

KELLOGG-HUBBARD LIBRARY

Established 1894

135 Main Street, Montpelier, VT 05602

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KHL Fund Development Committee Meeting 4-14-22

The Kellogg-Hubbard Fund Development Committee met in person at the library on 4-14-22 at 1:17 p.m. Present were: Tai Nixa Peterson (Committee Chair), Colleen Beamish (Development Coordinator), Jessie Lynn (Non-Profit Director), Judy Warriner Walke, Sarah Seidman and Craig Durham (Committee Members).

Seidman moved and Durham seconded approval of the agenda. Motion carried. Durham moved and Peterson seconded approval of the minutes of the 2-4-22 meeting. Motion carried.

New Committee Chair Peterson and new Development coordinator Beamish were welcomed. Peterson said the spring outreach to her donors included a picture of her and her daughter Verona in front of the KH and it was a pleasant and effective way to connect. She suggested members contact their donors and include a link to the strategic planning survey and dates for the in-person focus groups on April 19 at 11-12:15 p.m. and April 25 at 6-7:15 p.m.

The spring fundraising appeal will go out in May.

Beamish presented her first monthly fund development report which indicates that we had three major donations in March and that book sales are back up. The group discussed how to more accurately chart annual giving. More higher-level donors now use DAF (Donor Advised Funds) to make their gifts.

Former Chair Walke emphasized that committee members' major role is donor stewardship. Members should make sure they report back to Beamish with changes or additions to their donors' circumstances and introduce her to important contacts when possible. Beamish said she is considering a Google Forms document for the committee that will help input data in more useful ways.

2022 committee goals were discussed. The "friend-raising" event will focus on reconnecting donors and patrons to the physical library. A date in June was discussed but pandemic concerns and the event planning already on Lynn and Beamish's schedule will influence the scale of what we do. The committee has agreed to conduct a second fundraising training session with the full Board sometime in 2022.

The next meeting will be TH May 5 at noon and then TH June 2 at noon. The committee adjourned at 2:10 p.m.

Respectfully,

Sarah Seidman, Secretary