

Capital Campaign Meeting



Campaign Meeting
May 2023

Agenda

1. **Welcome and Introductions**
2. **Public Comments**
3. **Groundbreaking Event Recap**
4. **Capital Campaign Updates – *Building a Better North Shore Together***
 - High level overview / project recap
 - Fundraising goal progress
 - Updated renderings
 - Communications
 - Public messaging, outreach
 - New North Shore Library website is LIVE! <https://www.northshorelibrary.org/>
 - Leadership involvement and recruitment
 - Digital campaign folder: [NSL Capital Campaign Folder](#)
 - Community presentations
5. **Next Steps**
 - Individual meetings with cabinet members
 - Ongoing cabinet member recruitment
 - Major donor meetings, presentations and “asks”
7. **Adjourn**

Groundbreaking Celebration! Wednesday, May 10



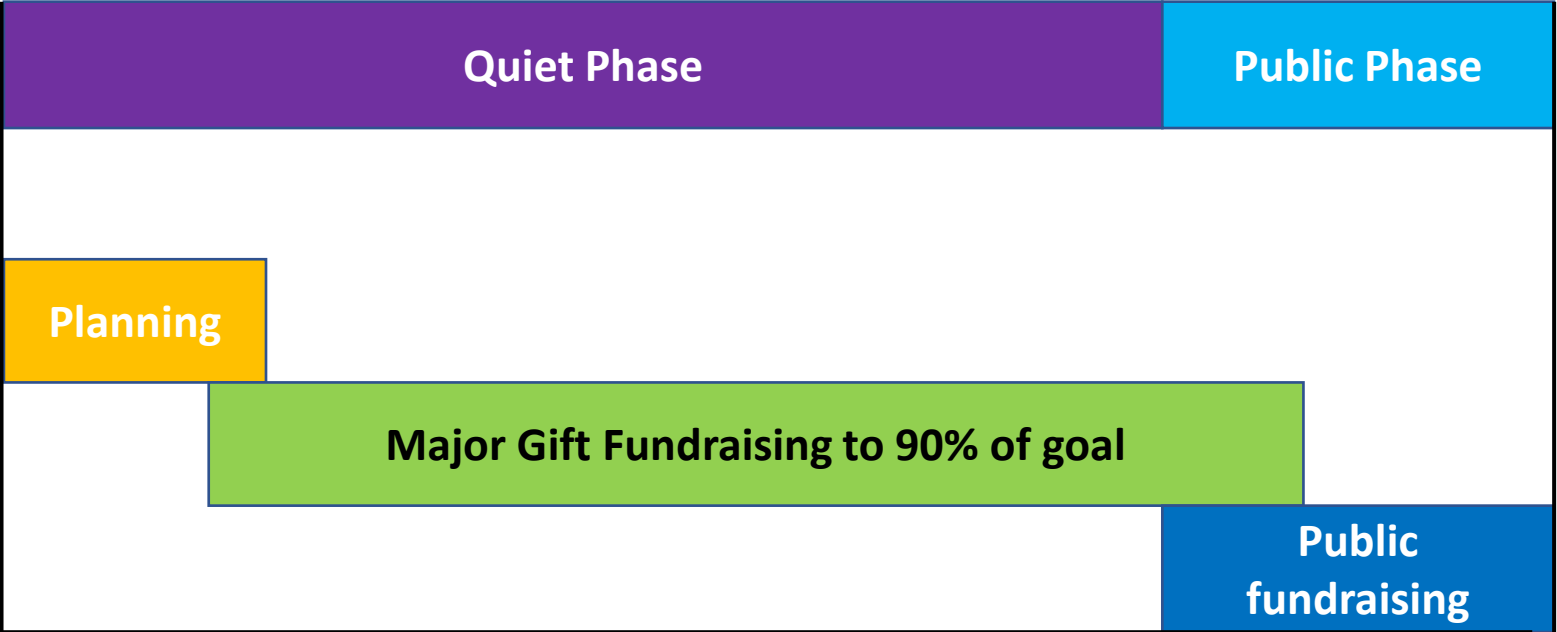
High Level Overview

1. Campaign kicked off on April 1st
2. Campaign Logistics Team recruited and meeting
3. Logistics Team has been connecting with / recruiting community leaders for the Campaign Cabinet and Advisors
4. Seating of Campaign Cabinet and Advisors (ongoing)
5. Groundbreaking Event on May 10th
6. Outreach to and engagement with major gift prospects in process

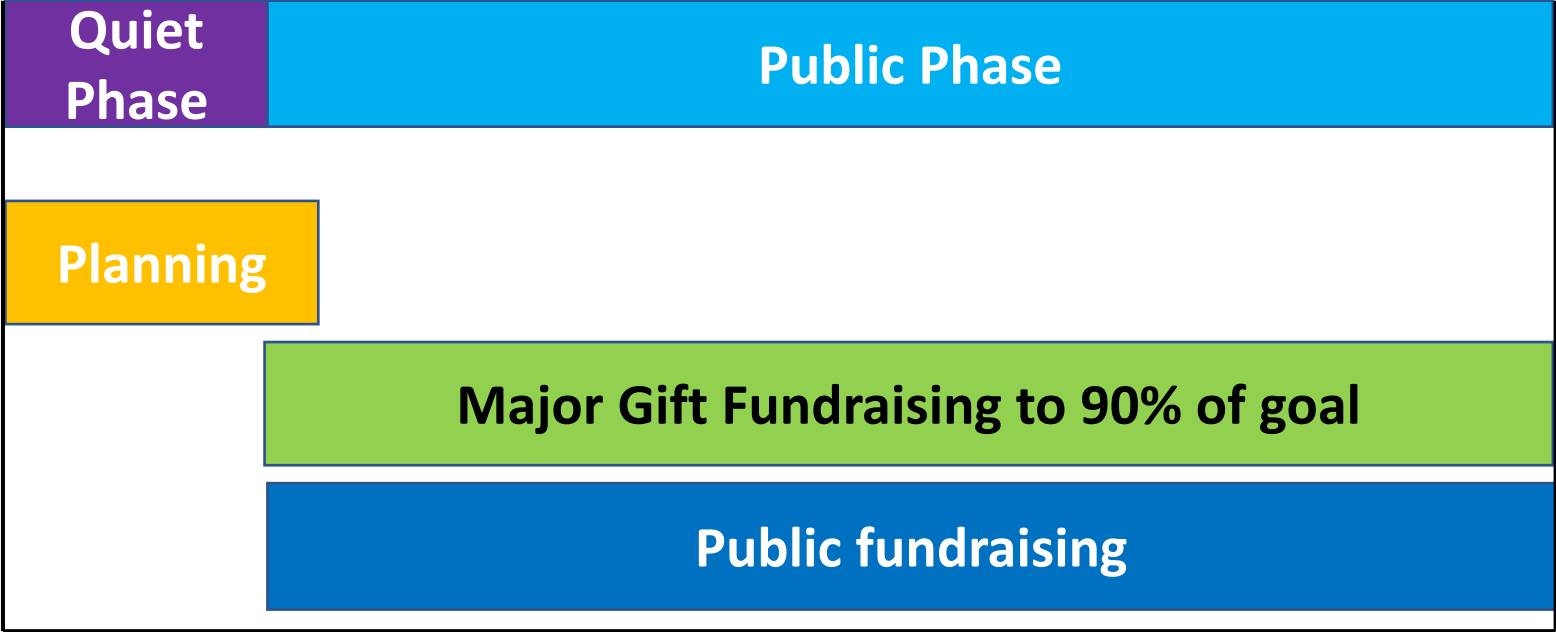
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Traditional Campaign



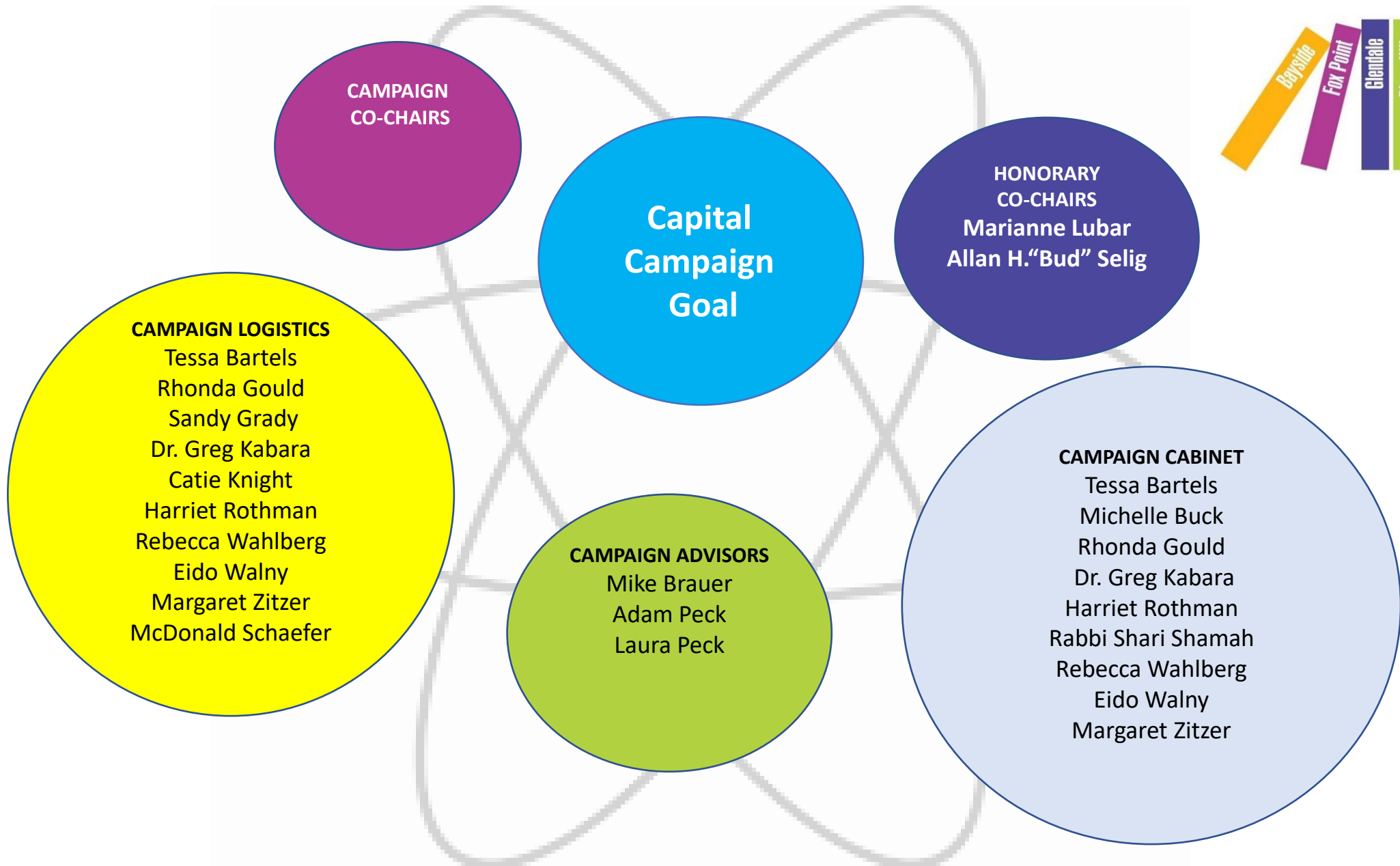
North Shore Library Campaign



Campaign Counsel Priorities

- Reviewed what has been accomplished and determined our starting point
- Updated our planning process accordingly
- Continue coordinating priorities to develop Leadership, Lead Gift Donors and Communications

Key campaign fundamentals: Major Donors, Communications and Campaign Infrastructure and **Volunteer Leadership**



Campaign Cabinet

The primary role of the Campaign Cabinet is to reach out to potential supporters and tell them about the inspiring plans. As a cabinet member, we would ask that they:

- Have a basic understanding of the project
- Be among the first to make a gift or pledge to the campaign
- Help identify and qualify potential donors
- Help develop a plan to reach those you know
- Visit with them, as part of a team or individually, to discuss the project and ask them to consider supporting it
- Attend a handful of campaign events

Campaign Advisor

The primary role of a Campaign Advisor is to offer guidance and periodic counsel on campaign outreach strategy to the campaign leadership. In certain cases, we may seek your help in reaching out to selected potential leaders and donors to encourage their support of the campaign, but only in cases where you are inclined to help us.

Bayside

FOX POINT

Glendale

River Hills

**Capital
Campaign
Update**

Building Better Together

Four communities supporting one goal

Fundraising Progress To Date

Campaign Goal = **\$13.8 million**

- \$4.8MM building/shell
- \$9MM for interior

Funds Raised/Pledged To Date = **\$7,462,000**

- \$4.8 million in kind donation from Bayside Development Partners II LLC
- \$1 million from the Sharon La Macchia Family
- \$865,000 pledged but not received at this time
- \$500,000 Federal Government Appropriation, Congresswoman Gwen Moore
- \$297,000 in community donations **(34 individual donors)**

54.1% raised
towards goal!

3. Fundraising Goal / Gap to Goal: **\$6,338,000**

4. Approximately **\$2 million** in pending grants submittals/applications

5. Major donor/leadership donations requests in progress

6. Stretch Goal: Additional \$1MM for an endowment



Renderings



New renderings are in process...

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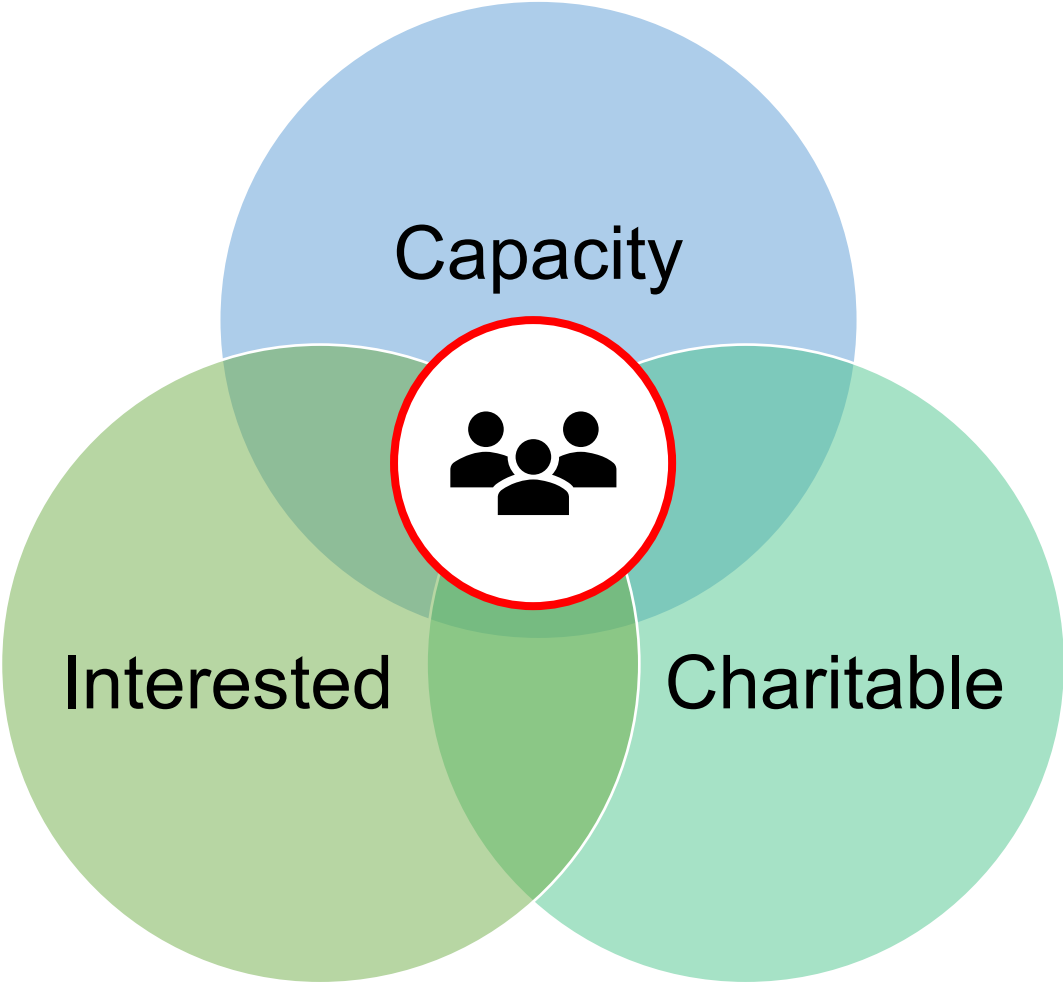


1st Priority: Major Gift Fundraising

- Engaging, asking and securing major gifts (generally 5,6,7 figure gifts)
- Major gifts typically accounts for 90 percent of campaign goal
- Donor recognition opportunities

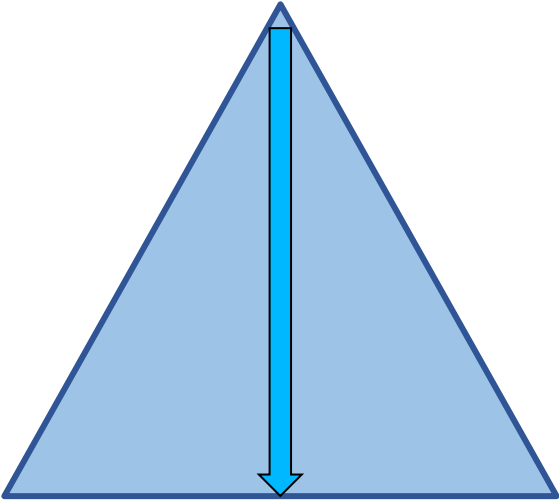


Who are Major Donors?

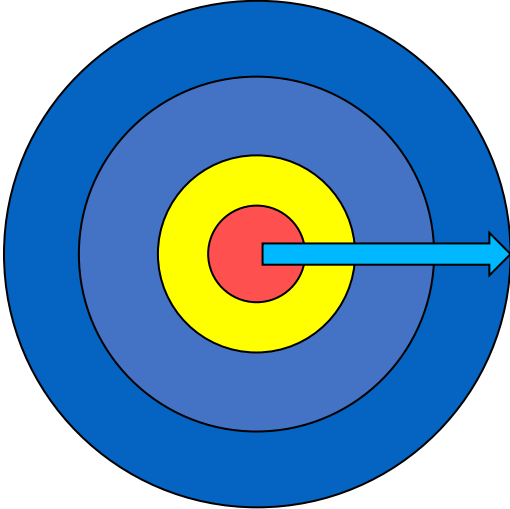


Campaign Plan

Top Down



Inside Out





Public Phase (Concurrent but “quiet” at this time)

- Broad outreach to the community
- Events, mailers, public announcements of the campaign progress
- Public Phase gifts generally account for 10 percent of campaign goal

Communications

- New North Shore Library website is LIVE!
<https://www.northshorelibrary.org/>
- Digital Campaign Folder is now available
[NSL Capital Campaign Folder](#)

Our Vision





Building a Better North Shore Together.

Our Honorary Co-Chairs




Building a Better North Shore Together.

Organizational Chart



Building a Better North Shore Together.

Ways of Giving





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Donor Gift Agreement



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Donor Recognition Opps



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Sample Pledge Schedule





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New Library Renderings



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Annual Report Infographic



Building a Better North Shore Together.

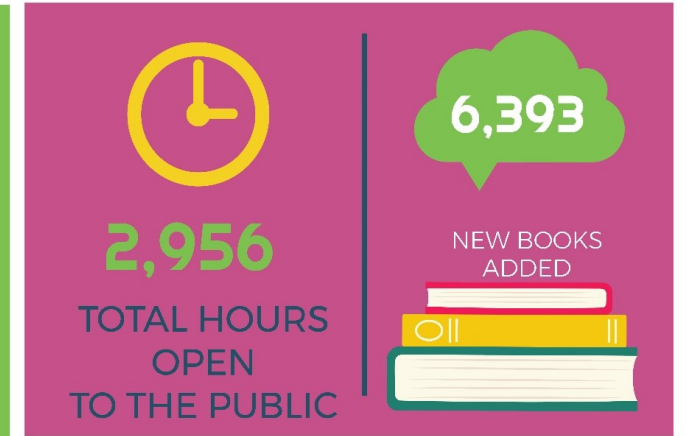
Project Update

May 2023





Year In Review 2022



Next Steps



- Campaign Cabinet Recruitment – ongoing
- Individual meetings with Cabinet Members and Advisors
- Lead donor press releases
- Presentations to North Shore Library municipalities
- Outreach to prospective major donors (set meeting, present project, etc.)

Questions & Thank you!



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