

Act like a Librarian, Think like a Fundraiser



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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

REFRAME 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-Fund-Raising/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/>

