4 Give gift certificates to the book sale to every current and newly joined member with the dates of the 2010 book sales printed on them
- 5 Train additional volunteers on monthly Farmer's Market and Book Sales procedures

GOALS FOR 2010/2012:

1. Hold three book sales per year, two at the Main Library in Delaware and one at the new Orange branch
- 2 Acquire equipment and supplies to support fundraising activities (contingent upon dedicated Friends storage space to keep the equipment in a central location)

GOALS FOR 2010/2015:

1. Identify a consistent, reliable figure for book sale revenues that can be incorporated into the yearly budgeting process
2. Conduct a book drive/pickup event once each year with contribution incentives tied to membership
3. Order merchandise (book totes, mugs, pens, bookmarks, etc.) with the Friends logo available for purchase at a Friends kiosk in the Orange branch
4. Identify and approach another (or several) nonprofit/civic organization in Delaware County with whom the Friends could partner to put on a fundraising event

**FRIENDS OF THE DCDL
MEMBERSHIP COMMITTEE GOALS**

MISSION STATEMENT:

To expand the number and diversity of Friends members and enhance the benefits of membership for all

GOALS FOR 2010:

1. Increase Friends membership to a total of 150 members by Dec. 2010
2. Retain 75% of members from 2008 to Dec. 2010
3. Review and revise membership level structure (amounts and type of membership) by Dec. 2010
4. Review and implement membership incentives to encourage sign up of new members and retention of current members by Dec. 2010
5. Provide incentives for current members that “sign up” new members - by Dec. 2010
6. With Program Committee, sponsor promotions at the library that include Friends memberships (raffles, contests, etc.) by May 2010

GOALS FOR 2011/2012:

1. Increase Friends membership to a total of 200 members by Dec. 2012
2. Retain 80% of members from Dec. 2010 to Dec. 2012
3. Review and revise Friends membership brochure and application form by May 2011
4. Plan and implement membership expansion opportunities related to opening of the Orange Branch – by Dec. 2011
5. Promote Friends membership at senior centers, senior housing complexes, etc. by May 2012

GOALS – 2015:

5. Increase Friends membership to a total of 250 members by Dec. 2015
6. Retain 85% of members from Dec. 2012 to Dec. 2015
7. Increase Friends membership throughout Delaware County, specifically Powell area by Dec. 2015
8. Increase Friends membership by age group, targeting members under age 50 by Dec. 2015

**FRIENDS OF THE DCDL
PROGRAM COMMITTEE GOALS**

MISSION STATEMENT:

To offer literary experiences to members and the general public while expanding the visibility of Friends efforts throughout Delaware County.

GOALS FOR 2010:

7. Set roster of programs at the beginning of each calendar year and announce in advance.
8. Host at least one program per year at each library branch.

GOALS FOR 2011/2012:

6. Host a Friends program for the Orange branch grand opening.
7. Hold a book club discussion group featuring a book written by the presenting author at the annual meeting (and order additional copies of the book to be put in circulation at the library).
8. Host a teen program either in place of or in addition to a children's program.
9. Take a program out to local schools as a gift from the Friends.
10. Decide as a board how much money we would like to devote to programming.

GOALS – 2015:

9. Offer a class (perhaps with a small charge) to gauge interest among members and the general public in additional future classes.
10. Conduct at least one event or program in partnership with another community group.

FRIENDS OF THE DCDL PUBLICITY COMMITTEE GOALS

MISSION STATEMENT: To expand the visibility of the Friends throughout Delaware County, recruiting new members and volunteers through partnerships, special events, and expanded marketing efforts.

GOALS FOR 2010:

9. Review and update format of Friends brochure in collaboration with membership committee.
10. Orient quarterly newsletter toward upcoming events and volunteer opportunities.
11. Establish a consistent marketing strategy for promoting Friends events (newspaper ads, bookmarks, press releases, etc.).

GOALS FOR 2011/2012:

11. Distribute Friends brochures throughout community gathering-places, such as senior centers, schools, churches, and universities.
12. Redesign Friends website with postings of upcoming events, information on how to volunteer, and photos and write-ups of past events.
13. Identify organizations that would welcome guest speakers to promote the Friends group.
14. Establish a once-yearly book group put on by the Friends to promote the author visit at the annual meeting.
15. Create an online database of members' contact information so that multiple committees (such as membership and volunteering) can access the lists and maintain accurate records.
16. Work more closely with the Library's Outreach Department to raise Friends visibility.

GOALS – 2015:

11. Conduct at least one event or program in partnership with another community organization (such as literacy council, symphony, etc.) to raise organizational visibility and reach new potential members or volunteers.
12. Write Friends organizational history and formalize archive of past newsletters and fliers (perhaps on website).
13. Create a poster or display with photos of past Friends events, celebrations of Friends achievements, and recognition of Friends contributions to the library.

**FRIENDS OF THE DCDL
VOLUNTEER COMMITTEE GOALS**

MISSION STATEMENT:

To expand the number and quality of volunteer opportunities available to Friends members and the general public in support of fundraising, program, and membership goals.

GOALS FOR 2010:

12. Send out a call for volunteers to the general membership with clearly delineated volunteer opportunities available.
13. Establish a schedule for contacting the volunteerism group regarding upcoming opportunities.
14. Create a system for recognizing the efforts of Friends volunteers and acknowledging other contributions (donations, making important connections for the group, etc.), such as thank-you notes or a yearly volunteer recognition celebration.

GOALS FOR 2011/2012:

17. Have a volunteer mailing list of at least 30 individuals.
18. Approach community groups (such as local schools, universities, senior centers) to identify individuals with interest in volunteering and familiarize them with the Friends.
19. Identify a particularly committed core group of volunteers who would serve on Friends board committees to assist in setting future direction for the organization.

GOALS – 2015:

14. Have a volunteer mailing list of at least 50 individuals.
15. Use volunteers to help put on a major event (fundraiser or partnership with another community organization).