

Fundraising and Marketing Committee – April 2026 Update

Love My Library Giving Tree / Direct Mail: For 2026, the Committee worked with One Step Printing (formerly Heritage Printing) on this mailing. The document was a 2 sided 8 ½ x 11 mailer, folded/ mailing size of 5.5x8.5. This project cost \$1,871.17 for One Step Printing to completely manage the mailing – fold, prep, count, bundle, fill out USPS paperwork, take to PO and pay postage. Three thousand items were printed on heavy paper and 2953 were mailed to the 52040 addresses in early February. The remaining 47 were delivered to the JKPL and put out with library pamphlets. Posters about LML were distributed around town and was featured on the bulletin board at the entry during February. As of 3/30 donations received include \$1835 to JKPL and \$165 (3 donors) to Friends PayPal (will be less due to fees). \$400 was received from DuTrac in January – which would typically be part of this fundraiser – for LEGO programming. The Lion’s Club donation of \$500 for large print, which is sometimes donated as part of LML, has also been received. We have also received a few general donations which could be people responding to the flier. To date, \$1,085 of the donations are unspecified so can be used to cover the cost of the mailing and printing.

Blind Date with a Book Fundraiser: Books continue to sell a couple each month and more were wrapped and put out at last Committee meeting. We will continue to have these available while there is interest.

Puzzle Fundraiser: The next event is scheduled at Textile for November 12. We are also tentatively planning to hold in January 2027 at Textile as well.

2026 Mystery Dinner: Shirley will work with Brew Ha Ha to schedule an event for 2027. The tentative plan is to hold in February at the Social Center.

Comedy Night with Fuse: This new event was held on March 27 with an estimate of 50 attendees. We have not yet heard from Fuse regarding how much money was raised, but it was a fun event.

Build-a-Basket Fundraiser: Forty-nine baskets were donated to this event that ended on March 29. \$2,358 was raised. All baskets had bids and most had several bidders.

Breakfast Burrito or Bowl Carry Out Fundraiser: This spring National Library Week event is scheduled for Saturday, April 18 from 9 to 11 am. Price will be \$8.00 for burrito or bowl. Fareway has agreed to donate all the ingredients and supplies and will deliver them on Wednesday, April 15. Alex will take lead on this and cook on his Blackstone. Monika has agreed to work but additional volunteers are needed.

NWL Trivia with O So Good: This event is scheduled for Friday, April 24 as part of O So Good’s regular monthly trivia event. Hy-Vee donated a \$100 gift card to be used for expenses. Three different table / guest options will be available. Table for 6 for \$120, Table for 4 for \$100, Table for 2 for \$60. Tables will receive appropriately sized charcuterie boards and desserts. Table for 6 will include 2 bottles of wine or equivalent; Table for 4 and 2 will receive 1 bottle of wine. The JKPL will provide a prize basket for the highest scoring table purchased. The owners of O So Good have requested volunteer help for prep work and delivering boards to the tables and are strongly encouraging a Board presence at the event.

Spring Plant Sale: This annual event is scheduled for Saturday, May 16 from 9 to 11 am. Karen Kramer agreed to be our plant expert. Shirley has requested parking lot closure. Volunteers are needed for this event.

Garage Sale Fundraiser: This annual event will be held the Saturday of Toy Show / City Garage Sale weekend, June 6; with Sunday being a donation day. Shirley has requested parking lot closure. The JKPL will accept donations starting June 1 – and will use the small study room as storage location for the first few days as there are events scheduled in the Hoffman Room. Volunteers will be needed for sorting on Friday, to move things outside on Saturday (weather permitting / assuming approval to use parking lot), to reorganize Saturday after sale ends, and to haul away things that didn't sell after donation day ends. Committee needs to confirm hours for the sale and if they want to extend donation opportunity for longer than just Sunday.

RAGBRAI: Dyersville is an overnight stop on Friday, July 24. The committee will consider ideas and opportunities as we learn more.

MARKETING:

Radio Interview: Dawn did an interview on 4/8 to talk about National Library Week activities.

Radio Interview: The committee may plan an interview for May to promote the Plant Sale and Garage Sale.

Meet and greet / Tour with City Government and Officials: No action has been taken on this activity.

National Library Week: April 19 – 25. Per the committee suggestion, Paul is taking the Book Bike out into the community to various locations (weather permitting). The schedule of stops will be available April 13.

Yard Sign: Signs are available to pick up. No action needed.

Woman's Night (Chamber event): The committee discussed opportunities to participate in Women's Night – which reaches approximately 350 women. The committee was interested in potentially hosting a booth and selling Blind Date books. No booths were available for this year. The committee will revisit this opportunity in advance of the 2027 event.

Next Meeting: To be decided