



City of Beaver Dam, Wisconsin Library Board of Trustees Meeting

311 N Spring Street: Conference Room
Tuesday, July 16, 2024 at 4:00 PM

[Join Zoom Meeting](#)

Meeting ID: 948 9571 7942

Join by Phone: 312-626-6799

AGENDA

- 1) Call to Order – Roll Call
- 2) Approval of Minutes
 - a) Approval of the June 18, 2024 Meeting Minutes
- 3) Fundraising Campaign
 - a) Events: Review and Planning
 - b) Marketing Strategies and Materials
- 4) Discussion & Possible Action
 - a) CLOSED SESSION, if necessary, Motion to adjourn to closed session pursuant to Wisconsin Statute 19.85(1)(f), considering financial data or personal histories of specific persons. Specifically, to discuss data regarding library donors and/or potential donors.
 - b) Reconvene in open session to take action on library donors.
- 5) Any Other Business
 - a) Items for future agendas
 - b) Announcements
 - c) Determine Next Committee Meeting Date
- 6) Adjourn

This agenda was posted and made available to the news media, public and various City officials, and staff in compliance with the State of WI Open Meetings Law and Library Board bylaws:

Posted: 7/9/2024 by Sarah Cournoyer at 5:44pm.

A quorum of the Common Council or any City Committee may attend this meeting.

"Requests from persons with disabilities who need assistance to participate in this meeting or hearing should be made to the City Clerk's office at 887-4600, Ext. 338, with as much advance

notice as possible."



311 North Spring Street, Beaver Dam, WI 53916

BOARD OF TRUSTEES
FUNDRAISING COMMITTEE MEETING MINUTES
Tuesday, June 18, 2024, at 5:00 pm
Location: Library Board Room with Zoom Attendance Option
Draft Awaiting Approval

Call to Order

Meeting called to order at 5:00 pm by Committee Chair Kevin Luebke.

Members Present: Kevin Luebke; Eric Schumacher-Rasmussen; Liberty Bell; Frank Ferree; Mike Devitt; Rob Meyer

Members Excused: none

Also Present for all or part of the meeting: Sarah Cournoyer, Library Administrator

Approval of Minutes

On motion by Ferree, seconded by Schumacher-Rasmussen, the Committee approved the minutes of May 29 and June 5, 2024.

Fundraising Campaign – Events

Bell gave an update on the June 29 Back to the Future Extravaganza, event details and logistics in place. She requested committee members post flyers. Members to arrive at 10am to complete set-up day of event.

Cournoyer provided proofs of t-shirt. Order to be placed for aquatic blue with full color full front design. Online store for preorders will be prepared. QR code will be generated to promote it at the event and afterward.

Ferree stated that Ooga will contact Cournoyer regarding fall dates for a fundraising event that could include the costume contest.

Additional fall events will be discussed at the next meeting: \$40 for 40 Days social media fundraising campaign; silent auction; and matching challenge(s).

Luebke brought the donor conversation list and ran through it with committee members giving updates or noting conversations to have. Luebke will follow up with other trustees on their conversations.

Fundraising Campaign – Marketing Materials

No discussion on topic currently.

Prospective Donors

No discussion necessary currently.

Items for future Agendas – Fundraising: Matching Challenge, Fall Events, \$40 for 40 Years

Next Fundraising Committee Meeting Date is Wednesday, July 3, 2024, at 5 pm.

Next Regular Library Board Meeting Date is Friday, July 12, 2024, at 7:45 am.

Adjournment

On motion by Bell, seconded by Devitt, the Committee adjourned at 5:48 pm.

Recorded by,
Sarah Cournoyer, Library Administrator

EVENT PLANNING

FLEET FARM HOT DOG FUNDRAISER EVENT

Saturday, July 19

Set up 10-10:30am

11am – 1pm event

FF Contact: Lily K, (920) 885-9787

All supplies and grill provided by FF.

Library supplies: branded tent, plastic table, table covering, bin of fundraising materials and basic library PR materials, t-shirt preorder slips, cash box (Aaron will bring to and from event)

\$40 FOR 40 SOCIAL MEDIA DAY OF GIVING EVENT

Tentatively August or September

Social giving day with matching donor if possible for an area/item of renovation

Budget: up to \$200 approved at 7-12-24 regular Library Board meeting

Note: boost post is \$42 for 7 days for est. reach of 500-1500K, \$5 would reach 62-179 accounts per day; guidance requested

COSTUME CONTEST EVENT

September or October date TBD – pending Ooga availability or alternative location

Devon Cournoyer willing to attend next fundraising committee meeting for discussion and presentation of proposed contest materials

Social Media

WATCH OUR SOCIAL MEDIA STRATEGIES TRAINING VIDEO

[Sample Posts](#) [Facebook Tips](#) [Twitter Tips](#) [Instagram Tips](#)

Sample Social Media Posts

Twitter

Are you ready to be a part of Giving Day? It's a day to celebrate all the good going on in our communities! #givingday

Mark your calendars for May 5th. It will be a day for everyone to support our campaign at [link to profile page]. #givingday

It's time to show that your community is full of generosity! On May 5th, help us celebrate #givingday!

We're getting pumped for Giving Day! Join the conversation by following @GivingDay and liking the #givingday page on FB!

Get ready to get up and give for Giving Day on May 5th! Follow @GivingDay to stay updated on the giving movement!

A little can go a long way when we get together and give together on May 5th for Giving Day! Join the movement!

"I don't think you ever stop giving. I really don't. I think it's an on-going process." – Oprah Winfrey. Let's keep the giving going for Giving Day!

"My hope is to leave the world a little better for having been there." – Jim Henson. What will you give to make the world better? #givingday
Your generosity for Giving Day was momentous! Thank you for donating, sharing, engaging, and making [community name] a better place

Because of supporters like you, Giving Day was successful at raising awareness and donations for important causes throughout [community name] - Thank you!

Facebook

Save the date: Giving Day is May 5th! You can be part of the celebration by giving to your favorite nonprofit (which we know is us!). Visit givingday.org to find out more.

The real success of Giving Day will not be how much money we raise but the tremendous impact those dollars will have when nonprofits across your community put them to work! Join the giving on May 5th at givingday.org.

May 5th will be a historic day for everyone in your community to GIVE BIG! You can learn more about Giving Day and support our campaign at [link to your profile page]. #givingday

Let's show everyone that your community is full of generosity! On May 5th, help us celebrate Giving Day and continue [explanation of mission/work]

We're so excited to be a part of Giving Day! You can support our campaign by visiting givingday.org and donating on May 5th.

#givingday

On May 5th, you will have the chance to give where your heart is! To support our campaign, go [link to profile page]. #givingday

We are so grateful for our generous supporters who gave during #givingday. Each gift made during this campaign will allow us to further our mission of {organization's mission}. Thank you to all who took part in this day with us!

We have seen firsthand the amazing things that can happen when our community comes together to give back! We are thankful for the support that {organization name} has received during #givingday and look forward to sharing our stories of impact.

Facebook Tips

Looking to get the word out with Facebook? This guide will help you get started and on the road to creating a successful strategy. If you're new to Facebook, [start by creating a Facebook Page](#) for your organization.

Below is a list of ways you can begin engaging your community for Giving Day!

Get started by liking the Giving Day page. This will allow you to get updates, important information and tips for Giving Day. Also link to other participating organizations from your organization's page.

Promote your Facebook page. Include a link to your Facebook page on your website's homepage, newsletters, emails...basically everywhere and anywhere. Ask your staff members, board members, volunteers, and donors to like the page and help you promote it.

In your personal account, tag the page and ask your Facebook friends to check it out. Ask employees and board members to do the same.

Talk it up! Post interesting information about your organization and share success stories and photos. Ask your followers questions to engage them in dialogue. Remember to keep posts brief! You don't want to lose your audience by presenting lengthy updates.

Tell everyone that your organization is participating in Giving Day. Be sure to tell people what it is all about by using some of the suggested messaging above. Let them know how they can donate and ask them to spread the word.

Create a Facebook event. Invite your constituents to be part of Giving Day so that they can be reminded as the day gets closer AND see who else is participating. Also, tell people to invite others. It doesn't matter whether or not you are hosting an event onsite; the whole day is worth celebration!

Do not give individual donor shoutouts without the donor's consent.

Provide a quick thank you message on social media immediately after the Giving Day is over, and follow up with a longer heart-felt message a day or two after.

Do all of the above and repeat...again and again and again.

Twitter Tips

Want to quickly engage donors and share information about your fundraising efforts? Twitter is instant and efficient! If you're new to Twitter, they offer a [getting started guide](#) for newbies.

Below you will find a few tips to help you have success.

Follow @GivingDay's Twitter account. Go to www.twitter.com/GivingDay and click the Follow button. Now you can begin receiving and

sharing information about Giving Day.

Follow other organizations and people. The organizations you follow should be those that you work with or who inspire you and your constituents. You may also consider following past donors, board members, volunteers and other community leaders.

Tell your followers that you are participating in Giving Day. Tell your followers about your campaign and begin to build a story around the initiatives you'd like to support. Let them know about any incentive prizes you are trying to win and how they can help you do so. Use some of the suggested tweets provided.

Use Hashtags and Handles. Whenever you share information include the @GivingDay handle and #givingday to further spread your organization's words. Show that you are a part of Giving Day by using the hashtag in all of your tweets. People who are interested in a particular event, person or business will follow the hashtag to stay up-to-date on any conversations around their topic of interest.

Don't just follow! Become a part of the conversation. Let people know that you are out there and engaged. Respond to tweets like you are holding a conversation. You never know where this may lead.

Share pictures, videos and interesting content. Twitter is not just about your 'words'. Pictures and videos draw people in, and sharing interesting articles about what you and others are doing shows that you are part of a community.

More Tips

10 Twitter Best Practices for Nonprofits

10 Twitter Tips for Nonprofits

12 Types of Tweets Your Nonprofit Should be Sharing

Tweet, retweet and tweet again! (Especially on the day of Giving Day)

Instagram Tips

Looking to harness the power of visual communication? Take advantage of the ability to communicate with your potential supporters with

impactful images and catchy captions. Never used Instagram? Check out Instagram's "[Getting Started on Instagram](#)" guide to setup your account now!

Here's your Instagram checklist:

Follow GivingDay on Instagram. Head to www.instagram.com/GivingDay to "Follow" the activity around Giving Day.

Connect your Instagram and Facebook accounts. Make sure that your Instagram posts are automatically posted on Facebook. Connecting Facebook and Instagram harnesses the power of both social media platforms at once and allows you to reach a wider audience.

Find powerful images. People-centric, positive images will help you draw in new followers. Focus on sharing images that speak to your organization's mission and your target audience. [Canva.com](https://www.canva.com) is a great way to take your own photographs or a stock image to the next level. If you want to include important dates, statistics, or quotes, Canva lets you add text right on top of the image as well as providing you with a suite of photo editing tools.

Socialize! Like your supporters' posts, and consider re-sharing posts that stand out and speak to your cause. Showcasing the stories and individuals that propel your organization's mission will help you gain more followers, recognition, and traction in advance of the day. Also take this opportunity to cross-promote by liking and re-sharing other organizations' posts to boost your visibility in your community.

Use the #givingday hashtags, in addition to other creative hashtags. 3-5 hashtags per post is the sweet spot. Start with a branded or specific hashtag--like a tagline or fun phrase. Follow this with the name of your organization, then a broader hashtag tied to your cause (#savinglives, #endinghomelessness, #spreadingthelove). Having a succession of hashtags helps with branding!

Create a regular schedule for posting. We recommend posting at least 2-3 times per week to stay in your supporters feeds! If you integrate your Instagram posts with Facebook, you'll want to consider how your Instagram posts will fit in with your other scheduled Facebook posts.

Consider making posts that show a chronological history - such as

building a playground or rehabbing an animal back to health.

Host an activity. Photo contests are a great way to include your supporters and make your posts more interactive! **"Tag a friend" posts**, ask your supporters to tag a friend in a post that you'd like to gain more traction in. Offer an incentive to encourage more participation! **"Take-Over"** Ask a staff member or supporter to take over your Instagram for a week. This allows you to showcase the individuals that make up your unique community, how they embody your mission, and what your organization means to them. "Take-Overs" can help show the impact your organization has on the community!

Have fun! Instagram is a really playful platform, and the perfect opportunity to let the unique personalities, humor and convictions of your organization shine through your photos, captions and hashtags! Instagram is a fantastic opportunity to relate to your supporters, showing them who you are and what you stand for.

Giving Day

givingday@umd.edu

301.405.7749 or 1.877.TERPGIV