

Grand County Library Foundation Branding Workshop

MAY 4TH 2012

Granby Library 10am-2pm

Attendees:

Facilitator: Catherine Ross

GCLD Staff: Mary Anne Wilcox, Pat Berger, Stephanie Ralph

GCLD Board members: John Kacik, Jill Miles, Kim Jensen, Dede Fay, Roxanne White, Rosemary Knerr

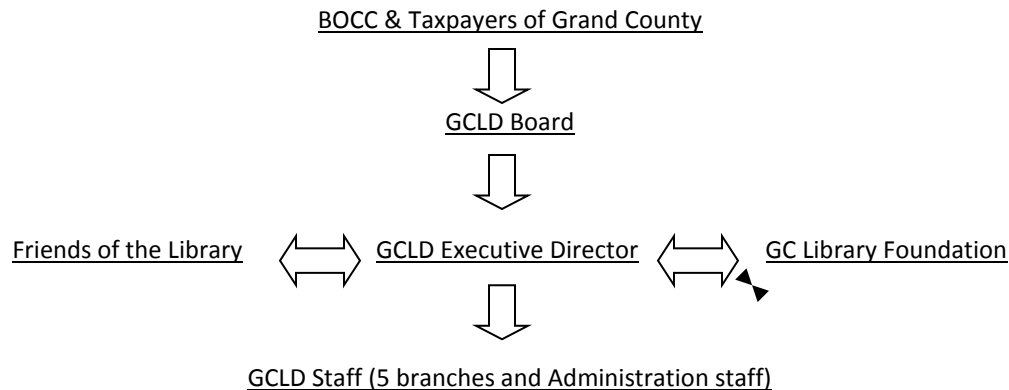
GCLF board members: Dave Skinner, Erica Kalkofen, Jean Klanica, Laura Hagar, Lorie Wheeler

Friends of the Library Board member: Nancy Abbott

Community Members: Mikey Gallavan, Pat Raney, Tina Wilson, Bill Tetlow, Jody Mintkin

Library Organizational Chart

Catherine kicked off the workshop by mapping out an “organizational chart” of the library organizations.



Roles include:

BOCC- Appoint GCLD Board (7 total, 2 from each District, 1 at large)

Executive Director – manage all operations of District , keep Foundation and District boards informed and on track with District policies and goals, serves as a non-voting member of the Foundation board.

District Board – direct District policy, appoint Foundation board,

Foundation – Address long-term needs of District, 501c3 pass through for grants, fundraising to ensure stability and sustainability of District through endowment, investment strategies, planned giving, advocates.

Friends – Address short-term needs of District, 501c3 pass through for grants, fundraising for programs (focus on children), advocates, volunteers.

✳ Action Item: Board to clarify and create (if needed) a mechanism to dismiss Foundation Board members.

Foundation SWOT

Strengths

energy
attractiveness of libraries to donors
strong library district
organization exists
autonomy
countywide
community support of libraries
autonomy
board members

Weaknesses

lack of identity
lack of funds
poor economy
countywide
underserved population
limited pool of givers
lack of awareness of Foundation
no funding traction
lack of experience
No traditions

Opportunities

long term stability
more volunteers
No traditions
GC visitors
2nd homeowners
develop a fundraising tradition
\$ still out there
Still new /creative giving opportunities

Threats

public perception of need
continuing poor economy
competing non-profits (150 in GC)
perception libraries becoming obsolete
BOCC philosophy
lack of direction/focus
property value decline
lack of direction/focus from Board

1 Year Foundation Vision

Branding-marketing-fundraising
Defined mission
Strong local identity
Strategic plans – fundraising and overall
Follow strategic plans
Raise \$10,000
Identify tools
Identify donors
Establish gift policy
Expand number, depth and diversity of board and committees

5 Year Foundation Vision

Name recognition
Hire Foundation staff
Strong local identity
\$1-5 million in funds/endowment
Competitive non-profit
Donors seek out Foundation
Enough funds to sustain Direct
Follow strategic plans
Expand number, depth and diversity of board and committees
Accomplish mission

Foundation Goals:

“Building an endowment to ensure the viability & sustainability of the library”

“Seeking additional funds to support long term library stability”

“Managing Library investments for the present and future benefits of the library”

✨ Action item: Board to change bylaws to fine tune goal statements.

Establish Foundation Brand – personality/words/images

Tree (branches, roots) – top choice

Telescope – second choice

Keystone – third choice

Rock of Gibraltar	Troy	champions	foundation
shoulders	Rocky Mountains	glacier	long view
evolution	family tree	take care of our own	reliance
nurturing	turtle	generations	Long haul
forward thinkers	roots to wings	shining stars	snail
engine	continuity	investment	strategic
granite	breath	long haul	

Establish Foundation taglines

“providing for the future” –top choice

“putting down roots”-top choice

“a foundation for the future”-top choice

‘planting our future”

“resources to grow”

“nourishing”

“vision for supporting the library”

“sustaining”

“supporting the library”

“growing the future”

“seeds growing”

“knowledge”

“growing stability”

“planting”

“vision”

“giving the library flight”

✨ Action Item: Development Committee to create logo/tagline for branding/marketing.