



To: Toronto Public Library Board – October 28, 2002

From: City Librarian

Subject: **Ambassador Program**

Purpose:

For information.

Funding Implications and Impact Statement:

Not applicable.

Recommendation:

It is recommended that the Toronto Public Library Board receive for information an outline of the Toronto Public Library Foundation Ambassador Program.

Background:

The Toronto Public Library Foundation has been working with the Toronto Public Library and DVA Navion International Fundraising Consultants to develop an Ambassador Program designed to inform, engage and cultivate key stakeholders about funding priorities in support of the Toronto Public Library.

Key Steps:

- (1) Working in conjunction with the Toronto Public Library Foundation Board, senior Library staff and the Foundation donor database, a comprehensive list of Library “Friends” have been identified to be invited to participate in the Ambassador Program.
- (2) A Case for Support Executive Summary document has been developed for use during the Ambassador Program. The Case is a tool to inform, engage and cultivate key stakeholders about support of the Toronto Public Library. It will also serve as a means to identify volunteer leadership and prospects, cultivate current donors and prospects as well as educating the Library’s Internal Family about the needs of the organization. This will be achieved through personal interaction with key Library stakeholders, both internal and external.

The Case is both visionary and defensible. It clearly articulates the need to access public support beyond the municipal funding envelope. The City Librarian, senior Library staff and Toronto Public Library Foundation Board Members have been fully engaged in this process.

- (3) A list of carefully crafted questions will be created to encourage information sharing with respect to leadership and prospects that may have an interest in the needs of the Library.
- (4) The Campaign document will be provided to each participant, prior to the meeting, for information purposes.
- (5) Specific goals from the meetings/interviews include:
 - a. seeking feedback on the plan, goal, prospects and leadership;
 - b. determining interest in the Case for Support;
 - c. testing recognition, cultivation and communication ideas;
 - d. determining the level of interest with respect to volunteering and making a gift to the Library;
 - e. assessing internal and external support;
 - f. engaging, informing and educating our internal constituents;
 - g. seeking approval/advice with respect to the plans to date; and
 - h. inviting the individual to become an Ambassador.

Information will be compiled and analyzed to:

- (1) assist with setting achievable goals;
- (2) add prospects to the list;
- (3) add information to the prospect research/briefing notes;
- (4) assist with the planning of cultivation events;
- (5) assist with volunteer recruitment;
- (6) determine the best methods for internal involvement; and,
- (7) incorporate feedback into the Case, Plan, Recognition and Communication plans.

Once Ambassador visits have been completed, the next step will be to re-work the case to reflect the findings of the visits. A report will be written which will include recommendations on moving forward. At this time, a presentation of the findings will be provided to the Library Board for information and input.

Contact:

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City Librarian

List of Attachments:

Case for Support Executive Summary