



Endowment Fundraising Committee Guidelines

The charge of the Endowment Fundraising Committee is to raise funds for the Library Endowment Fund, Cumberland County, North Carolina primarily through the following activities:

- Identify, contact and cultivate donors for the Library Endowment Fund
- Identify donors interested in establishing other funds beneficial to the library
- Develop strategies for obtaining donations from large groups and associations
- Develop strategies for cultivating small donations from all donors across the age and wage spectrum
- Apply for grants and training that enhance fundraising efforts

The committee meets monthly or as needed. The chair of the committee or designee reports to the Friends Board at the scheduled meetings.

The chair of the committee is appointed by the Friends President. The chair serves a one year term, which may be extended.

Since most activities require the utilization of both Friends volunteers and library staff, prospective activities are analyzed for impact on staff workloads. Preferred fundraising activities and/or events are those which actively involve the Friends volunteers and have minimal impact on staff workloads.

The following is a general checklist that may be utilized in preliminary planning:

- Has another Friends' group utilized this activity? If yes, with what results?
- Is this an annual event or a one-time activity?
- How much in Friends funds is needed to plan and carry out the activity?
- What library staff members need to be involved and how?
- What is a proposed timeline for the activity?
- How many volunteers are needed for the committee and for the event itself?
- Consider the "timing" with other projects or community fundraisers
- Engage high profile community leaders to help lead/sponsor activity
- Consider local foundations/corporations, as appropriate
- Go after the biggest donors first
- Partner with other community organizations where possible

Each member of the fundraising committee will sign a copy of the *Fundraising Committee and Donor Confidentiality Guidelines* document.