

Rare Wine, Rare Books

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Recurring themes at the 2015 ALADN Conference...

- The future success of your library depends on your library's unique services, spaces, and content (collections).
- Local history collections and specialized research collections will set you apart from other libraries.
- Donors appreciate positive experiences.
- Special events can create positive experiences.
- Booze is good.



TM

**Missouri
State**TM

Missouri State University

- Founded in 1905 as Normal School #4.
- Was known as Southwest Missouri State University until name change to Missouri State University in 2005.
- 23,000 students
- Comprehensive, four-year, public university.
- Offers dozens of graduate degrees and two doctorate programs.
- \$6 million library budget

Back story...

- Special Collections & Archives
 - Est. 1997
 - Ozarks Local History Collection
 - Ozarks Labor Union Archives
 - Has six endowments est. by unions.
 - University Archives
 - French Literature Collection
 - Rare Books Collection
- LIS 502: *History of the Book and Libraries*
 - Spring 2009

Rare Books

- Derek & Jennifer Fraley Rare Books Endowment (2009)
 - New emphasis on rare books...
 - UVa Rare Book School, 2010
 - MOU with the Johnson Library and Museum in Osceola, Missouri.

Show me the money...

- Since the early 2000s, MSU has become increasingly more involved in raising operating revenue due to reduced state funding.
- Sources:
 - State funds (less than 36% in FY 2012-13)
 - Student recruitment and retention (tuition and fees)
 - Grants
 - Development/Gifts/Endowments

Raise money!

- The library, like all other university cost centers, is charged with raising money and conducting development activities.
- The library wants to come up with events to draw in alumni, retirees, friends, the general public, etc.

We need a “signature event”...

Since we needed to engage in more development activities and needed to raise money for the new rare books endowment, we decided to focus ***on*** the new rare books initiative...

Our event...

Wanted to involve:

- rare books
- originality
- education
- entertainment
- the library
- something worth paying for
- something my staff and I could handle...

And...

- Alcohol!



Rare Wine, Rare Books

- We decided to go with a wine dinner:
 - Five flights of wine are paired up with a five course dinner and five rare books or manuscript collections.
 - Special or exclusive event.
 - \$100 ticket (or \$75/pp for a table of five or more)
 - After-hours event, library is closed.
- Three presenters:
 - Rare books expert
 - Wine expert
 - Food expert

Rare Wine, Rare Books

Friday, November 18, 2011

The evening's wine selections:

1st course:

Stone Hill Hermannsberger Red
Paired with Mini Burger with Goatsbeard Farm Moniteau Blue
and Caramelized Onions

2nd course:

Whispering Oaks Winery, St. Vincent, Dry Red
Paired with Chili Rubbed Pork Loin on Local Sweet Potato Puree

3rd course:

Mountain Grove Cellars White Blend
Paired with Real Deal Cashew Chicken "Vito Style" with Mini Eggroll

4th course:

Meyer Farms "Joy", Sweet Red
Paired with Mountain Grove Asian Pear and Local Goat Cheese

5th course:

Stone Hill Port
Paired with Super Chocolate Surprise

The evening's presenters:

Welcome and remarks

Neosha Mackey, Dr.
David Richard

How do you put this together?

- Obtain permission from the University President to hold an alcohol related event.
- Pick a date:
 - Avoid holidays
 - Avoid competing dates
 - Check the Chamber of Commerce for possible conflicts
 - July works best for MSU.
 - Friday evening works best for MSU.

The William Daggett Society

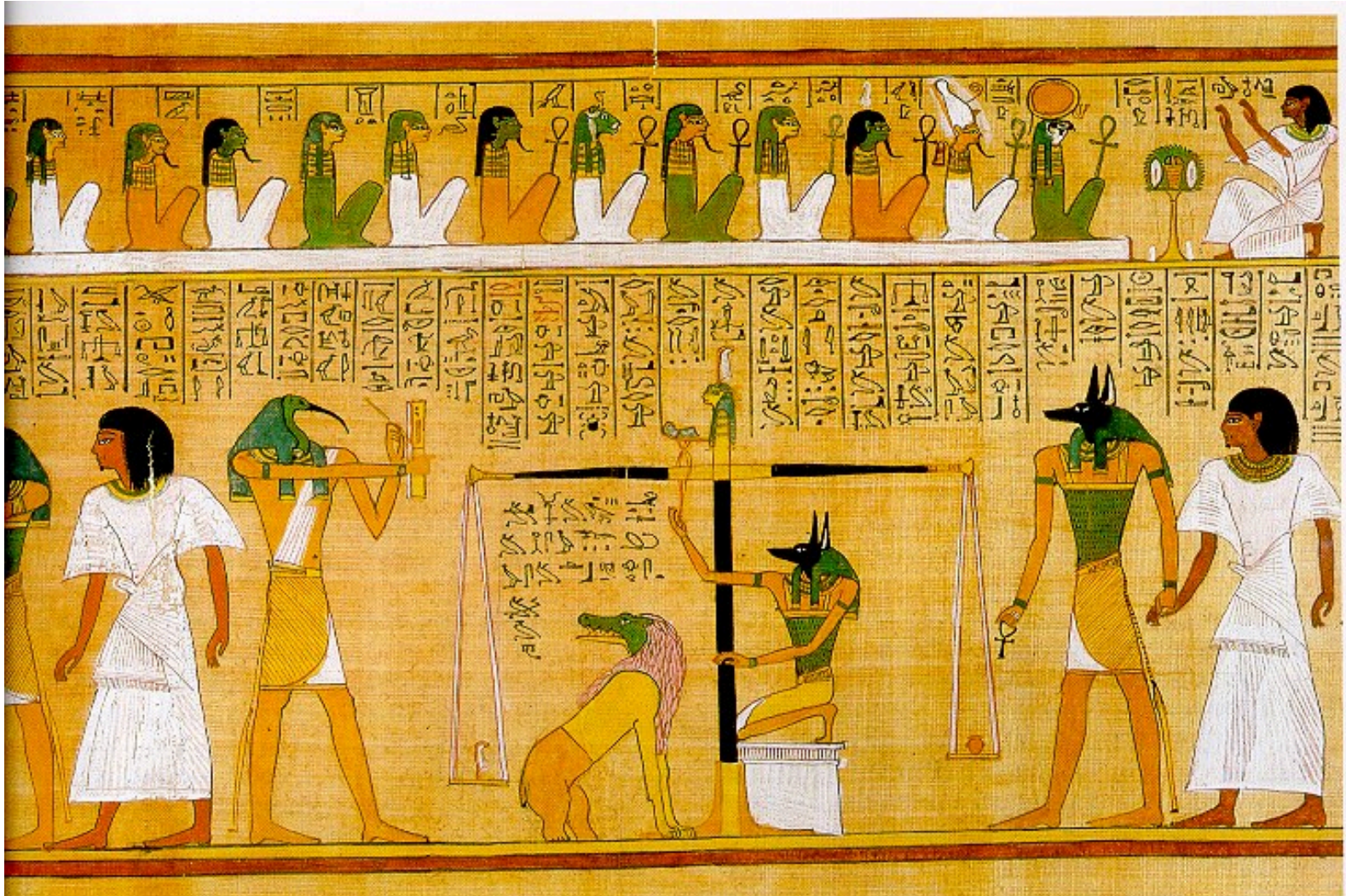
- A social, educational, fund raising giving society of the University Libraries.
- Est. 2010, open to those who have contributed at least \$1,000.00 in cash or in-kind gifts.
- Initially we thought they would sponsor and host the event.
- They actually just attend the event...

Select your theme...

- Connect with your collections...
 - French Literature goes well with French wine.
 - Ozarks local history goes well with Missouri wine.
 - Travel literature goes well with a global theme:
 - Five flights from five continents
 - Mark Twain – California wine
 - Henry M. Stanley – South African Pinotage
 - Bottom line: Anything that tells an exciting, humorous story.

Example

- Egyptian papyrus...



...goes well with
Amon-Ra unfiltered
Australian Shiraz
(2010; Barossa
Valley).



Wine selection...

- Provide wines that your attendees may not know about...
 - French Sauternes
 - Pinotage



- They don't have to be expensive. But seek out a wine expert who can make good, economical selections.

How do you put this together?

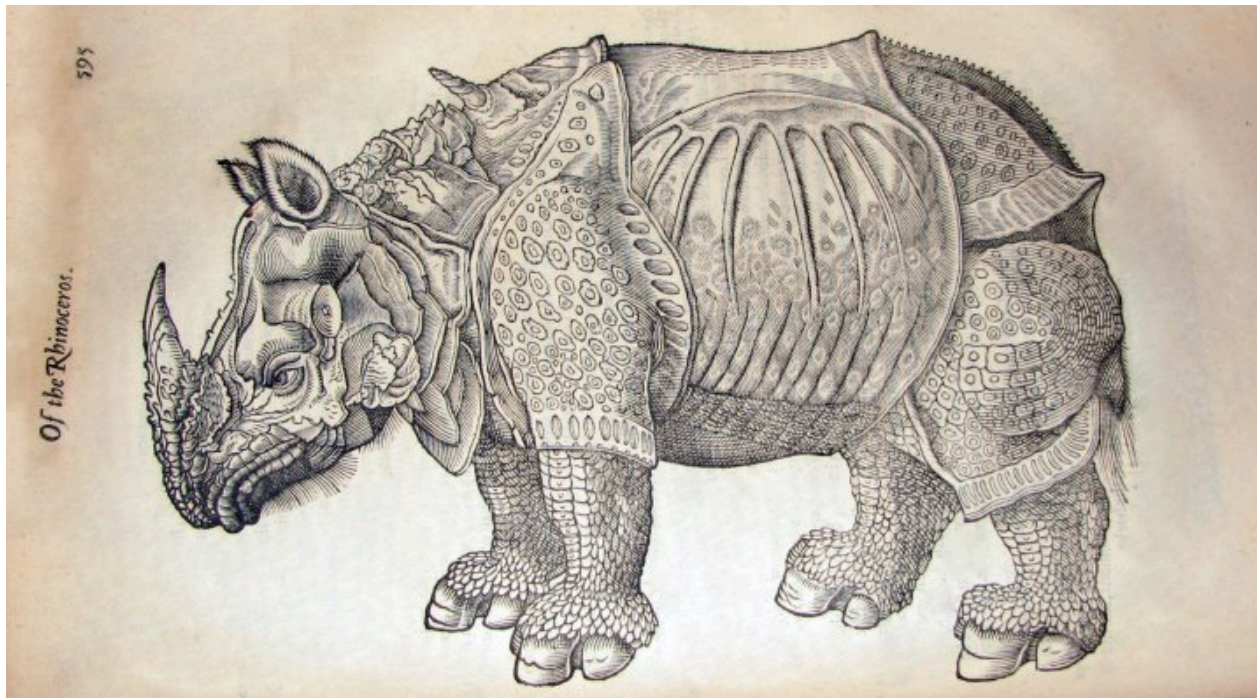
- Select a menu within your budget:
 - Five course dinner
 - Work with someone who knows how to pair food up with wine.
- Find donors for cases of wine:
 - Past participants are good prospects
 - They are invested in the event
 - Local wine vendors
 - Find donors for door prizes or auction items
 - Consider party favors: bookmarks, calendars, wine stoppers, etc.

Other activities during the event...

- Music as attendees arrive:
 - Live
 - Pre-recorded CD
- Silent Auction
- Wine Pull
- Auction off remaining, unopened bottles of wine.

2012 - 2014

- Rare book calendar
 - Made in house.
- 2014 – Occasional book.
 - Espresso Book Machine



Schedule a photographer...

- MSU Photographic services sends two photographers. (Over 21 and sober please...)
- Individual shots and table shots. Provide instructions to the photographers.
- Include photos in thank you notes.

Promote, promote, promote...

- Utilize an address list consisting of your past donors, prospective donors, and top donors from your organization's development office.
- Two mailings:
 - Save the date postcard (4 to 5 months ahead)
 - Formal invitation (1 month ahead)
 - RSVP (Limited seating.)

Mark your calendars now for

Rare Wine, Rare Books ~

Five Flights from Five Continents

A University Libraries William Daggett Society wine tasting social to support the Rare Books Endowment at Missouri State University.

Friday, July 19, 2013, beginning at 7:00 p.m.

Special Collections and Archives
Duane G. Meyer Library
Missouri State University

This year's wine tasting takes us around the world. Plan to join us to learn more about the rare book collections at Missouri State University while enjoying a selection of vintages.

You will receive an invitation with response card soon.



Please contact 417-836-5428 or Archives@missouristate.edu with questions.

Mailings

- Purchase mailing list from a vendor for addresses in target neighborhoods.
 - 1200 addresses for \$175.00
- Consider a blanket postcard mailing to targeted carrier routes using the US Postal Service's "Every Door Direct Mail" (EDDM) program.

Advertising

- Local newspaper
 - Invite them to do a story on the event.
- Local radio/TV PSAs
- Local radio show about wine...
- Drop off fliers to local wine shops
- Social Media
 - Facebook
 - Twitter
 - Library website

What works...

- Have a simple exhibit; nothing fancy.
 - Guests are there to eat, drink, and be merry; not read an interpretive exhibit on the causes of the Civil War.
- Donors sponsoring cases of their favorite wine:
 - They are invested in the event and will invite their friends.
- Make sure your chef, wine expert, and volunteers understand the event.

This is about creating an entertaining,
positive, and memorable experience.

Turn your reading room into a dining room...



Conservation labs turn into fairly good kitchens...





Have fun!







Benefits...

- If you exclude staff time, the events have grossed anywhere from \$2000 to \$4000.
- If you include the expense of staff time; this is clearly a net loss.
 - This can easily take a month out of your work schedule.

The long term results...

- This is a friend-building event. It is about long term relationships.
 - Took us four years and five events to get it right...
 - One attendee bought a \$20 bottle of wine for \$1000.
 - Participants sometimes bought or sponsored cases of their favorite wine. (Reducing our up-front costs.)
 - Now more people want to volunteer and sponsor cases of wine.
 - We've gone from 10 to 50 attendees.

One attendee gave a six figure gift to the library.

Future RWRB themes...

- Crime
 - Birdman of Alcatraz / Evil Wine
 - Crime in the Ozarks / Sin Zin
 - Ozarks moonshine
- Route 66
 - Wines from Illinois to California.
- Ancient wines...
 - Greek wine/retsina
 - Ancient Egyptian wine recipe



The Nuremberg Chronicle goes well with a German Riesling...

