

The Newbie's Perspective



Dr. Nan B. Carmack
Campbell County Public Library Director

- Moving Beyond Sticky Notes, Erin Berman
- Fun-Raising, Peter Pearson, Charity Tyler, Dwain Teague
- Taking the Eek Out of Grant Seeking, Kate Tkacik & Amanda Dillon
- Brene' Brown...just Brene' Brown

ALA *Annual*
CHICAGO

ALA American Library Association
CONFERENCE & EXHIBITION
JUNE 22-27, 2017
TRANSFORMING OUR LIBRARIES, OURSELVES



“
Design Thinking is a methodology for innovation that combines creative and analytical approaches and requires collaboration across disciplines.”

**Erin Berman, Innovations Mgr.
San Jose Public Library**

Identify Stakeholders

Gain Insight

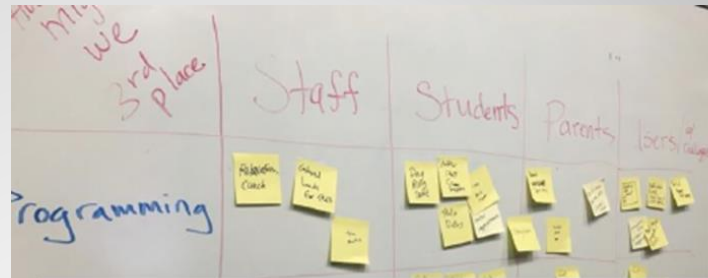
Define Problem



Stop #1:
Who will this project impact?
Stakeholder Mapping

Road-Mapping the Challenge

Brainstorm Solutions



Creative Matrix

The idea generator powerhouse



Mindmapping

Broad themes which branch into specific solutions

Storyboarding

Tell a story about the solution to your problem.





Design-thinking



This session is presented by
United For Libraries and
co-sponsored by LLAMA



#ALAACT17

Fun-Raising: Big & Small Ideas

Peter Pearson, Charity Tyler, Dwain Teague

- Whatever you do, don't do special events.
- Any fundraising drive should:
 - Identify compelling need
 - Provide timeline/deadline
 - Establish measureable goal
- Mission Moment at every meeting for a drive or meeting
- Join your local AFRP chapter to learn everything they said next
- Make it easy: online donation, in-library, at events.
- Quick & Easy
 - Raffle baskets
 - Giving Tree
 - Love Your Library Month

Take-Aways

For all libraries



Taking the 'EEK!' Out of Grantseeking for Libraries



Kate Tkacik & Amanda Dillon

Foundation Center



Track and Find FUNDING FOR LIBRARIES

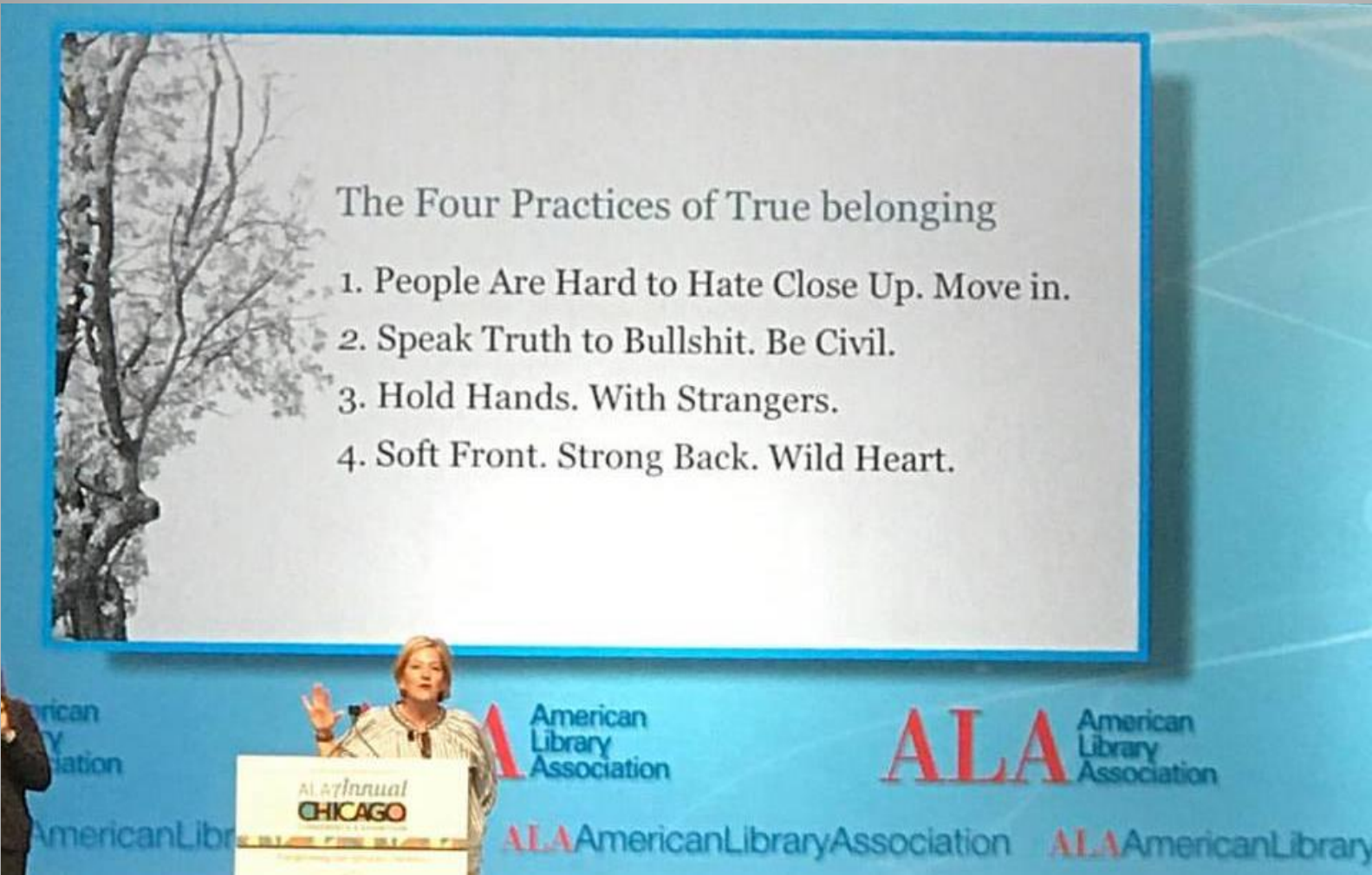
A data tool and capacity building training to help libraries and their supporters thrive

EXPLORE DATA TOOL

[Libraries.foundationcenter.org](https://libraries.foundationcenter.org)

- Free & available right now
- We know how to research—do it!
- Tools show...
 - Who has funded other libraries.
 - Are in your area
 - Whose mission matches your project
 - See other actual grants they funded
 - Their assets & contact info
- Funders are people too
 - Get to know them, what is important to them, etc...
- Ask often, ask for more
- Foundations are legally required to pay out 5% of their total assets





The Four Practices of True belonging

1. People Are Hard to Hate Close Up. Move in.
2. Speak Truth to Bullshit. Be Civil.
3. Hold Hands. With Strangers.
4. Soft Front. Strong Back. Wild Heart.

Brene' Brown