Act like a Librarian, Think like a Fundraiser

ACRL New England Chapter Annual Conference 2017
Reframing Librarianship in the 21st Century

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Warm-Ups

**TAP INTO YOUR CREATIVE SIDE:** Imagine you’re a screenwriter, and your library is the character of a new TV show you’re pitching. What is their personality? How do they dress? What are their quirks? Write the character’s bio:

____________________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________

**FRAME YOUR WORK:** Write down 3 of your professional goals for the year, or 3 of your core job responsibilities:

1. ________________________________________________________________________________

   ________________________________________________________________________________

2. ________________________________________________________________________________

   ________________________________________________________________________________

3. ________________________________________________________________________________

   ________________________________________________________________________________

**Exercises**

Your job title: ________________________________________________________________

Your job title, reframed: ________________________________________________________
The “Christmas Letter” for Campus Colleagues
Write a holiday letter to your campus colleagues, highlighting 3 of your or your team’s accomplishments this year:

____________________________________________
____________________________________________
____________________________________________
____________________________________________
____________________________________________

The Funder Appeal for an Advancement Officer
Write an elevator pitch for a project idea that you can take to your advancement office and use to get them on board with helping you find additional funding:

____________________________________________
____________________________________________
____________________________________________
____________________________________________
____________________________________________

The Recent Success for the Board of Trustees
Write a summary of a recent success by you or your team that you could share with a member of the Board of Trustees while you are engaging in casual conversation at lunch:

____________________________________________
____________________________________________
____________________________________________
____________________________________________
____________________________________________
Cool-Downs

REFEREAM YOUR WORK: Rewrite the goals or job responsibilities you identified on page 2:

1. ____________________________________________
   ____________________________________________

2. ____________________________________________
   ____________________________________________

3. ____________________________________________
   ____________________________________________

TAKE IT BACK HOME:

Homework:

My library contact in our campus advancement office is:

_______________________________________________________

My library contact in our sponsored research office is:

_______________________________________________________

Reflection:

When I return to my library, after this session, I will...

_______________________________________________________

_______________________________________________________

_______________________________________________________

_______________________________________________________

_______________________________________________________
Pearls of Wisdom

- Know your audience and learn what resonates with them
- Use your audience’s words
- Funders want to help people, not buy things
- Be prepared to answer the WHY’s: Why this issue? Why this target population? Why this funder? Why your library? Why now?
- What will the IMPACT be?
- Look outside the library for ideas about marketing, writing, programming, outreach, etc.

Toolkit

Council for Advancement and Support of Education (CASE) Communities
(Check: Is your institution a CASE member?)
http://www.case.org/People_and_Communities/CASE_Communities.html

“Don’t Fear Fundraising”
A 7-part series by David D. Perlmutter from the Chronicle of Higher Education
http://www.chronicle.com/article/Dont-Fear-Fundraising/140417/

LIBDEV Listserv, associated with the Academic Library Advancement and Development Network (ALADN)
http://www.uflib.ufl.edu/aladn/listserv.htm

Librarian Design Share: Inspiration for Library Creatives
http://librariandesignshare.org

Library Marketing and Outreach (LMaO) Facebook Group
http://www.facebook.com/groups/acrl.lmao/