

ALADN 2016 Pre-Conference Brainstorm

The question posed by Karen Osborne to the group was “what is working, what isn’t, and what would we love to do?” Since what works for some doesn’t work for others and vice versa, we found multiple ideas in each section so below is a list of all the great initiatives and ideas happening in library development.

- Best proven practices
- Culture of philanthropy
- Lectures and special events
 - Co-sponsorship
 - Partnership with general university events
 - Orientation weekend parent events
 - Event follow-up: more strategic
 - Open houses
 - Special events docents
 - Performances
 - Author talks
 - Human Book event
 - Donors as living books
 - Students ask questions
 - Annual receptions (including galas)
 - Rare book events (VIP access, white glove receptions)
 - Regional events with alumni
 - Donor cultivation event in maker space to show how it works
 - Host visiting authors
 - Scholarship reception
 - Essay contest for stipend
 - Business after hours – chamber groups
 - Family/legacy events in archives
 - Brunch and book tour
- Student Engagement
 - employee engagement
 - employee reunion
 - advisory group
 - internships
 - undergraduate research award
 - scholarship awards
 - forums
 - student calls
 - international student engagement
 - Alum authors – invite them to meet with students
- Board engagement
- National volunteer organization that is focused on libraries
- National Council meetings

- Adopt-a-book program
- Fully utilized social media
- Fully digitized collections
- Digital stewardship
- 100% staff giving
- Embedded in institutional strategic plan
- Gift tax for library
- Partnerships
- Facility improvements
- Stable funding
- Perfect relationship with dev. office
- Support from president
- “Given” funding priority
- Tours
 - General
 - Hard hat tours
 - Library secrets
 - Special Collections
- Hands-on workshops
- Oral histories of donors
- Receptions with untargeted follow-up
- Identifying participants and following up
- Crowd funding
- Follow-up/engage with annual donors
- Increase swag
- Pop-up free library – bookmark take-away
- Demonstrate impact more clearly
- Engaging staff and librarians in philanthropy
- Use songs from sound archives to generate awareness
- Customized tour as auction items
- Planning/task force
- Task forces --- targeted commitments
- Involve donors in hiring (carefully)
- Library visiting committee
- Library presence in reunion every year
- Library town hall meetings --- monthly
- Library summer fellowships for faculty
- Research fellows program
- Library/IT council
- Volunteers --- setting expectations and defining role(s)
- Friends group
- Special Collections advisory group
- Newsletters – paper and interactive

- “Retirees”
- Legacy campaign
- Phonation/telefund
- Mass mailing
- Offsite exhibits
- Young alumni
- Time with Dean/staff to learn about needs
- Retreats with staff
- Board mixers
- “603 challenge”
- Oral Histories/Archives
- Dean make calls
- Engage parents
- Faculty engagement
- Partnerships with other campus groups
- Athletics partnership
- Legacy scholarship with Friends event
 - Performing arts
- Reunion lunches
- Library alumni outreach group
- Docent program
- Oral histories
- Donor and Student: Active project work
- Highlight impact stories of how library makes a difference