

Friends of the Library Revamp Proposal

KEY CONTACTS:

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Friends Book Shop coordinators: Library staff Susan Willmann (swillmann@whitewater-wi.gov) and Cori Willkomm (cwillkomm@whitewater-wi.gov)

2025 OBJECTIVES

- Elect a slate of board members and officers to the Friends board.
- Begin recruiting Friends members and make it easy for people to join.

IMMEDIATE GOALS:

- Establish a date and time for the annual FOTL meeting
 - Suggested date: 5:30 p.m. Monday, May 19 (right before the library board meeting)
 - Create a meeting agenda (see page 4 of this document for draft)

Notes: The bylaws state that the Friends board should consist of at least 5 but not more than 10 members, including the officers. Bylaws state Friends board should meet at least twice/year. Best practices state that library board members should not be on the Friends board ([see page 2 of this document](#)). However, one library board member should be appointed as a liaison to the Friends and who is invited to attend meetings as a non-voting member. In addition, the Friends should have one member who is a liaison to the library board and who is invited to attend library board meetings. Create a place in the library board meeting agenda for a report from the Friends (doesn't need to happen every month). A library staff representative should attend Friends meetings as a non-voting member.

- Revise the Funds Disbursement Policy (to be approved by the Friends' board)
 - Suggested language: replace "for programming expenses" with "for programming, collection, technology, furniture, and/or special request items not allocated in the Library's general operating budget."

- Create a dues schedule (to be approved by Friends' board).
 - Suggested tiers:
 - Manuscript: \$10.00
 - Best Seller: \$25.00
 - First Edition: \$50.00
 - Rare Book: \$100.00

NEXT STEPS:

- Create a new Friends brochure, update section on the library's website, etc.
- Contact potential Friends to establish a slate of board members/officers to be voted on at the annual Friends meeting.
- Develop a membership campaign (potential committee):
 - social media
 - flyers
 - Press release
 - brochures at locations around town
 - speak at community organizations
 - promote in Friends shop and at front desk
- Establish a Friends email newsletter (quarterly). Will also promote the Friends in the library's monthly newsletter.
- Develop a list of potential volunteer opportunities and committees.
- Decide how book shop will be run in the newly renovated building. Will volunteers continue to staff it or should we move to a different model?
- Grand opening committee (early 2026): Need people who can represent the Friends at the Grand Opening and promote membership, put together Raffle baskets, sell raffle tickets

LONG TERM VISION:

- Friends will assist the library in three key areas: monetary gifts, volunteerism, and advocacy.
- Friends will host an annual fundraiser each fall, and potentially other, smaller fundraisers throughout the year.
- Establish ways for Friends members to be recognized (a display near the Friends book shop with current members on it, advertising for what the Friends are doing and annual fundraiser, brochures to become a member, etc.) Social media posts highlighting members are also an option, if they want/agree to that. Listing of members in other marketing, potentially.

ANNUAL TASKS:

Note that 2025 will look different due to library construction. There will not be an annual fundraiser.

QUARTER ONE (January-March)

- Send out newsletter (include dues renewal form for the year and an invitation to the annual meeting, recap of last year's successes, volunteer opportunities). SF
- Friends Treasurer to distribute funds to the library.
- Commence membership drive and update membership information. SF
- Create a list of volunteer opportunities.

QUARTER TWO (April-June)

- Hold the annual membership meeting.
- Establish planning committee for fundraiser and set date.
- Send out newsletter (include volunteer opportunities and save the date for fundraiser) SF

QUARTER THREE (July-September)

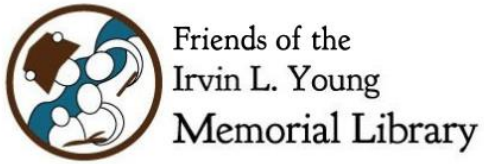
- Send out newsletter (include fundraiser info and volunteer opportunities) SF
- Host an annual fundraiser.

QUARTER FOUR (October-December)

- Friends board meeting (minimum is two meetings per year)
- Send out newsletter (push for end of the year giving, extra donations, advocating for others to join). SF

ONGOING

- Send a thank you card to each new member and enter the member into the system. Contact them about volunteering if they indicated interest in that. SF
- Keep track of what is purchased with the Friends money so that you can highlight the impact. SF



Board Agenda DRAFT

Monday, May 19 | 5:30 p.m.

1. Welcome
2. Financial Report
3. Elect board members and officers
4. Vote on the revised Funds Disbursement Policy
5. Vote on the dues schedule
6. Discussion about membership campaign
7. Review bylaws
8. Next meeting agenda items
9. Set date and time for next meeting