

WAYLAND FREE PUBLIC LIBRARY CAPITAL FUNDRAISING PLAN

The Wayland Free Public Library will conduct a three-year, \$2 million private capital fundraising effort in support of the construction of a new public library for the town of Wayland. The campaign will encourage gifts in the form of pledges payable over a period of up to three years.

The Campaign for the Wayland Free Public Library will develop and demonstrate public support for this important community project and raise private funds for a portion of the costs that are not eligible for consideration for a state grant from the Massachusetts Public Library Construction Program. The portion of the costs that are not eligible for a state grant are estimated to be \$2.5 million. In an effort to minimize the impact of these costs on Wayland taxpayers, the Board of Library Trustees has set a campaign goal of \$2 million in private contributions.

The Campaign will be conducted over a period of three years from January 1, 2017 to December 31, 2019 and will be divided into three phases.

Phase I of the Campaign, the Leadership Gifts Phase, will be conducted from January 1, 2017 to the date of the Annual Wayland Town Meeting in April 2018. It will focus on two key campaign components: planning and organizing the campaign and raising the first \$1 million in campaign gifts. During the first 6-8 months of this 16-month phase the Trustees will hold a series of small in-home gatherings designed to identify potential campaign donors and volunteers. The Trustees will create a campaign steering committee, articulate the key elements of the library's case for support, hire a campaign consultant, and recruit a campaign coordinator. The remaining 8-10 months of the Leadership Phase will be devoted to a series of one-on-one conversations with and solicitations of prospective leadership donors – those most ready and able to support the construction of a new library.

Phase I of the Campaign will benefit from a lead contribution of \$500,000 from the Library's Millennium Fund. The Millennium Fund, an unrestricted fund under the control of the Board of Library Trustees, comprises dozens of gifts to the Library from Wayland residents and other friends of the Library, all made in anticipation of building a new library or otherwise providing for modern, 21st-century library services in Wayland.

Phase II of the Campaign, the Special Gifts Phase, will be conducted over a period of 12 months from April 2018 to April 2019 and will focus on raising \$750,000 in special gifts, i.e., gifts of \$5,000 or more. During this period, the campaign steering committee will be expanded to include more volunteer solicitors, additional small in-home gatherings will be conducted, and individual briefing conversations and solicitation visits will be increased.

Phase III of the Campaign, the Community Gifts Phase, will be conducted over the last 8 months of the Campaign, from May 2019 through December 2019. During this time, the campaign committee will continue to secure leadership and special gifts to the Campaign through individual visits and solicitations, while also providing many different opportunities to encourage all members of the Wayland community to participate in the Campaign and support the construction of a new library. These opportunities will include, among others, a phone-mail

fundraising program, a direct mail effort, and a series of special fundraising events. Phase III of the Campaign will have a fundraising goal of \$250,000.

Since even in a community-based campaign, a majority of funds will come from larger leadership gifts and special gifts, the Campaign for the Wayland Free Public Library will make use of a Table of Gifts as a planning and fundraising tool.

The Campaign will be supported by a special events program that will include a Campaign Kick-Off event, a Campaign Celebration event, and a series of smaller events designed to generate widespread community support. The Campaign will also be supported by a publicity program designed to raise awareness about the need for a new library, to give information about progress in planning for the new library, to explain the capital campaign and update its progress, and to let people know how they can contribute to the Campaign. A major resource for the Campaign for the Wayland Free Public Library will be the support of the members of the Library Planning Committee and the Friends of the Wayland Library who will be active participants based on their individual interests and skills.

The Campaign will also incorporate naming opportunities in the new facility to encourage significant gifts.

The Campaign's projected pace of fundraising progress is displayed below:

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|-----------------|-------------|-------------|---------------|
| January 1, 2017 | April 2018 | April 2019 | December 2019 |
| \$500,000 | \$1,000,000 | \$1,750,000 | \$2,000,000 |