

# National Library Direct Marketing Consortium

HANDBOOK AND  
CREATIVE SELECTIONS

FALL 2006





## NATIONAL LIBRARY DIRECT MARKETING CONSORTIUM

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## The Benefits of Participating in the National Library Direct Marketing Consortium

### Raise Needed Money Now!

Your library is invited to raise unrestricted funds through the mail as part of the National Library Direct Marketing Consortium.

Libraries are faced with budget constraints and, at the same time, increasing demands for services. To meet the challenge, public libraries and foundations across America are turning to direct mail fundraising for support. Direct mail raises hundreds of thousands of dollars each year to pay for after-school reading programs, expand Internet access and to present community enrichment programs. Direct mail is used successfully by libraries in major markets as well as in smaller communities.

#### The National Library Direct Mail Consortium offers these opportunities:

- Customized, market-tested direct mail packages
- Access to prospective donors without paying minimum charges
- A turnkey service which allows you to allocate precious staff time to cultivating your major-gift donors, writing foundation grant applications, etc.
- Consortium management by Carl Bloom Associates, Inc. (CBA), with a proven track record of successful direct marketing fundraising
- Sharing fundraising performance information among Consortium members

Enclosed are sample packages, production schedules and a description of services the National Library Direct Marketing Consortium provides. Founded in 1999, the Consortium has successfully conducted numerous direct mail acquisition and special appeal campaigns.

**If you have additional questions or you would like to discuss the program, please call Carrie Bloom at (914) 761-2800, ext. 23, or Carl Bloom, ext. 12, during normal business hours (ET). For more information you may also visit our Website at [www.carlbloom.com](http://www.carlbloom.com) or e-mail us at [info@carlbloom.com](mailto:info@carlbloom.com).**



## The Value of Raising Funds by Direct Mail

### Lifetime Value of New Acquired Library Donors

	Year 1	Year 2	Year 3	Year 4	Year 5
Mail Volume	50,000				
Response Rate	1.50%				
Active Donors	750	750	450	476	319
Acq. Gross Revenue (\$40 ave gift)	\$ 30,000				
Special Appeal resp rate	15%	15%	15%	15%	18%
Special Appeal Donors (mail twice a year)	225	225	135	143	115
Special Appeal Average Gift	\$ 50	\$ 55	\$ 60	\$ 65	\$ 65
Special Appeal Gross Revenue	\$ 11,250	\$ 12,375	\$ 8,100	\$ 9,282	\$ 7,465
Lapsed Donors			300	274	431
Lapsed resp rate			4.35%	4.35%	4.35%
Rejoined Lapsed Donors (mail twice a year)			26	23	37
Lapsed Gross Revenue (\$42 ave gift)			\$ 1,092	\$ 966	\$ 1,554
Upgrade resp rate		4%	4%	4%	4%
Donors upgrade (mail twice a year)		60	36	38	26
Upgrade Gross Revenue (\$300 ave gift)		\$ 18,000	\$ 10,800	\$ 11,424	\$ 7,656
<b>Total Revenue</b>	<b>\$ 41,250</b>	<b>\$ 30,375</b>	<b>\$ 19,992</b>	<b>\$ 21,672</b>	<b>\$ 16,675</b>
Acq. Cost \$ (\$635/M)	\$ 31,750				
Special Appeal Cost \$ (\$635/M-mail twice a year)	\$ 953	\$ 953	\$ 572	\$ 605	\$ 405
Lapsed Cost \$ (\$635/M-mail twice a year)			\$ 361	\$ 348	\$ 547
Upgrade Cost \$ (\$1,500/M-mail twice a year)		\$ 2,250	\$ 1,350	\$ 1,428	\$ 957
<b>Total Costs</b>	<b>\$ 32,703</b>	<b>\$ 3,203</b>	<b>\$ 2,303</b>	<b>\$ 2,381</b>	<b>\$ 1,910</b>
<b>Net Profit</b>	<b>\$ 8,548</b>	<b>\$ 27,173</b>	<b>\$ 17,690</b>	<b>\$ 19,292</b>	<b>\$ 14,765</b>
<b>Cumulative Net Profit</b>	<b>\$ 8,548</b>	<b>\$ 35,720</b>	<b>\$ 53,410</b>	<b>\$ 72,701</b>	<b>\$ 87,466</b>
<b>Lifetime Value</b>	<b>\$ 11.40</b>	<b>\$ 47.63</b>	<b>\$ 71.21</b>	<b>\$ 96.93</b>	<b>\$ 116.62</b>

A core group of new donors contributes one or more additional gifts during a year and the pool of donors you acquire generates unrestricted income year after year. Your donors also act as leads for planned giving and major gifts, with the potential of returning your investment many times over. As long as you continue to reinvest a portion of your income each year for new donor acquisition, you will continue to build your constituency and increase revenue.

Participation in the National Direct Marketing Consortium for public library support is an easy and affordable way to build a valuable database of donors for your library.



## Step-By-Step Guide to Participation

### Participating library's responsibilities:

1. Send current written materials about your library and its services (newsletters, press releases, etc.).
2. Review and approve quantities and costs detailed in your contract upon receipt from CBA.
3. Send CBA a database file of your current donors.
4. Review and approve your package copy proofs.
5. Start counting your new contributors and revenue.

Consortium participants are invoiced for production, program management and consultation, and creative based on the volume of their mailing; all funds that you raise go directly to your library or foundation.

CBA will develop the initial creative packages and customize them for your library. List strategy is based on the results of past campaigns, so we ask that libraries share their final results with us.

It's simple, easy and cost-effective. Let the **National Library Direct Marketing Consortium**, managed by Carl Bloom Associates, help your library raise unrestricted funds with a proven direct mail program that adds new donors and revenue.



## Schedule: Creative and Mailing

### November 2006 Consortium

The timelines below define each task in the fall 2006 mailing. Your involvement in the production and mailing of your library's direct mail package will be minimal. You will provide CBA Staff with information about your library's services and receive a draft and final copy for your approval. The anticipated mail date for the fall 2006 Consortium mailing is November 21, 2006.

#### SCHEDULE FOR PARTICIPATING LIBRARIES

Verbal commitment

Provide list of service area ZIP codes due to CBA

Library program information due to CBA

Signed contracts due to CBA

Review first draft of package

Comments due back to CBA on draft artwork and copy

Copy of current donor file due to CBA (for merge/purge)

Review second draft

Final package approved

Postage advance due at CBA

Mail inserting

**Mail date for all Consortium participants**

#### DUE DATES (2006)

Aug. 1

Aug. 1 – 15

Aug. 1 – 15

Aug. 25

Sept. 8 – 20

Sept. 20

Sept. 29

Sept. 25 – 29

Oct. 6

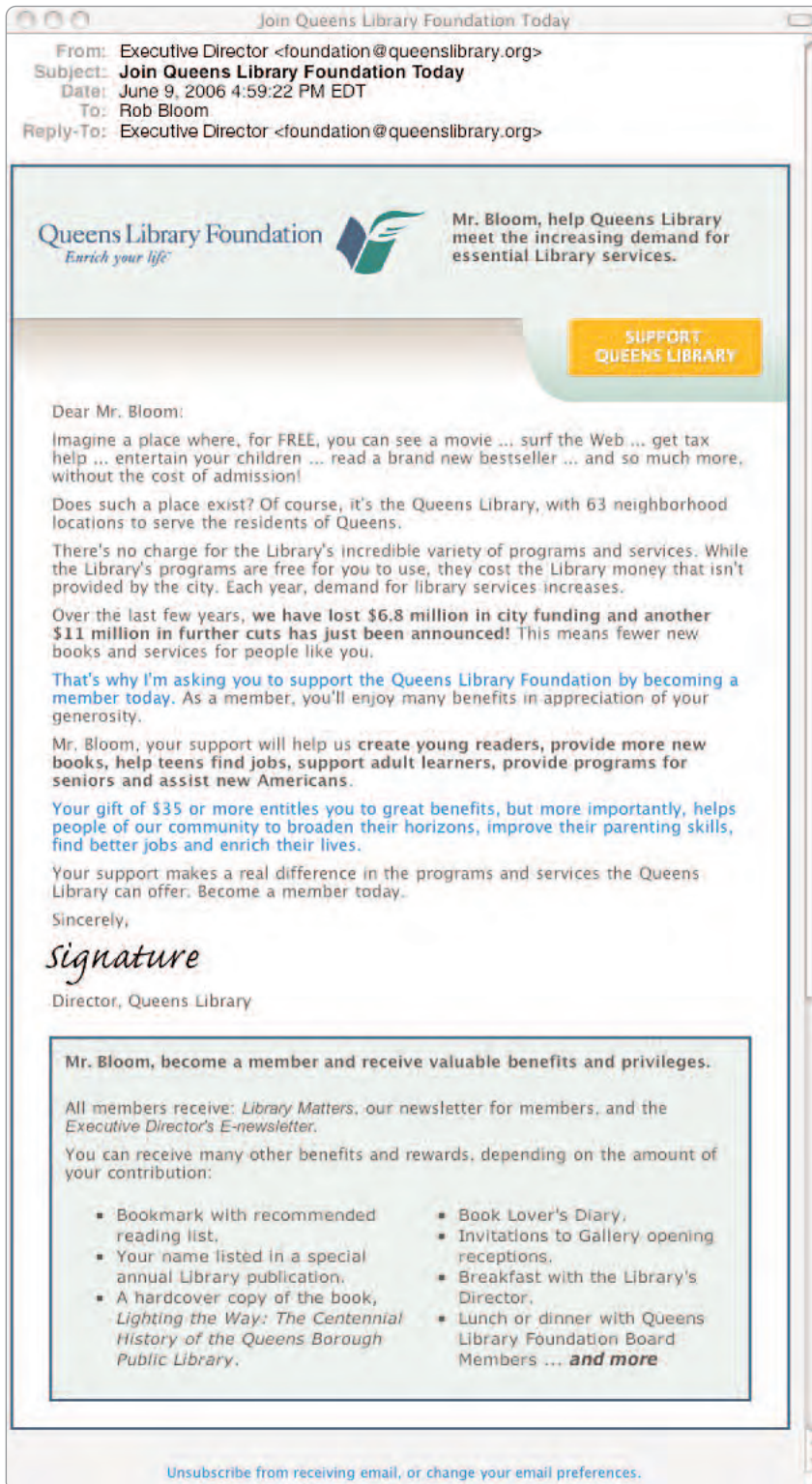
Oct. 21

Nov. 15 – 21

**Nov. 21**



## INTEGRATED MARKETING MEMBERSHIP PROGRAMS



### E-marketing

CBA's Integrated Marketing Membership Programs include direct mail packages, companion email appeals, scheduled online promotions and website landing pages for lapsed, add gift, renewal and upgrade campaigns. CBA will help you set up an emarketing program from strategy and creative to execution and analysis.

Talk with a CBA marketing specialist to learn about our emarketing and web service, and how it can improve your results.

*This e-mail appeal accompanies the "Free Lunch" Membership package for Queens Library on page 14.*



## POSITIVE CHANGE ACQUISITION, LAPSED, ADDITIONAL GIFT

Where can you see changes that make  
life better for everyone in your community?



Take another look at your public library.

Dear Ms. Sample,

Do you know what your “new” library is doing?

I can tell you it’s a lot more than you remember.

No longer just a repository of books, today’s library is an active and responsive part of the community – an agent for positive change.

You can help make more positive changes by supporting your public library now. Without your support, people from all walks of life would miss these opportunities to learn and live more fulfilling lives.

When you contribute to the Public Library:

- You’re adding to the number of literate, employable adults in your community. Older adults, new Americans and the disabled benefit from family literacy programs that help them learn useful skills and become more productive citizens.
- You’re giving children of every age the chance to be better readers. From early childhood prereading activities to children’s book groups and teen summer reading programs, every young reader in the community is helped to succeed.
- You’re increasing opportunities for youngsters and adults to learn valuable computer skills that will help them survive and prosper in our hi-tech world.

(over, please)

**PUBLIC  
LIBRARY**

123 Main Street, Anytown, ST 12345

YES, I want my gift to count! I’ll contribute to more positive changes for our community.  
Please accept my gift to the Public Library of:

☐ \$35 ☐ \$60 ☐ \$100 ☐ \$125 ☐ \$225 ☐ Other \$\_\_\_\_\_

☐ Check (payable to Public Library Foundation). Charge my: ☐ AMEX ☐ VISA ☐ MC

Acct. No. \_\_\_\_\_ Exp. Date \_\_\_\_\_ Signature \_\_\_\_\_

E-mail \_\_\_\_\_

J. Sample  
500 Elm Street  
Yourtown, ST 12345

**PUBLIC  
LIBRARY**

123 Main Street, Anytown, ST 12345

## New package

Community-minded people want to help make positive changes. Our newest direct mail fundraising letter gives them a chance to do their part. “A better life for everyone” is definitely worth their support.

- You're providing a safe, supportive, after-school environment for younger students, and giving teens a quiet place to focus on learning.
- You're assisting job seekers, business people and professionals with access to the Library's special collections, databases, and online research facilities.

When you give to the Public Library, you're making a statement about the kinds of changes for the better you want to foster in the 21st century.

Every dollar counts. Every donor counts. Please make your voice heard today. Give generously to the Public Library. You'll be able to make a real difference in the lives and futures of people in your own community.

What does it take to make positive changes like these?

You'd be astounded at how much it costs to run the Public Library every year. Close to \$000000000. And that's if we just run in place without adding new materials or providing more services for our ever growing local population.

How will we meet expenses? Where will the money come from?

Government funding, business and private foundations can't foot the entire bill. We must turn to individuals like you who value the Public Library and understand what the library does to educate citizens, preserve history and perpetuate our democratic way of life. That's why I'm asking you to contribute to the Public Library today.

Then you can feel responsible for the positive changes you see in the community. Universal literacy is achievable, with your help. Please be as generous as you can.

Your gift of \$0000 can provide literacy classes for 00 families. Your contribution of \$000 can buy 00 new books. Your generous support of \$000 can buy 0 new computers.

Your gift counts. Please accept our gratitude and appreciation for your support.

Sincerely,

Name  
Title

P.S. Come in and take another look at your public library. You'll be gratified to see the difference your dollars make. Thank you for helping now.

Make changes for the better in your community.  
Support your public library now!

Your public library is no longer a passive repository of books and information or an outpost of culture. The "new" library is a cultural center and an agent for change.

Support our literacy program for school children and adults, history and art programs, and opportunities for enrichment.

**PUBLIC  
LIBRARY**

123 Main Street, Anytown, ST 12345

J. Sample  
500 Elm Street  
Yourtown, ST 12345



## FREE LUNCH ACQUISITION, LAPSED, ADDITIONAL GIFT



Is there such a thing as a “free lunch?”

Well, yes and no.

Dear Ms. Sample,

Imagine a place where, for FREE, you can see a movie ... surf the Web ... learn how to start a business ... get income tax help ... entertain your children ... and do so much more, without any cost of admission!

Does such a place exist? Of course – it's the Broward County Library.

And there's no charge for the incredible variety of programs and services offered there. It is like getting a free lunch!

But, even though it's a small one, there is a catch.

You see, while the Library's programs are free for people who use them, they cost the Library money that isn't always provided by Broward County government.

That's why I am writing to you today to ask you to join the Broward Public Library Foundation. As a member, you will help us provide the programs that will help ensure the education of our children and create a brighter future for our community.

You can help:

Create readers. Inspiring a lifelong love of reading can change a child's life forever. The Broward County Library's remarkable children's programs are helping ensure that thousands of children have the tools to become successful in life.

Provide access to technology. The Library has provided more than 100,000 patrons with free computer training. And with our Virtual Library, we're making sure everyone in Broward County – including those who find it difficult to get to the Library – has the opportunity to take advantage of our resources.

100 South Andrews Avenue • Fort Lauderdale, FL 33301 • 954-357-7469

**YES, I/we wish to join the Broward Public Library Foundation at the following level:**

- ☐ \$1,000 Jefferson Society  
☐ \$100 Bibliophile  
☐ Other \$ \_\_\_\_\_

- ☐ \$500 Carnegie Society  
☐ \$50 Book Lover

- ☐ \$250 Franklin Society  
☐ \$30 Bookworm

☐ My check payable to the **Broward Public Library Foundation** is enclosed.

Please charge my gift: ☐ VISA ☐ MasterCard ☐ AMEX

Account \_\_\_\_\_ / \_\_\_\_\_  
Exp. Date

Signature \_\_\_\_\_

My email address is: \_\_\_\_\_

- ☐ My employer has a matching gift program.  
☐ I would like information about including the Foundation in my will and other planned giving opportunities.



100 South Andrews Avenue • Fort Lauderdale, Florida 33301  
www.broward.org/library

J. Sample  
500 Elm Street  
Yourtown, ST 12345

**A proven winner,  
in eight  
campaigns!**

*How do you tell  
prospective donors  
that your library  
needs their support?*

By explaining that public libraries are the backbone of our communities, providing information and other critically needed services, all free. The package explains: “There’s no such thing as a free lunch.” At your library, these programs may be “free,” but they are costly and worthy of support.

Combat illiteracy. The Library's "Each One Teach One" program provides critical services to help adults improve their reading skills.

As you can see, the Library isn't just about books – it's about people. More than one million people – almost 60 percent of Broward County's population – own library cards.

Your gift today to the Broward Public Library Foundation will help the people of our community broaden their horizons, improve their parenting skills, explore the Internet and find a better job – all of which will improve their lives.

As a great American institution, libraries protect and enrich our democracy, which is especially important during these uncertain times. Information available in our libraries about history and other cultures can help us better understand significant events.

Please, take one moment more and become a member by sending a check for \$100, \$50, \$30, or whatever you can afford, to support all of the wonderful and important programs the Broward County Library makes possible.

You'll enjoy great benefits as a member of the Broward Public Library Foundation, including invitations to literary presentations, special discounts at Lunch and Music talks plus much more. At higher membership levels, you can receive free tickets to the Night of Literary Feasts, the Foundation's special literary evening with more than 20 nationally known authors, and even American Airlines® AAdvantage® miles!

But most important, with the support of members like you, the Library won't ever have to turn away a single person who needs its services. Please mail your gift today.

Sincerely,



Robert E. Cannon  
Director  
Libraries Division  
Broward County Library



Joseph E. LiVolsi  
Chairman of the Board  
Broward Public  
Library Foundation

P.S. Your public library is a safe haven in good times and in difficult ones. It's a valuable resource people can always turn to if options are taken away by hurricane damage and power outages. Computers are available for access to the Internet. Students can come to the Library to read and study. People can relax and read a book or newspaper if displaced during home repair. Your contribution helps us always be there for you and your community. Thank you.

If you prefer, you can call 954-357-7382 to make your donation by credit card.

**Your customized  
program information  
throughout!**

Much of the creative is  
specific to your library,  
which lets you clearly  
state your library's  
benefits to donors.

## Membership Levels

### Bookworm \$30

- Foundation membership card
- Advanced notification of Day of Literary Lectures
- Invitations to selected
- Special discount at Lu

### Book Lover \$50

- All of above, plus:
- Invitation to Lunch and of charge

American Airlines® and AAdvantage® change the AAdvantage program at

### Bibliophile \$100

- All of above, plus:
- Invitation to Literary Series private receptions
- Invitation to attend and vote at annual

- A commemorative bookplate placed in a volume in the Library
- Copy of Library/Foundation Annual Report



**There's no such thing  
as a "free lunch!"**

**Or is there?**

J. Sample  
500 Elm Street  
Yourtown, ST 12345



## TOUGH ECONOMY ACQUISITION, LAPSED, ADDITIONAL GIFT



2450 Stevenson Boulevard • Fremont, CA 94538-2326

Dear Ms. Sample:

As the Director of the Alameda County Library, my worst nightmare is to have to choose between acquiring new books and keeping library doors open ... between children's programs and literacy classes.

But today, those are exactly the kinds of agonizing decisions we're facing here at the Alameda County Library, because the state budget crisis and the economic downturn has resulted in drastic cuts in Library funding.

Already, State funding for local public libraries (which provides essential funding for the Library) has been cut 44.7% over the last two years. And as if it weren't bad enough, the Governor is now proposing a reduction that amounts to 72.3% over three years.

And due to springing sales tax revenue and the Governor's budget proposal that would deprive cities of the revenue generated by vehicle license fees from the state, the Fremont City Council voted to end all city funding of library services except building maintenance, effective March 1.

As a result, we're facing a very real crisis of our own. Overall, we are expecting a total budget reduction of about 10%. The impact of these funding cuts on our Library will be absolutely devastating. Here are just a few examples of what it means:

- The Fremont Main Library is no longer open on Sundays.
- The number of new library materials (books, videos, magazines) will be reduced by more than 20%.
- We won't be able to provide as many new books in the diverse languages of library users.
- We won't be able to replace our old computers with new ones, or increase the number of computers available.
- The Irvington and Niles Libraries are open only one day a week.

I'm sure you agree that as a community, we cannot let this happen. The people of Alameda County deserve a Library that is open when they need it, and that provides vital services for children and adults.

That's why I'm asking you to please send a contribution to help the Alameda County Library

### Tough Economy

*Is your budget being cut?  
Then you need help.*

You are not "crying wolf"... this is the real thing. Across the country budgets are being slashed as local and state governments face declining revenues. The public responds well to an urgent need when information is presented in an understandable and truthful way.

### The message continues ...

Repeating the message on your reply form really gets the point across. You can emphasize the key points in large type or use a graph or pie chart to drive home your message.

#### LIBRARY FUNDING CRISIS URGENT RESPONSE FORM LIBRARY FUNDING CRISIS

**YES, I want to help the Alameda County Library keep its doors open and its essential services available in the face of drastic city and state funding cuts. Enclosed is:**

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> \$35 Library Sponsor                                  | <input type="checkbox"/> \$60 Readers Circle  | <input type="checkbox"/> \$150 Literary Circle |
| <input type="checkbox"/> \$250 Associates Circle                               | <input type="checkbox"/> \$400 Authors Circle | <input type="checkbox"/> Other \$_____         |
| <input type="checkbox"/> Check (payable to Alameda County Library Foundation). |   |  |

Please charge my: ☐ VISA ☐ MasterCard

Acct. No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_ Phone \_\_\_\_\_

E-mail \_\_\_\_\_

- ☐ Don't send me a gift. Use my entire donation to help the Foundation.  
☐ The Library has been/will be remembered in my will.  
Please send me information about planned bequests.

J. Sample  
500 Elm Street  
Yourtown, ST 12345



2450 Stevenson Boulevard  
Fremont, CA 94538-2326

keep our doors open, our collection strong and our services available to all. Caring people like you can make it happen.

Unfortunately, the budget cuts have come at the one time when we as a community can least "afford" to lose library services – like valuable job placement resources for those who are unemployed.

Our community is already feeling the impact of the State's library funding cutbacks: we have been forced to close the Fremont Main Library on Sundays. And I'm sorry to say, there are more service cutbacks coming in the very near future.

**So I must ask: please write and send your check today if possible. The need is that urgent.**

The services of the Alameda County Library are absolutely crucial to our community – to children, to teens, to those with special needs, and to seniors. Services like:

- Children's services. The Library is teaching children the wonder of reading -- something that will stay with them forever. Special programs include preschool storytimes, our Summer Reading Program and many more.
- Increasing literacy. At the Alameda County Library, adults from all walks of life can take free classes – most taught by professional educators – to help improve their literacy skills.
- Senior programs. Our Homeward Bound services bring the riches of the Library to seniors who are unable to visit their local branch library. Seniors can also take advantage of computer classes, large print books and our popular Senior Days.

To see any of these programs disappear would be a loss of immense proportions for all of us. You are one of the special people who care and can prevent that tragedy from happening.

Your gift at this difficult time will make a difference – not just to our Library, but to the very future of our great community.

Sincerely,



Linda M. Wood  
County Librarian  
Alameda County Library

P.S. Even as I write this letter, we are faced with some very difficult decisions about cutting back purchases of new books and materials at your neighborhood library. The more concerned friends like you who come forward with support, the stronger we can keep our libraries. Please, send your most generous contribution right away. Thank you.

#### Bookplate Option

Donated by \_\_\_\_\_

In celebration of \_\_\_\_\_

In memory of \_\_\_\_\_

In order to keep  
book for you \_\_\_\_\_

Branch \_\_\_\_\_

Category \_\_\_\_\_

Branch checked  
Category checked

#### Join today and receive these great sponsor privileges...

##### \$35 Library Sponsor

- Special "Sponsor" Library Card that identifies you as a library supporter every time you use it

##### \$150 Literary Circle

- All of the above, plus:
  - A special library tote bag



Alameda County Library Foundation  
2450 Stevenson Boulevard  
Fremont, CA 94538-2326

**URGENT**

A very urgent appeal to  
the citizens of Alameda County.

Your local library faces  
drastic service disruptions.

J. Sample  
500 Elm Street  
Yourtown, ST 12345



**Become a Queens Library Foundation member to receive valuable benefits and privileges.**

All members receive: *Library Matters*, our newsletter for members, and the *Executive Director's E-newsletter*.

You can receive many other benefits and rewards, depending on the amount of your contribution:

- Bookmark with recommended reading list.
- Your name listed in a special annual Library publication.
- Hardcover book, *Lighting the Way: The Centennial History of the Queens Borough Public Library*.
- Book Lover's Diary.
- Invitations to Gallery opening receptions.
- Breakfast with the Library's Director.
- Lunch or dinner with Queens Library Foundation Board Members...
- ... and more

**See the enclosed brochure for a detailed description of benefits available by member category.**

Your contribution is tax deductible to the fullest extent of the law.

computers. The teens get meaningful work experience and develop self-esteem.

**Support adult learners.** Our Adult Learner Programs enable 7,000 people a year to get reading and writing lessons, participate in conversation groups and learn to use the computer.

**Provide programs for seniors.** Special Library programs like "Making Medicare Decisions" and "The Stay Well Program" help senior citizens get the most out of life and cope with the difficulties of aging.

**Assist new Americans** by helping nearly 3,000 people from 88 countries learn English, find out how to become U.S. citizens and improve their lives.

As you can see, the Queens Library isn't just about books – it's about people. More than 800,000 people – almost 40 percent of the population in Queens – own Queens Library cards.

Your gift today to the Queens Library Foundation will help the people of our community broaden their horizons, improve their parenting skills, find a better job – and enrich their lives!

The Queens Library protects and enriches our democracy, which is especially important during these uncertain times. Information available in our libraries about history and other cultures can help us better understand each other and significant events.

Your contribution of \$35 or more makes you a member of the Queens Library Foundation and entitles you to special benefits:

- The Queens Library's quarterly newsletter *Library Matters* and the *Executive Director's E-Newsletter* bring you insider's information about library programs and events.
- You could attend a special **Meet the Author Reception**, or enjoy a **special Gallery opening reception** that gives you a first look at a Queens Library exhibition. Select members can enjoy **breakfast with the Library's Director** or **members of the Foundation Board of Directors**.

And, of course, you'll have the great feeling of playing a part in the success of the Queens Library in enriching lives.

With the support of members like you, the Queens Library won't ever have to turn away a single person who needs its services. Please mail your gift today. Join us now and enjoy the benefits of membership all year long.

Sincerely,

Queens Library Foundation  
*Enrich your life*



lib  
You

J. Sample  
500 Elm Street  
Yourtown, ST 12345



## Membership Invite *continued*

As they say, "Membership has its privileges." Our brochure displays and explains all the benefits and rewards of membership. When you ask and offer rewards, many people will give more.

*(Modest additional cost)*

### The benefits of membership—personal satisfaction and much more



Members of the Queens Library Foundation take great pride in supporting Library programs for our community of Library users – and they enjoy benefits and privileges that acknowledge the generous contribution they make.

Membership benefits are designed to help our members enhance their own experience with the Library through members-only publications, gifts and events.

This outline shows what you will receive at the level of membership you choose.

Your contribution is tax deductible to the fullest extent of the law.

### SILVER MEMBERSHIP

#### \$35 MEMBER

A subscription to *Library Matters*, our Library newsletter ... plus the *Executive Director's E-newsletter* to keep you informed of how your contribution is helping us serve the community. (Fill in E-mail address on your reply form.)



#### \$50 MEMBER

All the benefits outlined above, plus:

- Bookmark with Librarians' Recommended Reading List.

#### \$100 MEMBER

All the benefits outlined above, plus:

- Your name listed in a special annual Library publication (if you authorize it).
- Attractive glass mug with colorful Queens Library logo.



### GOLD MEMBERSHIP

#### \$150 PARTNER

All the benefits of Silver Membership, plus:

- Invitations for you and your guest to attend special Meet the Author or other events.
- Set of historic postcards.



#### \$250 LEADER

All the benefits outlined above, plus:

- Invitations for two to a Gallery opening reception where you can view fine artwork in a Library exhibition.

#### \$500 PIONEER

All the benefits outlined above, plus:

- A hardcover copy of *Lighting the Way: The Centennial History of the Queens Borough Public Library* (while supplies last).
- Acknowledgement of your gift on the back cover of the Library's annual report.



### PLATINUM MEMBERSHIP

#### \$1,000 FELLOW

All the benefits of the Gold Membership, plus:

- Book Lover's Diary, for recording appointments, daily tasks and events.
- Invitation to breakfast with the Director of the Queens Library.



#### \$5,000 PATRON

All the benefits listed above, plus:

- Invitation for you and your guest to attend a luncheon celebration for graduates of the Library's Literacy Program.



#### \$10,000 BENEFACTOR

All the benefits listed above, plus:

- Invitations for two to dine with the Queens Library Foundation Board of Directors.
- Private guided tour of the International Resource Center, or any special collection or local community library of your choice for you and three guests.





## ABOUT THE PEOPLE ACQUISITION, LAPSED, ADDITIONAL GIFT



### 2006 ANNUAL FUND

**With your support, everyone in Northern New Jersey  
can have the great library they deserve.**

**But we need your contribution today!**

Dear Ms. Sample,

I will be very direct about my reason for writing to you today: The Newark Public Library needs your help.

Despite a consistent level of support from the city of Newark, it takes contributions from caring people like you to keep up with the growing demand for library services. Everyone in the Northern New Jersey area must pull together to support one of the state's most valued treasures: The Newark Public Library.

Your support will mean a lot to so many different people. Think about the remarkable impact this Library has on the lives of people in our area. Whether we're helping seniors live active lives, nurturing young minds, lending materials for leisure activities, or providing resources and research for both job seekers and scholars, the Library is making Newark a better place to live and work.

Mabel shows up every day at the Weequahic branch, one of 10 branches throughout the city, to read the morning paper. She's 73 and has a passion for reading and keeping up with the daily news. Like so many seniors, Mabel depends on the Library for information and stimulation. She knows that keeping her mind active is crucial. So Mabel really sees the Library as a lifesaver.

Jeremy is only 10 years old and he's also a big fan of The Newark Public Library. His friends are into video games, but for Jeremy the Library is the ultimate in fun. He starts in the Children's Section, often with the help of an expert children's librarian, but also loves to look at magazines and check out the latest DVDs.

Isabel, 27, knows what a difference the Library can make. After months of looking for a job, she was getting pretty discouraged. Then she saw a flyer at the Library and signed up for a class on improving computer skills. She called to thank us after being hired as a data entry clerk at a local hospital.

Mabel, Jeremy, and Isabel are shining examples of what makes The Newark Public Library so special. They prove that this Library isn't just about books. It's about people who enrich their lives and expand their horizons by learning and growing.

It's easy to support The Newark Public Library. Just return the attached form with your check or credit card information. As soon as we receive your gift, it will be put to good use, helping to make these

Detach and return with gift.

**YES, I want to help The Newark Public Library to continue providing the highest quality of "free" programs and services! Enclosed is my tax-deductible gift of:**

☐ \$35   ☐ \$60   ☐ \$100   ☐ \$250   ☐ \$500   ☐ \$1,000   ☐ Other \$ \_\_\_\_\_

☐ My check is enclosed (payable to The Newark Public Library).

☐ Please charge my gift to: ☐ AMEX   ☐ VISA   ☐ MC

Acct. No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

☐ My contribution is eligible for a corporate matching gift.  
I will obtain a matching gift form from my personnel office  
and send it to The Newark Public Library.

J. Sample  
500 Elm Street  
Yourtown, ST 12345

The Newark Public Library, 5 Washington Street, PO Box 630, Newark, NJ 07101-0630

### About the People

The personal stories  
in this warm appeal  
remind the reader of  
the impact libraries  
have on the lives  
of everyone in the  
community.

Copy will be customized for individual participating libraries.

and other essential “free” programs possible:

- **Improving communication skills:** Our English as a Second Language program enables new Americans to fully participate as citizens.
- **Helping children learn:** By promoting a love of reading at an early age, the Library is helping to create a brighter future for Newark’s children.
- **Making technology accessible:** With more than 100 Web-ready computers, the Library makes it possible for everyone to use the Internet.
- **Providing cultural experiences:** At the Library, people can watch a dance troupe, listen to a renowned author speak, or join a book club.
- **Helping people find employment:** Job seekers can utilize our database of employment listings, take classes to improve computer skills, and more.

The people who utilize all of these “free” programs and services at The Newark Public Library are as varied as our books: young or old, rich or poor, business people, students, doctors, retirees, and new immigrants. Our doors are open to everyone, and there’s something here to enrich every life.

I believe you share our pride in having such a respected, resourceful, and friendly library to serve the residents of both Newark and the surrounding areas. Protecting the Library and ensuring its future are some of the most important things we can do as citizens.

When you send your gift for the 2006 Annual Fund, you’ll come away with something that can’t be measured in dollars: the great feeling of knowing you’re helping The Newark Public Library continue to be a beacon of knowledge and progress for the residents of the greater Newark area.

Sincerely,



Debbie Salas-Lopez  
2006 Annual Fund Chairperson  
The Newark Public Library

P.S. There has never been a more urgent need for your support. Your gift to The Newark Public Library 2006 Annual Fund will help us maintain our important services, expand our programs, and enhance our wide-ranging collections and materials. Thank you for helping now.



#### Our Mission and Purpose

For nearly 120 years, The Newark Public Library has been connecting people to ideas, assuring equitable access to recorded knowledge, information, and creative works. We respect the individuality and diversity of all people, and seek to serve all patrons with respect for individual privacy. The Library is committed to the preservation of the human record, and the freedom for all people to form, hold, and express their own beliefs. We strive for professional excellence in our service to the community, and work together with our partners to advance literacy, and



J. Sample  
500 Elm Street  
Yourtown, ST 12345



## WORTH YOUR WHILE ACQUISITION, LAPSED, ADDITIONAL GIFT



833 Las Vegas Blvd. N.  
Las Vegas, NV 89101  
www.lvccldfoundation.org

Dear Ms. Sample,

What do you value most in our community?

Certainly the quality of our schools is very important. So are safe and well-kept neighborhoods. Access to open spaces and parks, cultural events, transportation and essential services all make our community a better place to live and raise a family.

And, most people agree that the public library is one of the most important institutions in any city or town.

That's why I'm asking you to support your local libraries with a generous gift to the Las Vegas-Clark County Library District Foundation to help them remain valuable assets for our entire community.

After all, a thriving library – one that keeps pace with the changing needs of its patrons – is one key to creating a desirable, attractive place for everyone. In fact, according to real estate experts, a town's libraries can actually enhance property values.

I'm sure you'll agree that Las Vegas is so very fortunate in this regard – because your public libraries are a vibrant resource that you and every resident can be proud of, enjoy and benefit from.

These days, however, the Library District is under pressure from the valley's rapid growth and the increasing demand for library services. As you may know, the District was forced to forego the building of several needed new branches after the defeat of a recent library construction bond issue.

Since then, the Library District developed a creative new cost-saving strategy: It has limited the number of new hires and postponed the purchase of new equipment. In short, it adapted and has been able to maintain a nationally recognized library system with branches open seven days a week.

But these economies have come with sacrifices among library users. At the busier branches customers often experience long lines at checkout and waiting time for computer access. Also, the Library District has had to slow the process of improving technology and upgrading existing facilities. The libraries just aren't as current as we'd all like them to be.

That's why your Library District needs more individual support.

By sending a generous contribution, you'll be right by our side in helping provide extra support for the District's services and programs for you, your family and all our neighbors:

Fiction and nonfiction books on almost any subject imaginable, plus a wide assortment of CDs, videos, DVDs and software. The District has over 2 million items that can be checked out!

Special programs and services for seniors: Books on tape or CD-ROM, large print publications, computer classes for seniors and a health and medical special collection.

Programs to help kids learn and grow, including story times that support emerging literacy plus fun and educational events like Dr. Seuss' Birthday Party!

Helping people gain the skills to achieve. The Library District's adult literacy program helps over 1,000 adults and

## Worth Your While

Donors want value for the money they contribute. They want to support something that brings value to their community. Libraries fit the bill and our Worth Your While package makes a strong case for support.

☐ **YES!** I want to help the Las Vegas-Clark County Library District Library remain a valuable asset for our entire community. Enclosed is my gift of:

☐ \$35   ☐ \$50   ☐ \$100   ☐ \$250   ☐ \$500   ☐ \$1,000   ☐ Other \$ \_\_\_\_\_

Please make checks payable to Las Vegas-Clark County Library District Foundation.

Your contribution is tax deductible to the fullest extent of the law.

In appreciation, donors of \$100 or more will receive the Las Vegas-Clark County Library District Foundation tote bag.

☐ Don't send me the tote bag. Use my entire donation to help the Foundation.

J. Sample  
500 Elm Street  
Yourtown, ST 12345



833 Las Vegas Blvd. N. • Las Vegas, NV 89101 • www.lvccldfoundation.org

young adults each year increase their English language abilities, complete their GED or prepare for the workplace.

An outstanding and up-to-date reference collection, featuring an extensive array of newspapers and periodicals along with free, onsite computer access and a wealth of information available through the District's comprehensive Web site, [lvccld.org](http://lvccld.org).

Words on Wheels (WOW), a mobile library for people who have trouble making it to the Library. The WOW team takes the Library to senior centers, preschools and daycares and other popular meeting places.

A diverse year-round schedule of lectures, author visits, art exhibits in 13 galleries, outstanding films and more. Six of the District's 12 urban libraries have performing arts centers, where patrons enjoy dance recitals, musical theater, concerts and more.

With your support, the Las Vegas-Clark County Library District can be there to enrich the lives of people of all ages and backgrounds – including members of the next generation.

For instance, the District now offers live homework help in math, science, social studies and English – online at the Library or from home with a library card. This program doesn't just help kids get better grades; it helps to instill young people with a lifelong love of knowledge to help them succeed in school.

To build on the success of the live homework help service, the District is currently planning new, high-performance homework help centers for its urban branches that will give students the support they need to succeed in school. Enhanced collections will directly support local school curriculums and include textbooks. Trained staff and the latest technology at these centers will provide opportunities for kids and family members, too.

As you can tell, all this combines to make the Las Vegas-Clark County Library District a beloved and vital treasure in our community. But such a distinction comes at a price that is becoming more and more expensive.

Can I count on you to do your part to ensure the health and vigor of our library? Please send a generous gift without delay.

I can't stress enough just how much your commitment will mean at this time, because everyone in our community stands to gain so much as we uphold our Library District's long tradition of excellence.

So please, let me hear from you soon with your gift ... and then come by for a visit. Your Library District will definitely make it worth your while!

Sincerely,



M. Frances Sponer  
President  
Las Vegas-Clark County Library District Foundation

P.S. With library funding a critical and growing concern, we need to count on your help now more than ever. Thanks in advance for adding to the value of the Las Vegas community!



J. Sample  
500 Elm Street  
Yourtown, ST 12345



## URGENT NEW DONORS ACQUISITION, LAPSED, ADDITIONAL GIFT



**The Alameda County Library Foundation needs 675 contributions from area residents by June 30.**

**But you're only responsible for one, and that's yours, Ms. Sample.**

Dear Ms. Sample,

If you use the Alameda County Library – or care about the vital services we provide for the community – we need your help to keep it strong.

The Library is a great investment. As you support us, more great library programs come back to you, your family and the rest of our community.

This year, the Library's total budget is just over \$21,000,000. That's how much it costs for our buildings, books, magazines and DVDs, wonderful public programs like literacy training, after school services for students and so much more.

Of course, coming up with \$21,000,000 is no easy task. The state budget crisis in 2004 was devastating. We've been forced to do more with less, but with limited resources we're having a hard time keeping pace with rising operating costs ... and this is a very serious situation.

Our current level of funding is not keeping pace with the actual cost of running the Library. That leaves a significant gap and we have no choice but to turn to concerned Alameda County citizens like you for additional financial support.

We simply must bring our revenue back into balance so we can pay for the programs and services that are of such vital importance to everyone in Alameda County.

**To accomplish this goal we must add 675 new contributors by June 30 and raise \$33,750 in donor support.**

I hope you will be one of those people who steps forward and supports the Alameda County Library Foundation with a donation of \$40 or more.

Your timely response is important because it isn't easy to find concerned people who are willing to help the Library. Your contribution now will bring us one important person closer to our revenue goal – and every donor counts.

Detach reply form and return with gift.

**Yes, I want to help the Alameda County Library keep its essential services available in the face of drastic city and state funding cuts. Enclosed is:**

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> \$500 Authors Circle   | <input type="checkbox"/> \$250 Associates Circle | <input type="checkbox"/> \$150 Literary Circle |
| <input type="checkbox"/> \$75 Readers Circle  | <input type="checkbox"/> \$40 ACLF Member        | <input type="checkbox"/> Other \$ _____        |
| <input type="checkbox"/> Check enclosed (payable to Alameda County Library Foundation). |  |  |

Please charge my: ☐ VISA ☐ MasterCard

Acct. No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_ Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Your contribution is tax deductible to the fullest extent of the law.

- ☐ Don't send me a gift. Use my entire donation to help the Foundation.  
☐ Don't send me a new library card. I'll keep the one I already have.

See back for member privileges.



2450 Stevenson Boulevard  
Fremont, CA 94538-2326

J. Sample  
500 Elm Street  
Yourtown, ST 12345

Too many people think we don't need their support. They don't see the connection between contributing to the Library and having their library open and accessible. And that's truly a shame.


I hope you realize why the Alameda County Library is so valuable. If you do, please show your support today by sending your gift with the attached form. Your gift of \$40, \$75 or even \$150 will make a difference in vital library programs like these:

- **Children & Teen Programs.** Our Summer Reading programs have been a huge hit; more than 11,000 children and 1,700 teens are participating and discovering the joy of books and reading. In addition, our drop-in homework centers give children and teens free help whenever they need it. And we're proud to help make the Write to Read program possible – offering hope to at-risk youth at Alameda County Juvenile Hall.
- **Special Programs for Seniors.** Special library programs help older adults get the most out of life. At the Alameda County Library seniors can enjoy films about topics of interest, plus lectures and workshops on topics ranging from self-improvement to estate planning to the Civil War.
- **New Americans.** The Library helps non-English speaking individuals adapt to life in America through free English-language classes, adaptation programs and more.
- **Adult Literacy Program.** This valuable library program provides educational opportunities for adults who want to improve their reading, writing and critical thinking. The program helps people learn skills for career advancement and enjoy a better quality of life.

But, as I mentioned, we can't continue to provide essential services and special programs without the help of friends like you.

Please send a contribution to the Alameda County Library Foundation to help keep our collection strong and growing, and our services available to all.

Sincerely,



Lara White, CFRE  
Executive Director  
Alameda County Library Foundation

P.S. Remember, just to keep essential library services available, we must raise \$33,750 by June 30. We urgently need 675 people to make a donation now. Please be one of them and do your part for the Alameda County Library. Thank you.

#### BOOKPLATE OPTION

☐ Donated by \_\_\_\_\_

☐ In celebration of \_\_\_\_\_

☐ In memory of \_\_\_\_\_

In order to keep your book for you, please attach this bookplate to the inside cover of the book.

Branch \_\_\_\_\_

Branch change \_\_\_\_\_

#### Give today and receive these great sponsor privileges...

##### \$40 ACLF Member

- Special "Sponsor" Library Card that identifies you as a library supporter every time you use it
- Subscription to the Foundation

##### \$150 Literary Circle

- All of the above, plus:
- A special library tote bag

##### \$250 Associates Circle



Alameda County Library Foundation  
2450 Stevenson Boulevard  
Fremont, CA 94538-2326

J. Sample  
500 Elm Street  
Yourtown, ST 12345



## ENRICHMENT ADDITIONAL GIFT



**The San Diego Public Library**  
820 E Street  
San Diego, CA 92101-6478

Dear Ms. Sample,

In the last year, The San Diego Public Library's circulation increased over 7%. Our program attendance increased nearly 13%. And 25% more people used our Internet services.

Good news, right? Yes – we're thrilled that more and more people are taking advantage of everything the Library has to offer (and there's a lot, as you'll see). But here's the bad news: Library revenues increased just 1% in that time – so we have a budget gap that we must close right away.

That's where you come in. With your help, The San Diego Public Library can keep up with the costs associated with the growing demand for our services.

I hope you'll make an additional gift today, so we can do more to enrich the lives of tens of thousands of patrons, from school children to moms, from the recently arrived to the elderly who have lived in our neighborhoods their entire lives.

Your contribution is a gift to all the people who depend on the Library's services:

- Students who are working hard to do well in school – and succeed in life. The Library helps keep them off the street and on the right track.
- Parents who want to instill in their children a love of reading. The Library offers information and programs that teach good parenting.
- Elderly patrons who can't afford the large-print books they need. We help seniors pursue their interests and keep their youthful curiosity.
- Those who don't feel able (or cannot afford) to have a personal computer at home. The Library offers new horizons to everyone via the Internet and the World Wide Web.
- Small business owners and budding entrepreneurs who rely on access to information on everything from paying taxes to getting a loan. We're an essential resource for people who want to start a new company, and for people looking for a new job ...

... and for people like you who delight in the many things The San Diego Public Library has to offer and care about its role in helping the community become a better place to live.

There's so much more we can do to expand and improve our programs in all of these areas. But the cost of acquiring new materials and services is high and well beyond our budget.

**That's why I'm writing today to ask you to repeat your generosity with an additional special gift now.**

Detach and return with gift.

**Yes, I want to continue supporting the programs that help our children, enrich our community and support the wide variety of services provided by The San Diego Public Library. Enclosed is my contribution of:**

☐ \$35 ☐ \$50 ☐ \$100 ☐ \$250 ☐ \$500 ☐ \$1000 ☐ Other \$ \_\_\_\_\_

☐ My check is enclosed (payable to The San Diego Public Library).

☐ Please charge my: ☐ VISA ☐ MasterCard

Account # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

J. Sample  
500 Elm Street  
Yourtown, ST 12345

**The San Diego Public Library**  
820 E Street, San Diego, California 92101-6478

**Now that you have invested in a new donor, it's time to get a return on your investment.**

“Additional Gift” or “Renewal” mailings from your donor file bring the library continuous and reliable income.

You can count on your newly acquired donors to send gifts for a long time to come.

A good part of the Library's current budget is provided by local government support. However, we must depend on loyal donors like you for the balance.

Over the course of a year, The San Diego Public Library provides more than 3 million items – everything from books, magazines and newspapers to books-on-tape, movies on video, compact discs, DVDs and more.

But as information and technology expand at a dizzying rate, our Library faces higher costs just to keep pace – both with the need to purchase new materials and to manage the increasing demand for them.

We also have to budget for all the popular programs and services that people of all ages enjoy here at the Library:

- Our Central Library and Branch Youth Services Librarians serve more than 35,000 children in our popular *Summer Reading Program*, and more than 95,000 students use our Homework Centers. Inspiring a love of reading early on can change a child's life forever and ensure future success.
- During the past year, our library system has hosted over 216,000 children and adults at exciting events like ethnic festivals, music concerts, author lectures, classic film screenings ... and much more. In addition, over 5,000 people every month enjoy visiting our art galleries and exhibits. Our public libraries are truly rich cultural centers for all of San Diego.
- Over 50,000 visits per month to the Library's extensive *Online Web Catalog* clearly demonstrate the value of this community resource. The catalog is available to users in the library branches through our high-speed T-1 lines, as well as at home. Users can easily search databases or indexes of magazine and newspaper articles for the information they are seeking. In addition to these research tools, 48,000 visits per day are registered to our Library home page.

**Your gift has never been more urgently needed than it is right now.** The demand for library services is growing rapidly, yet our budget has been cut. So please, send your additional contribution today!

Your special gift will help The San Diego Public Library continue all the valuable free services your friends and neighbors benefit from every week throughout the year.

Thank you for helping your Library be the best place for learning, opportunity and adventure here in our city.

Sincerely,

*Anna Tatár*  
Anna Tatár  
Library Director

P.S. Your support will continue to go twice as far if you make a gift today! Each donation from this campaign will be matched, dollar-for-dollar, by the city of San Diego. Plus, all donors of \$100 or more will be recognized in our next newsletter. So please, be as generous as you can.

Each gift from this fund drive will be matched, dollar for dollar, by the city of San Diego. Please give a gift today, and your money will go TWICE AS FAR!

For information about appreciated property or planned giving, please call the City of San Diego at (619) 594-1234.

Thank you!



The San Diego Public Library

THE CITY OF SAN DIEGO

#### Our Mission:

Respond to the information needs of San Diego's diverse communities.

J. Sample  
500 Elm Street  
Yourtown, ST 12345



## SPECIAL INSERTS

### Ten ways the library serves your community.



1. Open access to information helps people stay informed.
2. Libraries provide an environment where people are free to explore and be innovative.
3. Our resources are available to everyone without regard to income or class.
4. Libraries open children's minds to the world of knowledge and ideas.
5. We're a safe haven where one can enjoy some peace and serenity.

A Bookmark or Bookplate can be added to any of the following packages to enhance response.

#### ◀ Bookmark "Freemium"

*Useful gift helps boost response!*

*(Modest additional cost)*

#### Bookplate "Freemium"

*New optional gift for your donors to personalize their books.*

*(Modest additional cost)*



*This book belongs to:*



## ABOUT CARL BLOOM ASSOCIATES

Since 1976, Carl Bloom Associates has been serving a wide variety of clients in both the nonprofit and commercial worlds. CBA is a full service agency that provides consulting, marketing strategy and planning, test programs, analysis and projections, in-house creative and complete production services. Our experience includes lead generation for consumer mail order catalogs, magazine circulation marketing and promotion, college alumni marketing and fundraising and online education.

Visit [www.carlbloom.com](http://www.carlbloom.com) to learn more about our expert service, winning ideas and proven creative.

CBA is a leader in innovative work for the nonprofit world. Throughout our 30 year history we have been in the forefront of marketing and fundraising for many organizations. CBA has worked with more than 50 public broadcasting stations, libraries and museums such as MOMA, the Whitney Museum of American Art and the National Underground Railroad Freedom Center; social action organizations like Consumers Union (publishers of Consumer Reports), National Association of Railroad Passengers, Nature Conservancy, Friends of Animals, The Actors' Fund and many others.

We're proud to have launched the membership/fundraising programs for the New York Public Library, Carnegie Hall, American Ballet Theater, New York Ballet, Consumers Union and others.

Currently, CBA is working with libraries around the country to help them raise essential revenue through direct mail. We help libraries manage their precious budget dollars to maximize



returns while adding new donors who continue to make contributions year after year. Our library clients include: Queens Library, San Diego Public Library, Alameda County Library, Broward Public Library Foundation, San Jose Public Library Foundation, Carnegie Library of Pittsburgh, Newark Public Library and Las Vegas-Clark County Library District.

CBA's subsidiary, The Loyalty Marketing Group, Inc. (LMG), provides incentive and recognition programs that help build relationships with client members and customers. LMG also offers complete and comprehensive Web development and e-mail marketing. CBA is expanding its integrated marketing programs through combined and well-coordinated use of different media.

***Carl Bloom Associates, Inc.***

**81 Main Street, White Plains, NY 10601**

**T. 914.761.2800 F. 914.761.2744**

**[www.carlbloom.com](http://www.carlbloom.com)**