

The Care and Feeding of Sponsors



Presentation by:
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Acquiring and Retaining Sponsors

- Two pronged approach - "Getting to Know You"
 - Learning about us and the community we serve
 - Learning about our prospective donors

Learning About Us

- OPL's Community Survey showed 5 groups of library users in our community:
 - Parents with small children
 - Young schoolchildren
 - Teenagers
 - Retired, but active adults
 - Seniors (and shut-ins)

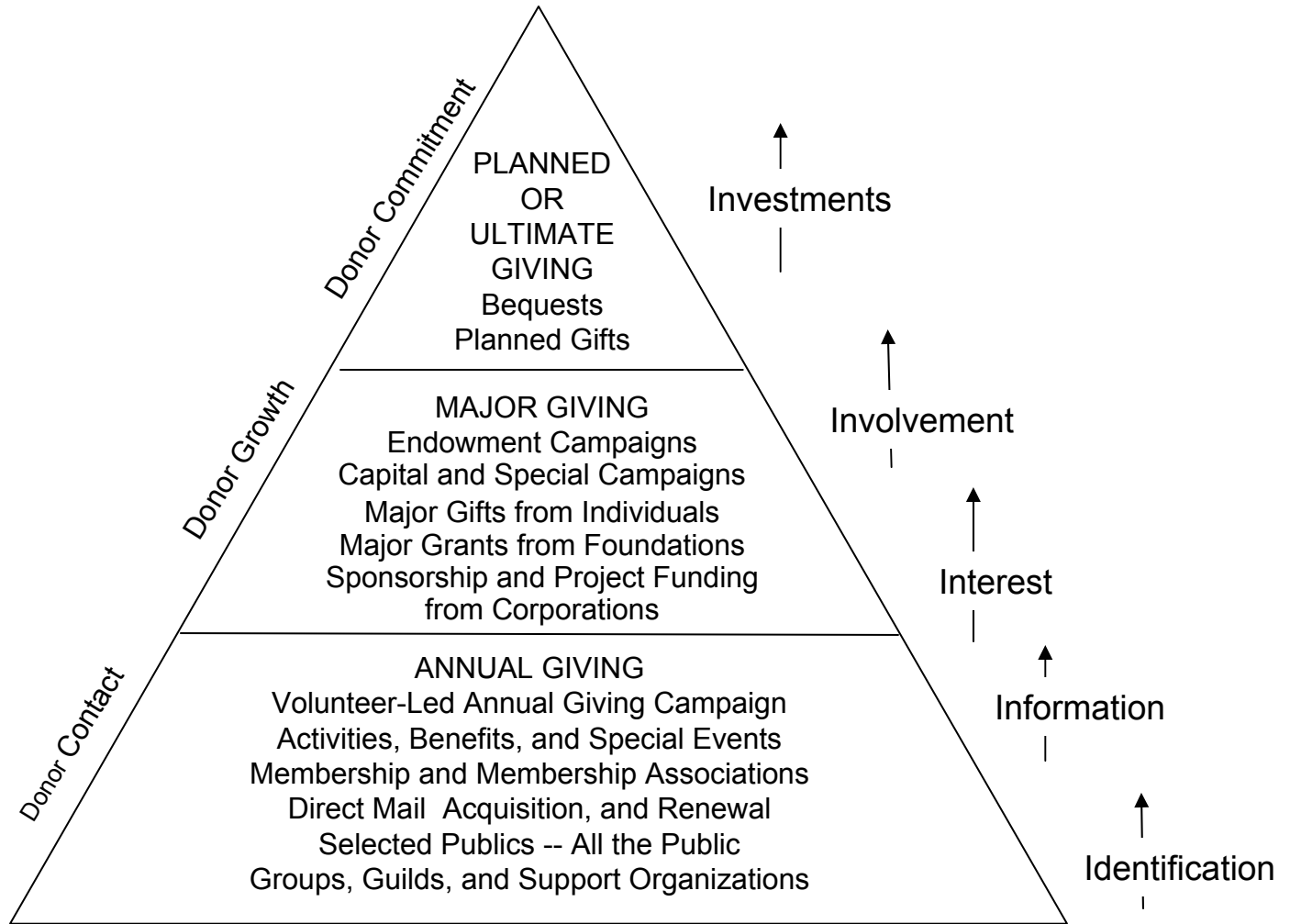


Potential Sources of Income

- Friends of Oakville Public Library
- Government Grants
- Donors from large corporations
- Donors from medium sized corporations
- Small individual donors, library patrons



The Pyramid of Giving





Donors – What Can We Do For You?

- How many people can donor expect to reach
- Invite input from the donor on what they would enhance at the library
- View donor as a specialist in areas where library could assist with resources (i.e. Canadian Living Cooking Demonstration)

Media Exposure

- TV appearances
- Press opportunities (i.e. PROCOR in Oakville Beaver)
- Advertising (i.e. Oakville Bus Ads)
- In the Library (i.e. PROCOR Backpack)



Media Exposure



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knowledge

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We're poised to serve you ... virtually anywhere.
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October is Public Library Month in Oakville.
Log on to our web site, www.opl.on.ca, for a chance to win a digital camera!

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Feed your mind, learn something new.

We'll point you in the right direction.
Start here - Lifelong Learning @ your library.™

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Follow-up Donor Sponsorship

- Invite the donor to see the result of their donation
- Invite local politicians to attend event functions
- Statistics to show programme acceptance
- Thank you reception event for sponsors
- Ongoing invitations to library functions



Donor Cultivation

- Know your corporate or individual sponsor
 - Know their planning cycle
- Repeat requests for new business initiatives
- Three (3) areas for future sponsorship:
 - Learn about Music
 - Learn about Wellness
 - Learn about Travel

@ your library™



Sponsor Value Added Incentives

- Sponsor's appreciate:
 - Exposure
 - Knowing donation was spent wisely
 - Positive feedback
 - Thank you

Thank you for your attention

