

KELLOGG-HUBBARD LIBRARY

Established 1894

135 Main Street, Montpelier, VT 05602

802-223-3338 www.kellogghubbard.org

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KHL Fund Development Committee Meeting 2-11-21

The Kellogg-Hubbard Fund Development Committee met remotely (via Zoom) 2-11-21 at 2 p.m. On the call were: Judy Warriner Walke (Committee Chair), Katelynn Averyt (Development Coordinator DC), Jessie Lynn (Non-Profit Director ND), Tai Nixa Peterson and Craig Durham (Committee Members) and Sarah Seidman (Committee Member/Secretary).

Seidman moved and Peterson seconded approval of the agenda. Walke moved and Seidman seconded approval of the minutes of the 11-16-20 meeting. Motions carried.

Walke welcomed the new committee members and the committee exchanged introductions. Lynn reminded members that we are a nonprofit, not a municipal library, and one of the highest fundraising libraries in the state.

Averyt reported that KH received 107 donations in January including 28 from monthly givers. We have raised \$139,899 of our \$150,000 fundraising goal for FY2021, due in part to one-on-one outreach efforts and some increased pandemic giving, but these are not necessarily to be counted on. Lynn said two emergency covid grants have provided some “breathing room” while new DC Averyt is trained and data files are streamlined.

Averyt and Lynn explained that the current format of the income report reflects accounting categories set up prior to FY21. As data from donor management software (Little Green Light) and accounting entries (QuickBooks) can be brought into sync, the income categories will likely be refined. Committee suggestions for future reports included separation of individual and business donations (Walke) and tracking turnover/retention of monthly donors (Paterson.)

Averyt requested that Walke and Seidman email a list of 5-6 major donors with whom they want to continue stewardship. She asked new members to focus on how to promote a move to more monthly giving. We will relaunch a year-round book sale as soon as the library is able to reopen. Durham noted that he feels comfortable reaching out to businesses for KH support. He will coordinate with Averyt to learn about business sponsorship incentives.

The committee will be focusing on longer-term sustainability for the library, such as monthly and planned giving, rather than small fundraising efforts like raffles. Lynn said consultant Christine Graham had urged fundraisers not to over-solicit in the community but rather to target strategic and specific events with clear, concise messaging.

The March meeting is scheduled for 3-11-21, 2:30-3:30 p.m. with future meetings April 8, May 13 and June 10.

The meeting adjourned at 3:33 p.m.

Respectfully, Sarah Seidman