



Capital Campaign Planning Kickoff Meeting Agenda
Thursday, April 6, 2023 at 8:30 a.m. | North Shore Library

Join Zoom Meeting

<https://us02web.zoom.us/j/83920216871?pwd=aXFIWTg1QWc3SGcyWnBhUnhIUWpjdz09>

Meeting ID: 839 2021 6871 | Passcode: 578100

- 1. Welcome and Introductions** **ALL**
- 2. Public Comment**
At this time, individuals can address the Library Board/Committee on any topic for a three minute time period per person, with extensions per the Library Board representative's discretion. No action will be taken aside from the possible referral to committees and/or individuals.
- 3. Our Capital Campaign – *Building a Better North Shore Together***
 - a. High level overview / project recap
 - b. Project timeline
 - c. Fundraising goal, overall progress, and donors
 - d. Communications, marketing, and messaging
 - e. Leadership involvement and recruitment
- 4. Campaign Cornerstones** **Julie**
 - a. Leadership
 - b. Major Donors
 - c. Communications
 - d. Campaign Office (infrastructure)
- 5. Next Steps** **ALL**
 - a. Campaign Planning Phase – weekly standing meetings, TBD
 - b. Leadership
 - i. List Review
 - ii. Descriptions
 - iii. Recruitment, reengagement, and cabinet group orientation / training
 - c. Donors
 - i. Donors as of today
 - ii. Receive Top Donor Prospect Lists
 - iii. Identify “Top 25” Donor Prospects
 - d. Communications
 - i. Update Existing Communication Pieces (campaign folder, etc.)
 - ii. Messaging as we move forward – website, eflash, press releases, etc.
 - iii. Develop Leadership Recruitment PowerPoint
 - iv. Develop Donor Meeting PowerPoint

- e. Campaign Office Infrastructure Evaluation and Recommendations
- f. Dropbox Invitations and Campaign Efolders

6. Adjourn

cc: Library Board, Library Director, Library Staff, Library Bulletin Board, Library Website, Community Newspapers, Bayside, Fox Point, River Hills and Glendale City and Village Halls.

NOTE: Issues that require public input or for which citizens are present will receive priority on the agenda. If you require special services, please notify the library director in advance of the meeting.