

Using Special Events to Strengthen
Fundraising for Your Library

OR

Those Cocktail Napkins
Will Get You Every Time

Learning Objectives

- How to determine in advance whether a specific event is worth doing or not
- How to engage librarians and other members of the library staff while remaining true to the goals you set for your event
- How to maximize the impact of your event

Your persistence will pay off.

Why Bother?

The Benefits of Development Events

- Showcase services provided by your library
- Build awareness of its needs
- Cultivate prospective donors
- Steward current donors

What Do You Need?

- Focus on goal of event
- Attention to detail
- Sense of humor
- Flexibility

Clinton Map Collection

June 22, 2006



Roles Played by Librarians and Staff Members

- Serve as first contact for prospective donors
- Engage prospective and current donors
- Provide information to fundraisers on contact with current or prospective donors

Grand Opening of Bert's Café

February 20, 2008



Clues Beyond Sherlock Holmes

May 17, 2009



You will receive an unexpected
gift from an acquaintance.

Dedication of Audubon Room

October 21, 2009



Dedication of Bert's Study Lounge

March 22, 2011



Opening of Stephen S. Clark Library

December 2, 2011



Exhibit of Treasures

October 5, 2012



Exhibit of Treasures

October 5, 2012



Fall Reception

October 9, 2014



Fall Reception

October 9, 2014



Fall Reception

October 9, 2014



William Bolcom and Joan Morris



The University of Michigan Library presents
a CD release party celebrating

Admission is free.
Open to the public.

Someone Talked : Memories of World War II

Veteran's Day, Wednesday, November 11, 2009 -- 7:00 p.m.

Library Gallery, First Floor, Hatcher Graduate Library, University of Michigan, Ann Arbor



FEATURING:

Joan Morris,
mezzo-soprano

Robert White,
tenor

William Bolcom,
piano

Hazen Schumacher,
narrator

The performers will offer a generous sampling of songs and narration from the CD, conceived to resemble a radio show of the times.

Refreshments follow the program

For more information,
734-615-4801 or
lib.umich.edu/events

On display in the Library Gallery in November –

UNITED WE WIN : THE UNIVERSITY OF MICHIGAN DURING WORLD WAR II

an exhibit of photographs, posters, and other materials from the collections of the University of Michigan Library and the Bentley Historical Library

*The performance and exhibit made possible in part by gifts from
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CD Release Party and World War II Exhibit

November 11, 2009



Focus on your long-term goal.
Your wish will be granted next year.