

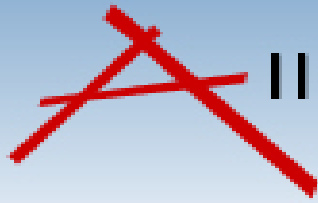
Alliance Library System

# Fundrai\$ing in the Multi-Type Environment

Rhode Island Library Association  
Annual Conference  
Thursday, June 7, 2007

Kitty Pope, Executive Director, Alliance Library System

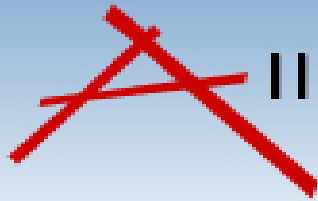
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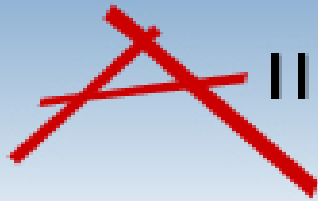
## In the next hour, we will...

- Define the multi-type library system
- Define fundraising
- Explore fundraising in the multi-type environment



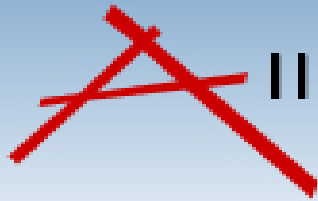
# Multi-Type Library Systems

- Are consortia for all types of libraries
- Facilitate the shared usage of resources, cooperation, and advocacy for libraries



## Multi-Type States/Provinces include...

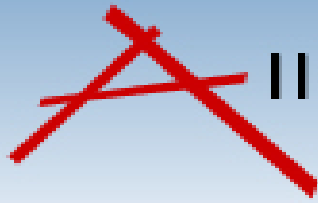
- Connecticut
- Florida
- Illinois
- All of Canada's 12 provinces
- Massachusetts
- Ohio
- Texas



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## Alliance Library System's mission is...

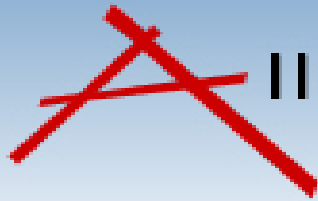
- To facilitate resource sharing, interlibrary loan, continuing education and library consulting within its diverse multi-type membership.



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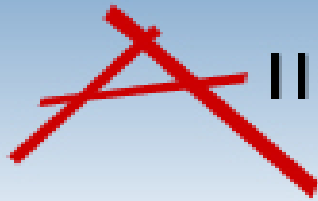
# Alliance Library System

- The results of this vision are innovative, cost-effective multi-type library services that promote excellence plus save members time and money.
- In return, members take pride of ownership in the cooperative spirit and service excellence that is the Alliance Library System.



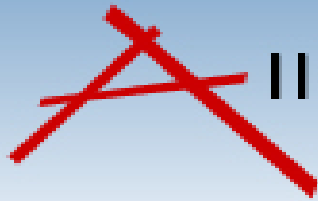
## **Multi-type library systems have 4 primary responsibilities...**

- Delivery of library materials
- Resource sharing
- Continuing education
- Library development



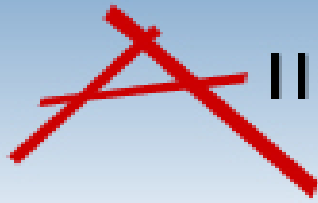
## Fundraising defined...

- Exploring alternative revenue sources that compliment the mission of the multi-type library system and are a good return on investment (ROI)



# Types of Fundraising

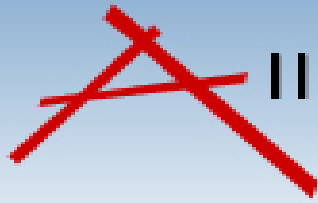
- Special projects  
*(e.g., IMLS)*
- Alternative revenue sources  
*(e.g., selling stuff)*
- Donations/awards  
*(e.g., SirsiDynix's Building Better Communities)*



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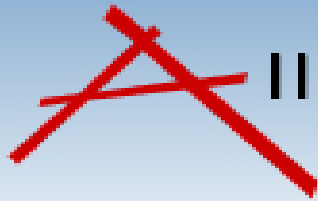
## Benefits

- Economies of scale
- More corporate opportunities
- Broad-based sustainability



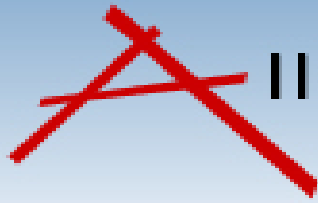
# Challenges

- Takes time and money
  - Requires collaboration
  - Requires partnerships
  - Needs to be taught in library school
-



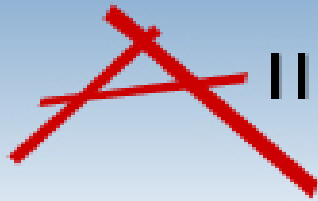
## Multi-type fundraising must...

- Be new, dynamic, and innovative!
- Have mass appeal (*e.g., blue bracelets*)
- Be a good ROI
- Always remember to KISS!



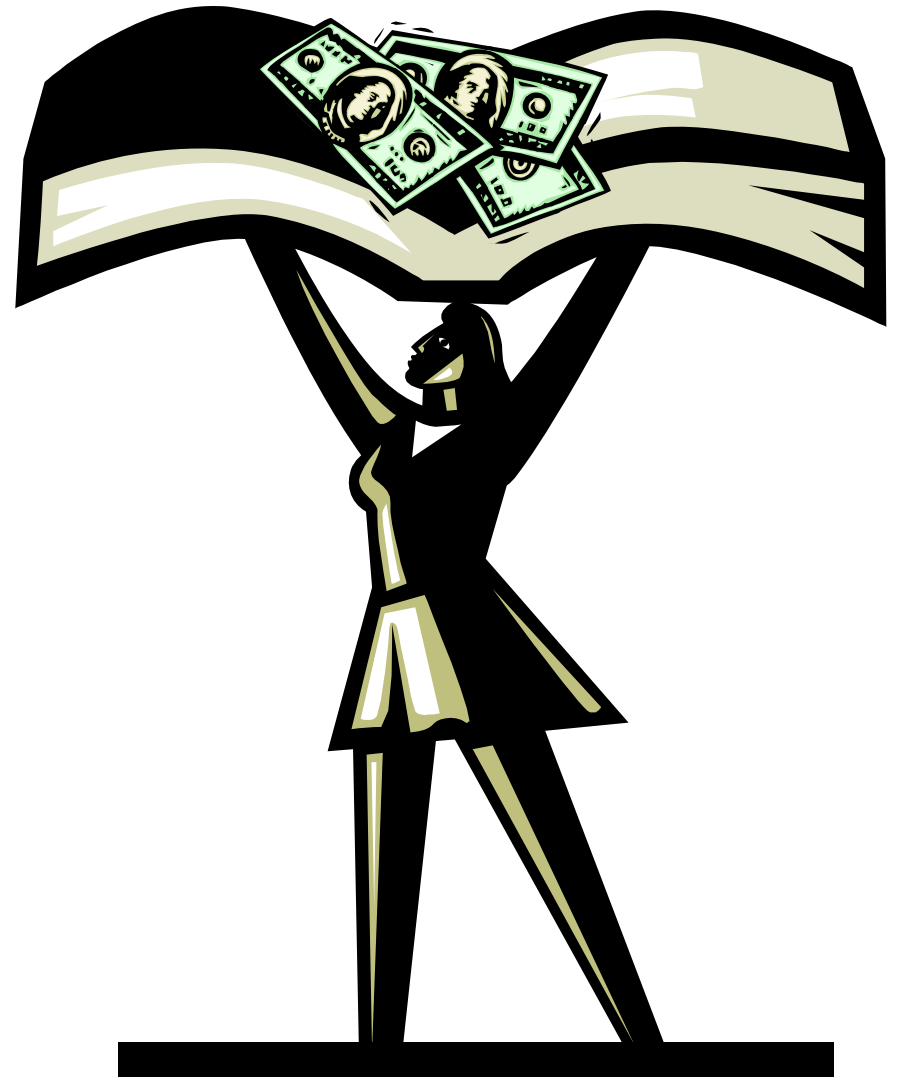
## So, what's **HOT**?

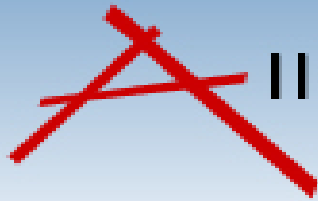
- Diversity projects
- Selling on the internet
- Virtual library services
- Health and safety



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**It's a  
great time  
to be a  
librarian!**





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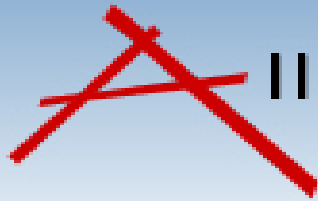
**If you have any questions,  
please do not hesitate to contact me!**

Kitty Pope  
Executive Director

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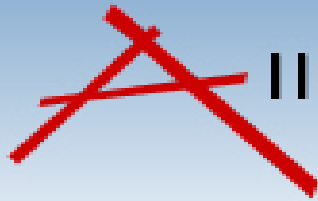
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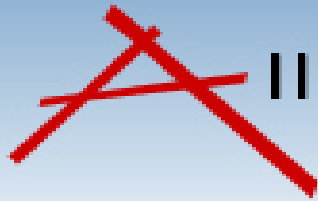
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Bibliography from a presentation by Kitty Pope, Executive Director, Alliance Library System at the Rhode Island Library Association Annual Conference, June 7, 2007.

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