
Literary Circle Membership Program

prepared for

Toronto Public Library

Toronto, Ontario

Prepared by:



DVA *Navion*
INTERNATIONAL FUNDRAISING CONSULTANTS

Presented by:

August 2002

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Toronto Public Library/Library Foundation Membership Program

Objective: Driven by the need to create additional funding for the Toronto Public Library through the Annual Giving Program of the Toronto Public Library Foundation, a new, high-level Membership Program will be created and implemented to sustain an annual major gifts program. All gifts received by the Foundation for this program will be unrestricted and utilized annually for the priorities of the TPL/TPLF.

The *Membership Program* will:

- Encourage leadership gifts to the Library on an annual basis;
- Provide an opportunity for new supporters of the Library to be identified;
- Establish a unique group of Library supporters;
- Help bring core donors closer to the Library; and,
- Provide unrestricted funding to support the on-going needs of the TPL and TPLF.

By joining the 'Literary Circle' Membership Program, members will help support the good work of the Toronto Public Library. It is recommended that four membership levels be established at \$25,000, \$10,000, \$5,000 and \$1,000 annually with specific and exclusive benefits for each category.

Case

A compelling case for support must be developed in order to receive support for the TPL Literary Circle Membership Program. Annually, the case should highlight the Toronto Public Library programs and services which have been supported by funds raised through TPL Foundation over the past three years. This case will help to educate donors and potential donors of the good work of the TPL Foundation as well as creating credibility. The request for support will ask a donor to support the Foundation which supports the Library's programs and services.

As well, the case and ask must state or imply the concept of unrestricted or undesignated giving to the Foundation.

It is recommended that the tools used to present the case should be concise, clear and cost effective. A three-fold brochure and pledge form (to be developed) including quotable quotes (testimonials from prominent Canadian literary figures) and a list of members benefits (please see section titled Affiliation) will satisfy these requirements.

Leadership

The early success of the TPL Literary Circle membership program will depend on the active involvement of the Toronto Public Library's senior management team, Library Board members, TPL Foundation Board members as well as influential donors and friends assuming the roles of Ambassadors and visitors.

Internal face-to-face visits by Ambassadors (a member of the Foundation team will accompany Ambassador on calls as required) to qualified prospects will be required, particularly in the first year, to bring credibility to, and establish, the Literary Circle Membership Program.

Prospects

The following chart represents the number and levels of gifts required to meet the goal of \$100,000 for the TPL/TPLF for fiscal 2002.

	Number of Gifts	Amount	Total	Cumulative Total
25% of Goal	1	\$25,000	\$25,000	\$25,000
30% of Goal	3	\$10,000	\$30,000	\$55,000
30% of Goal	6	\$5,000	\$30,000	\$85,000
15% of Goal	15	\$1,000	\$15,000	\$100,000
Total	25 gifts	N/A	\$100,000	

When seeking Major Gifts in fundraising, a positive outcome of approximately 1/3 of all calls is a standard benchmark for success. Therefore, for every gift required, three prospects must be identified. Based on the current Library need, approximately 75 prospects will have to be identified and solicited to achieve success in 2002.

Prospects will be derived from the following potential donor pools:

- *Testimonial Names* – Canadian authors and professionals in the literary world. This group should be approached first for testimonial support of the TPL, libraries and literacy because of their influence and impact. Once a testimonial has been received, these individuals will be ‘rated’ for the potential level of membership they may be able to sustain and then they will be solicited for support. These individuals could become founding patrons of the TPL annual membership program. This constituency will have an on-going, established relationship with the TPL.
- *Friends of Wealth* – Influential and affluent individuals who are friends of the TPL and would, through leading by example, motivate others to support the Membership Program annually.
- *Internal Constituents* – These are the leaders of the TPL including the Toronto Public Library Board, the TPL Foundation Board and Senior Management including directors and managers. The involvement and financial support of the Internal Constituents will be crucial in establishing the credibility of the Literary Circle Membership Program. Internal buy-in will be measured by, and influence, external constituents being asked to support the program.
- *Suppliers* – The TPL/TPL Foundation supplier’s list requires qualification and rating based on a hierarchy of TPL spending. Those with the largest annual contracts will be approached first.
- *Previous Donors* – The TPL Foundation donor database will require an analysis to qualify current and past donors to the TPL/TPLF for the Literary Circle program.
- *Corporate Sector* – A list of qualified potential corporate donors will be established based on historical data, use of databases and other research tools.

Prospects will be approached on a strategic basis beginning with Testimonial Names in order to develop the content of the brochure followed by solicitation of all Internal Constituents.

Cultivation

Once prospects have been qualified, a series of informational cultivation events and meetings will be required. The content, dates and attendees to these events will be determined once potential supporters have been qualified.

Solicitation

The focus of the solicitation for the TPLF Membership Program will be undesignated gifts to support the annual needs of the TPL and TPLF. A brochure, pledge form, script and visitation training will be provided to each volunteer in preparation for their visits.

Affiliation/Motivation for Giving

There are many reasons that gifts are given to the TPL. Some are driven to give because of a desire to contribute back to society, love of libraries and literacy, while another major motivating factor is social – the opportunity to be involved with a particular group of people. These factors must be considered as program recognition and benefits are developed.

It is recommended that every participant in the TPL/TPLF Membership Program be presented the opportunity to have face-to-face interaction a minimum of twice per year with the TPL/TPLF. Special receptions with key figures such as prominent literary figures and key Board members could be utilized as interactive stewardship activities. These personal interactions will also help to develop stronger relationships between library supporters and library leaders.

Membership Levels and Benefits

Based on the motivating factors for giving described above, it is recommended that two events per year are scheduled for the exclusive attendance of Literary Circle members (one for adults and one for families) and special guests as described in level membership benefits below.

The Reader's Circle- \$1,000 Level

Benefits and Recognition:

- Non-voting membership in the Toronto Public Library Foundation.
- A charitable tax receipt.
- Acknowledgement in the Library's Annual Report.
- Name on the Literary Circle donor wall (to be designed in conjunction with the renovations of the TRL main floor).
- 2 invitations to the Literary Circle members adult event.
- 4 invitations to the Literary Circle members family event.
- Special mailings - the monthly publication *Shelf Life* and our quarterly publication *What's On* (a guide to the Toronto Public Library's most intriguing programs).

The Collector's Circle - \$5,000 Level

Benefits and Recognition:

- Non-voting membership in the Toronto Public Library Foundation.
- A charitable tax receipt.
- Acknowledgement in the Library's Annual Report.
- Name on the Literary Circle donor wall (to be designed in conjunction with the renovations of the TRL main floor).
- 2 invitations to the Literary Circle members adult event.
- 4 invitations to the Literary Circle members family event.
- Special mailings - the monthly publication *Shelf Life* and our quarterly publication *What's On* (a guide to the Toronto Public Library's most intriguing programs).
- Invitation to an annual luncheon with the City Librarian, Chair of the Library Board, Chair of the Foundation Board and members of the Library's Senior Management Team.

The Conservator's Circle - \$10,000 Level

Benefits and Recognition:

- Non-voting membership in the Toronto Public Library Foundation.
- A charitable tax receipt.
- Acknowledgement in the Library's Annual Report.
- Name on the Literary Circle donor wall (to be designed in conjunction with the renovations of the TRL main floor).
- 4 invitations to the Literary Circle members adult event.
- 8 invitations to the Literary Circle members family event.
- A commemorative bookplate placed in a favourite volume in the Toronto Reference Library or a local branch.
- Invitation to an annual luncheon with the City Librarian, Chair of the Library Board, Chair of the Foundation Board and members of the Library's Senior Management Team.
- Special mailings - the monthly publication *Shelf Life* and our quarterly publication *What's On* (a guide to the Toronto Public Library's most intriguing programs).

The Reserve List Circle- \$25,000 Level

Benefits and Recognition:

- Non-voting membership in the Toronto Public Library Foundation.
- A charitable tax receipt.
- Acknowledgement in the Library's Annual Report.
- Name on the Literary Circle donor wall (to be designed in conjunction with the renovations of the TRL main floor).
- 6 invitations to the Literary Circle members adult event.
- 12 invitations to the Literary Circle members family event.
- A special "behind the scene" look of a department or program area of the Library
- A commemorative bookplate placed in a favourite volume in the Toronto Reference Library or a local branch.
- Invitation to an annual luncheon with the City Librarian, Chair of the Library Board, Chair of the Foundation Board and members of the Library's Senior Management Team.
- Special mailings - the monthly publication *Shelf Life* and our quarterly publication *What's On* (a guide to the Toronto Public Library's most intriguing programs).