

Introduction to Library Development

David Duer – Director of Development & External Relations

Gabrielle “Gigi” Gillard – Donor Stewardship & Events Coordinator

ALADN | April 18-22, 2015

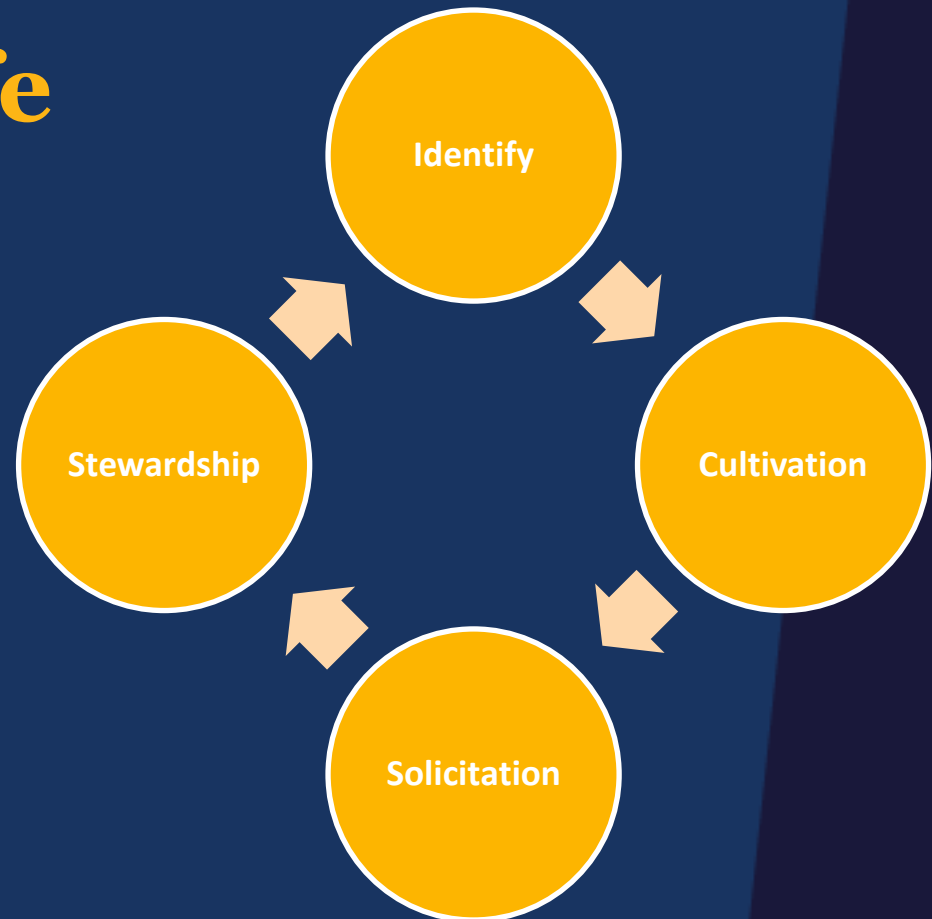


What is Development?

Fundraising or **fund raising** (also known as development) is the process of cultivating, soliciting, and stewarding voluntary contributions of money or other resources from individuals, businesses, charitable foundations, or organizations.

Development Life Cycle

- Who are your donors?
- What stage are they in?



Why do people give?

To support the cause

Relationships



Why do people give?

Leadership



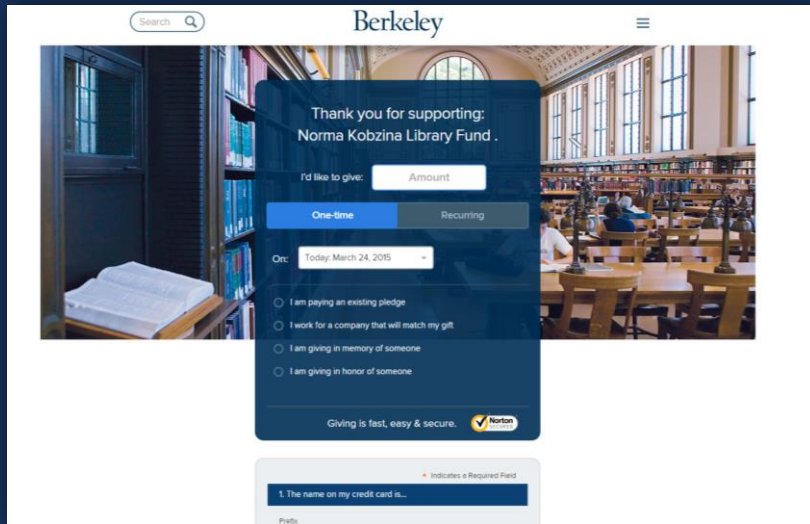
Involvement & Recognition



Why do people give?

Honor/Memorial

Tax or Financial Reasons



The image shows a screenshot of a donation form on the Berkeley website. The form is titled "Thank you for supporting: Norma Kobzina Library Fund." and includes a search bar at the top left. The form fields include "I'd like to give:" with an "Amount" input, "One-time" and "Recurring" radio buttons, and "On:" with a date selector set to "Today: March 24, 2015". Below these are four radio button options: "I am paying an existing pledge", "I work for a company that will match my gift", "I am giving in memory of someone", and "I am giving in honor of someone". At the bottom, there is a "Giving is fast, easy & secure." message with a Norton logo and a "1. The name on my credit card is..." field.



Who to ask?

- Look at your current donors
 - ✓ Largest gifts, annual giving, bequests & estates
- Who has interest in the library
 - ✓ Alumni, Parents, Faculty, Staff, Volunteers, and Patrons
- Listen to what people are telling you
 - ✓ Second/Vacation home, cars, boats, membership & boards

Keep in mind ...



- It is a team effort
- Be aware of prospect management
- Communication is key

What to ask for?

- You are representing both the institution and the library
- Know about key fundraising initiatives for both



Think about who really benefits from the Library



Tell the story...



The screenshot shows a webpage for the University of California Berkeley Library's 'Giving to the University Library' campaign. The page features a navigation menu on the left with categories like Home, Make a Gift, Campaign, Publications, Exhibits & Events, Using the Library, About the Library, and Contact Us. The main content area is titled 'Spotlight on Supporters' and features a profile for Jason di Napoli, a '90 graduate. The profile includes a photo of him at a computer, a paragraph about his library science class, a paragraph about his involvement in the Moffitt Library campaign, a paragraph about his banking career, and a paragraph about his role in the Library Advisory Board. At the bottom, there is a footer with copyright information and a server manager contact link.

UNIVERSITY OF CALIFORNIA BERKELEY LIBRARY

Giving to the University Library

Home

Make a Gift

- Ways of Giving
- Donor Clubs
- Spotlight on Supporters
- Your Gifts at Work

Campaign

- Moffitt Library
- Research Collections
- Young Alumni

Publications

- Fiat Lux
- Bancroftiana
- Annual Reports
- Inspired by the Library
- Email Updates

Exhibits & Events

- Story Hour
- Lunch Poems
- Berkeley Writers at Work
- Summer Reading List

Using the Library

- Using the Collections
- Tour the Library
- Online Exhibits
- Web Classes
- FAQ

About the Library

- University Librarian
- Library Advisory Board
- Library at a Glance
- Our History
- Libraries and Collections

Contact Us

Spotlight on Supporters

Jason di Napoli

Jason Di Napoli '90 fondly remembers a library science class he took in his first semester at Cal. He learned his way around the collections and how to access them—at that time, the Dewey Decimal system was still in use—and recalls relying on this invaluable training throughout his years as a history major.

In 2010, Jason involved himself again with the Library, this time as a generous supporter of the campaign to revitalize Moffitt. As he says, Moffitt is both a study hub and a social hub, especially for first and second-year students. The plans for its revival will enable it to fulfill its role.

In his last year at Cal, Jason pursued an interest in banking by interning with Wells Fargo. He went on to spend ten years with Union Bank prior to joining 1st Century Bank, where he is currently CEO and president. A commercial bank, 1st Century serves the business and private banking community of West Los Angeles. Jason relishes the opportunities to support his clients to grow their businesses and achieve success.

Vice-president of the Library Advisory Board, Jason also serves as the library representative to the UCB Foundation. He is a former board member of the Museum of Contemporary Art, Drawings Committee, and of the March of Dimes, Southern California Chapter.

Although southern California has long been his home, Jason has always loved the beauty, the history and the people in and around the Berkeley campus. He looks forward to spending more time at Cal and reconnecting with the campus.

• [Library home](#) • [Search](#) • [Sitemap](#) • [Contact us](#) • [UC Berkeley home](#) •

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Server manager: [contact](#)

Introduction to Library Development

How to ask?

THE LIBRARY FUND
University of California, Berkeley



March 2015

Dear Friend of Cal's Library,

We want to give you our heartfelt thanks for your past support of the UC Berkeley Library. Our years at Cal have demonstrated to us that even in an era of online information, the Library's collections and services are crucial for today's students. Our education depends on this place!

Broad access is so important to our undergraduate studies today. It's not just about problem sets and term papers. Today an assignment in a class like "American Cultural Landscapes: 1900 to the Present" may require:



- ▶ studying the hand-drawn maps of a small town and its surrounding community to understand its development over time
- ▶ comparing the dialects of residents in rural areas to immigration patterns and census population data
- ▶ analyzing the possible relationship between the growth of emerging cities to the adoption of new technologies, resource allocation decisions, and economic objectives
- ▶ examining the impact and influence of music and religion on the politics and laws of a changing community
- ▶ investigating the impact of recreational areas on a region's economic expansion and the make-up of a localized labor force

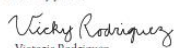
This is just an example, but you can see—that's a lot! For every single course, our incredible Library has the print and electronic resources needed. And not only that—the staff of expert and friendly librarians is always available to answer questions and point us in the right direction. (And we do mean always, thanks to 24/7 chat reference—so awesome during those all-nighters before a deadline!)

So, the Library has our back. It's there for us in myriad ways—and that's because of the generous support of people like you! But the Library is ever-changing and growing. Support is continually needed for the Library to keep pace with new disciplines and new needs.


Our success at Cal is in part thanks to you. Won't you donate to the Library today and ensure that current and future students will continue to have the greatest possible access to the riches of the UC Berkeley Library?

Thanks. Your generosity is much appreciated.

Sincerely yours,


Victoria Rodriguez
Legal Studies '15


Liam O'Connell
Mathematics and Philosophy '17


Sydney Duimovich
Business '17

131 DOE LIBRARY • UNIVERSITY OF CALIFORNIA • BERKELEY, CALIFORNIA 94720-6000



The Friends of The Bancroft Library
UNIVERSITY OF CALIFORNIA, BERKELEY

Thank you for joining us for the closing of The Bancroft Library exhibition, *California Captured on Canvas*. This event attracted more than two hundred attendees. Many of you who were seeing The Bancroft Library for the first time, and what an amazing display you encountered!

The Bancroft Gallery, with its handsomely displayed selection of paintings from Bancroft's enormous pictorial collection, showcased one of the unexpected treasures of California's oldest and largest library devoted to the history of California and the American West. The variety of styles, eras, and approaches to documenting California in image attested to the great visual appeal of our favorite state. Throughout the gallery, landscapes, portraits, and other paintings captured a sense of California from the time of the California Gold Rush right up to the early 1960s, when John Sackas created a suite of oil paintings of San Francisco's wholesale produce district (that was soon to be replaced by the Embarcadero Center).

You also had the opportunity to view other major treasures from Bancroft's collections. Curators from the Mark Twain Papers, the University Archives, the Bancroft Collections of Western Americana and Latin Americana, the Rare Books Collection, the Center for Tebtunis Papyrus, the Magnes Collection of Jewish Art and Life, and more, selected some of their favorite things for a special display, where the curators greeted guests and talked about items they had selected to show off the incredibly rich research resources of The Bancroft Library.

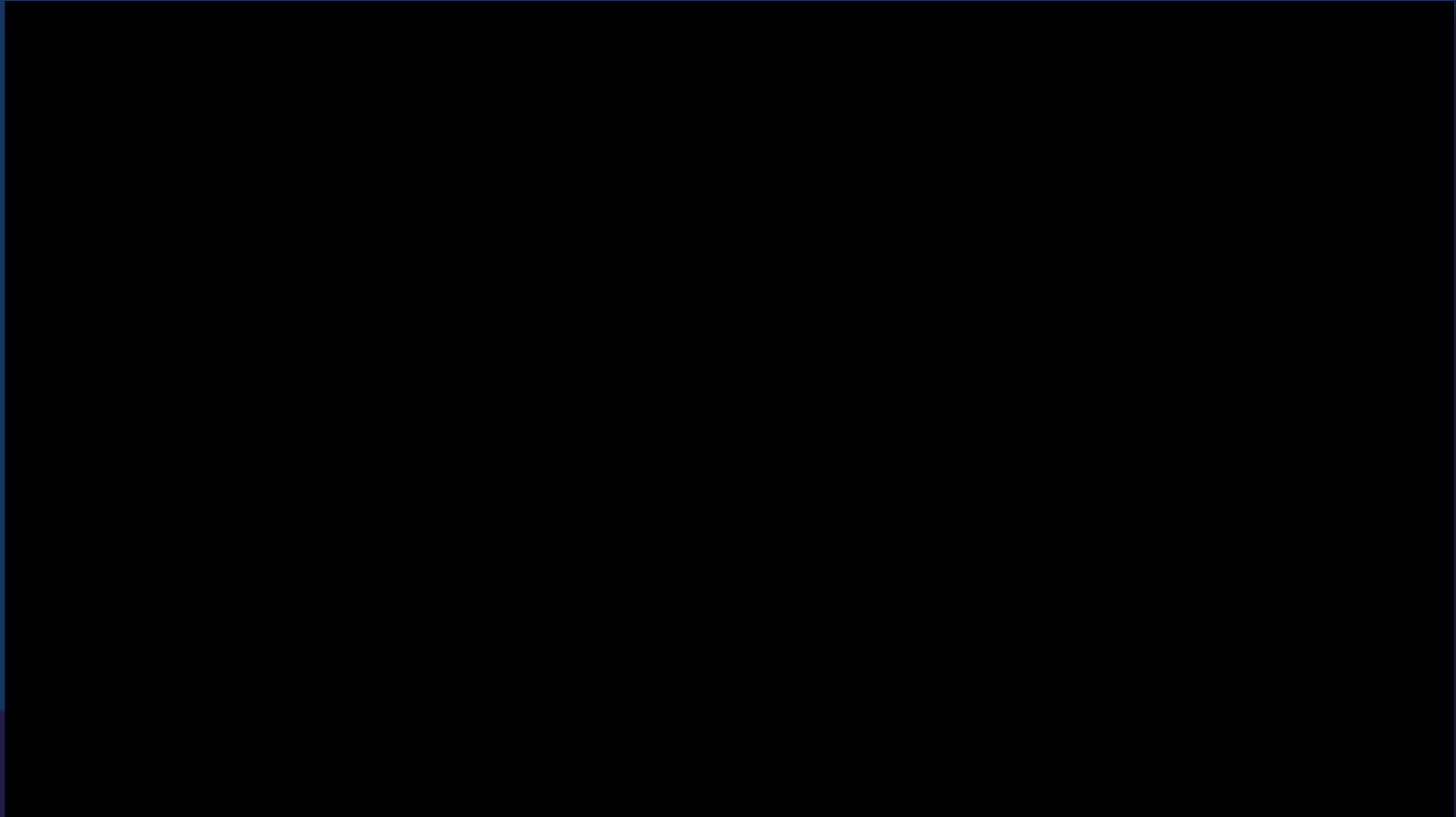
These collections are here for use not only by academic scholars but also by members of the general public. Indeed Bancroft has what we believe to be the busiest reading room in North America devoted to rare books, manuscripts, and other special collections. Our readers arrive from all over the world and frequently comment about the enthusiasm of the staff for the collections, and the strong support Bancrofters provide to users. The collections and programs at Bancroft are strong because of the long-standing generosity of private individuals, such as the Friends of The Bancroft Library. For all of us it is a great privilege to be able to celebrate the continuing support of the Bancroft community by showcasing, as we did on Sunday, March 8, the strengths of this remarkable institution.

You are encouraged to return to pursue your own interests or to support The Bancroft Library with a contribution. We rely on public support to continue to increase and maintain our exceptional collections.

SUPPORT BANCROFT

You are receiving this email because you have visited the collections at The Bancroft Library. Your privacy is important to us, and we will not call, text or give your name or email address to anyone.

How to ask?



The Larger Efforts

- Corporations and Foundations
- Campaigns



Corporate and Foundation Relations

- Foundations are in the business of giving away money
- Corporations are in the business of making money

Trends in Foundation Grants

- Larger grants; longer-term grants
- More interest in “strategic partnerships” with other foundations
- More tendency to specialize
- Greater scrutiny of proposals
- Greater interest in continuing involvement

Trends in Corporations

- More sophisticated philanthropy programs
- Greater emphasis on enhancing strategic business objectives
- Research collaborations
- Marketing partnerships (Ex. Soft drinks, banks, credit cards, computers, campus infrastructure)

Campaigns



Gift Planning

Search FAQ Brochures 1-800-200-0575

Berkeley Office of Gift Planning

HOME ABOUT GIFT TYPES WHEELER SOCIETY OUR STORIES DONOR ADVISORS

Your legacy gift makes the Berkeley dream possible.

What type of gift may be right for you?
Answer these three quick questions.
[Start Now](#)

Meet the Experts

Our Stories

WHAT'S NEW?

2015: Planning Your IRA Rollover Gift
The Tax Increase Prevention Act of 2014 was signed...

2015 Wheeler Society Tea featuring Professor Jennifer Doudna: July 8, 2015
This year's faculty lecturer will be Jennifer...

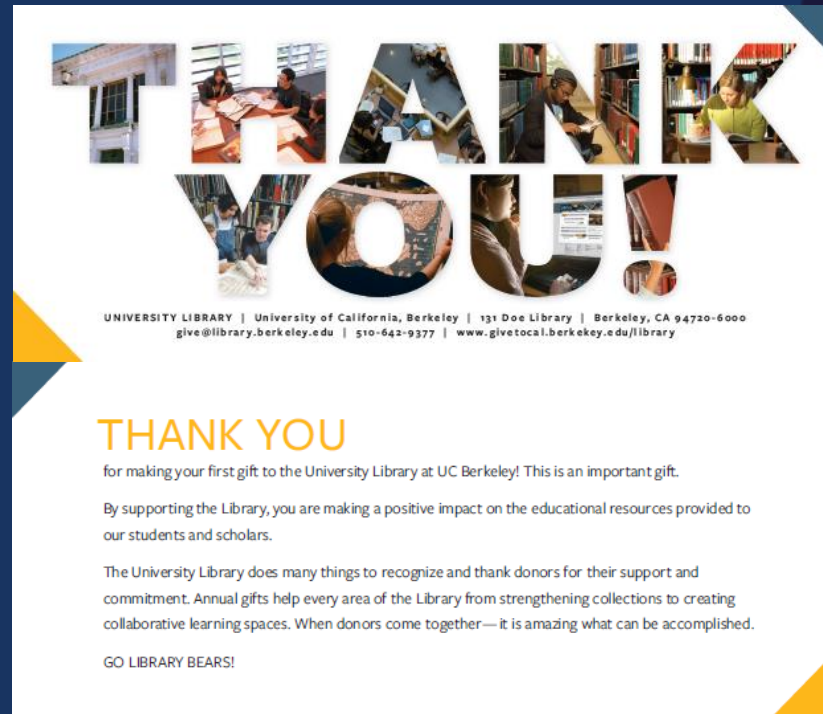
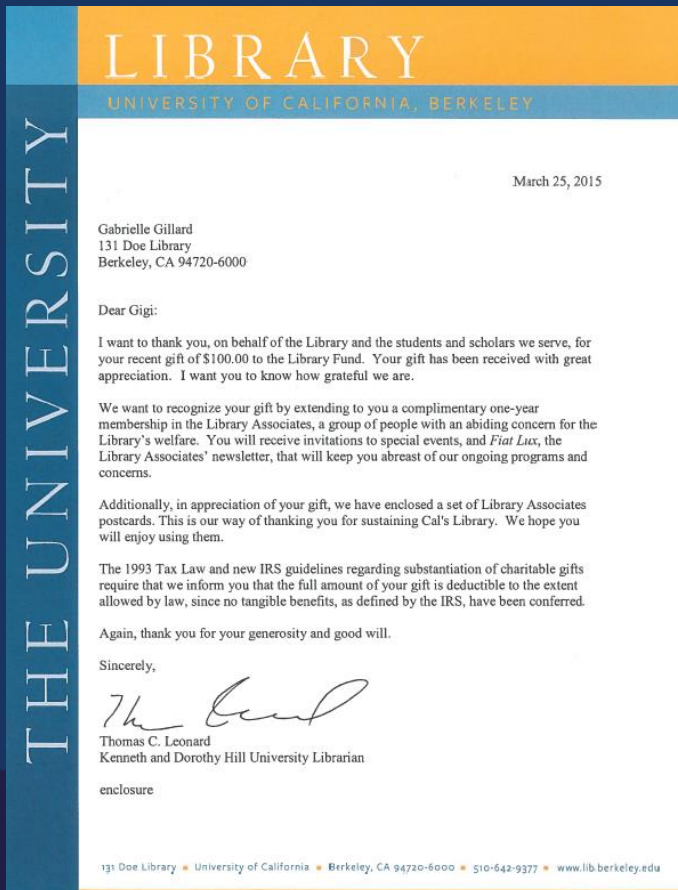
What happens next?

There are two types of development people

- When the check is cashed the relationship stops
- When the check is cashed the relationship starts

Which one are you?

Stewardship



Stewardship

March 24, 2015



Thank you for your generous contribution to the UC Berkeley Foundation! Through these uncertain times, donations such as yours give Cal the financial stability and flexibility to develop new programs and collections. On behalf of students, I would like to recognize your commitment to our education!

Sincerely,
Victoria Rodriguez

THE LIBRARY  University of California, Berkeley | No. 34 Winter 2015 | lib.berkeley.edu/give

FIAT LUX

Bancroft Library's stunning
California Captured on Canvas exhibit
by Kathleen Maclay

An exhibit at UC Berkeley's Bancroft Library features 43 spectacular pieces selected from the library's collection of 300-plus oil paintings highlighting the state's unique history and culture. The paintings in the exhibit depict the art, commerce, geography and characters that have drawn people to California since its early days. (The exhibit video at tinyurl.com/q4noppv portrays highlights from the show, accompanied by commentary from curator Jack von Euw.)

Von Euw heads the Bancroft's pictorial collection, which is second only to that of the Library of Congress and contains more than 8 million photos, drawings and paintings. He assembled the exhibit to visually tell the Golden State's story, from colonial exploration to the Gold Rush and more.

The show includes a colorful and striking portrait of Helen Wills, a UC Berkeley alumna who won eight Wimbledon titles and was the founding benefactor of the campus's thriving Helen Wills Neuroscience Center. There's a mesmerizing collection of paintings of Yosemite Valley in the early days of its exploration that reflect the valley's continuing ability to inspire and awe. Another series of paintings shows San Francisco's Chinatown before the city's devastating 1906 earthquake.

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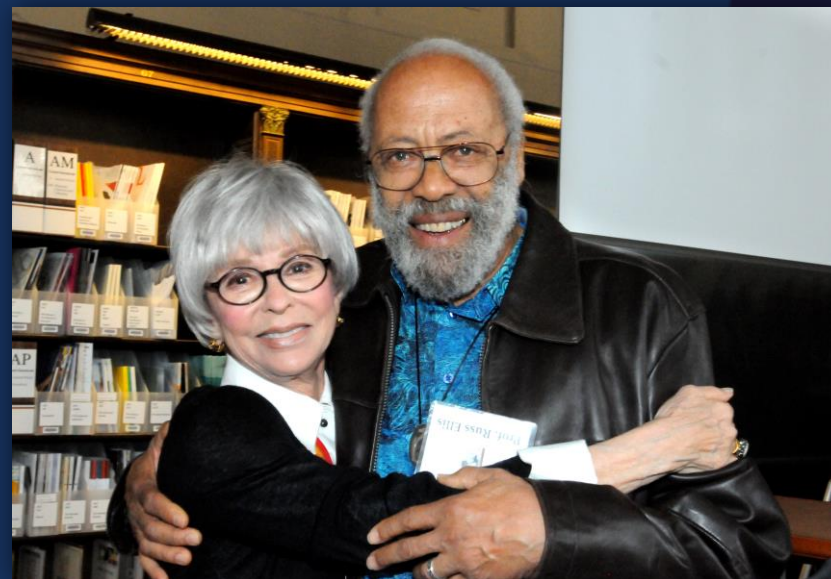


Theodore Wores (1858-1939), *Yosemite Falls*, ca. 1930

In his latter years Wores specialized in painting Bay Area wildflowers and landscapes, adopting the Impressionist's palette to portray the brilliance and transience of light.

Berkeley
UNIVERSITY OF CALIFORNIA

Donor Recognition Events



Special Events



Dedication Events



How do we know we are successful?



What are the beneficial outcomes?



Q & A

