

Growing Philanthropic Dollars for Libraries

Computers in Libraries
Wednesday, March 29, 2017

PURDUE
UNIVERSITY
LIBRARIES

Kathryn Dilworth, Director of Advancement
Libraries and Purdue University Press

INTRODUCTION



PURDUE
UNIVERSITY
LIBRARIES



LILLY FAMILY
SCHOOL OF PHILANTHROPY
INDIANA UNIVERSITY
IUPUI

HIGHER EDUCATION FUNDRAISING MODEL

- ▶ Work in teams
 - ▶ Major gifts
 - ▶ Donor relations
 - ▶ Events
- ▶ Standardized opportunities
 - ▶ Scholarships
 - ▶ Faculty positions
 - ▶ Research
 - ▶ Special projects

CHALLENGE FOR THE ACADEMIC LIBRARY

- ▶ Library development job often entry to mid level position
- ▶ Transitional position for development professionals
- ▶ Often a lone fundraiser
- ▶ Or a fundraiser who raises money for units in addition to the library
- ▶ Library doesn't fit the standard higher education model for fundraising

WHAT HIGHER EDUCATION FUNDRAISERS THINK LIBRARY FUNDRAISERS DO

- ▶ Fundraise for a library/information science program
- ▶ Raise most of their money from other librarians
- ▶ Raise money for books
- ▶ Meet their goals through Gifts-in-Kind to the collection or archives

WHY BOTHER INVESTING IN FUNDRAISING?

- ▶ U.S. colleges raised \$40 Billion in 2015
- ▶ Giving to universities is increasing
- ▶ Higher Education giving is the top recipient for high net-worth giving
- ▶ Donors like to give to institutions they believe will be around for a while
- ▶ Personal, emotional connection to the institution
- ▶ Personal, emotional connection to the brand of the institution
- ▶ Funding is not going to go back up...

PHILANTHROPY IS GOOD FOR YOUR HEALTH

- ▶ People who volunteer are healthier and live longer
- ▶ People most often cite “meaning” as the most important purpose for their life
- ▶ Giving is better for the giver than the receiver
- ▶ Empathy is a factor in good health and longevity
- ▶ When asked why they give, most donors say “because it feels good”

COLLABORATION ACROSS CAMPUS

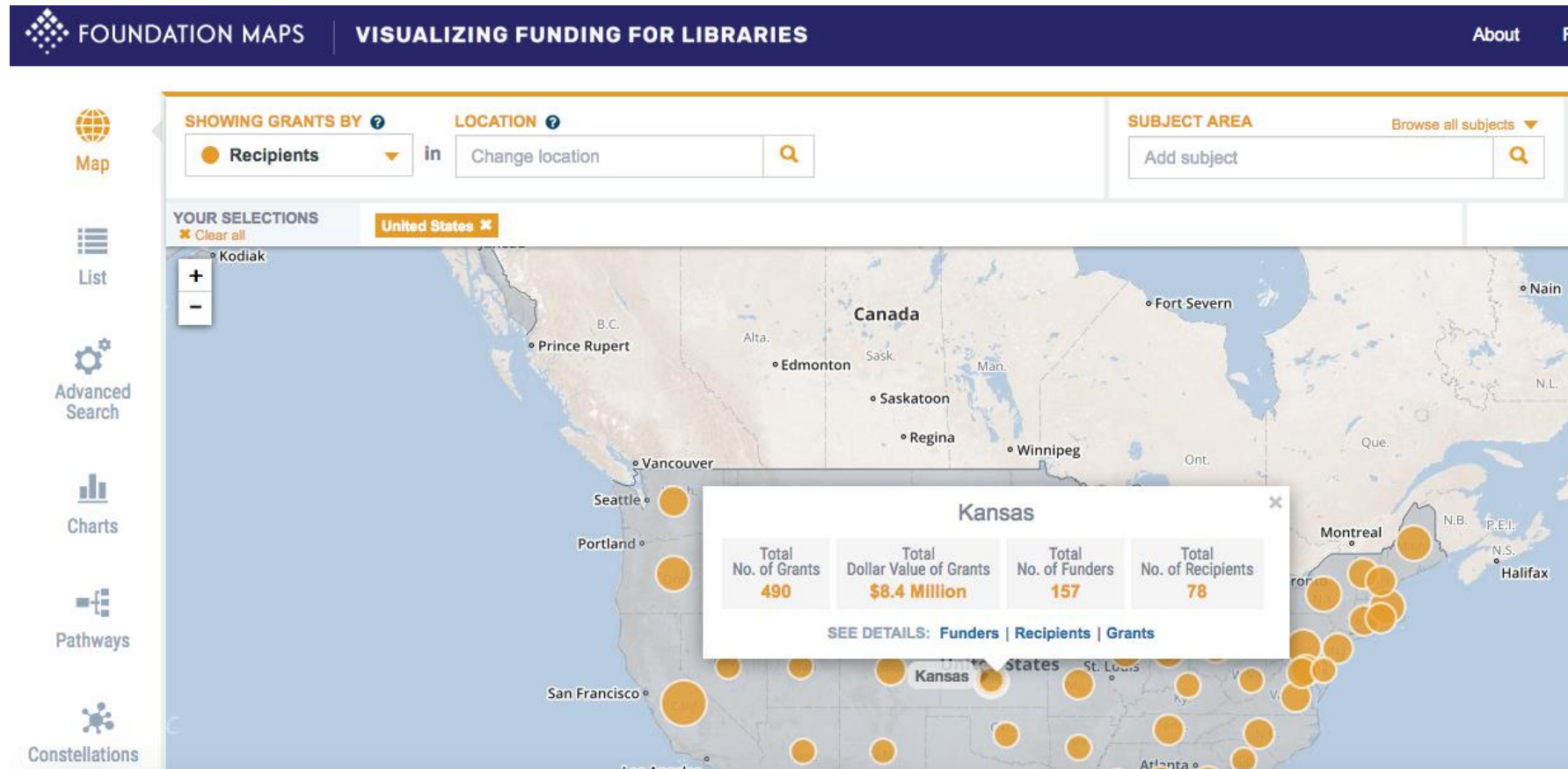
Sit at the Table

- ▶ Attaching the library to college and department proposals
- ▶ Include the library in large foundation and corporate proposals
- ▶ Position library resources and services similarly to academic units
- ▶ Sell “Information Literacy” as a overarching value

HELPING PROSPECT RESEARCHERS HELP YOU

- ▶ Don't simply accept prospect lists provided by central development
- ▶ Help them think outside the box
- ▶ They need to use some of their fancy prospecting tools for the library
- ▶ Research the full scope of their philanthropic giving
- ▶ Research social media activity

New Visualization Tool for Libraries Funding



CASES FOR GIVING

Information Literacy and Informed Learning

- ▶ Teaching and Learning
- ▶ Student Success
- ▶ Curriculum Development
- ▶ Align with individual Colleges and Departments
- ▶ Relevant IL events

CASES FOR GIVING

Archives and Special Collections

- ▶ Tying collections to areas of interest
- ▶ Preserving History
- ▶ Unique collections
- ▶ Archivist positions
- ▶ Research
- ▶ Instruction
- ▶ Gifts in Kind

CASES FOR GIVING

The University Press

- ▶ Notable alumni
- ▶ University history
- ▶ Books/journals with professional or educational alignment
- ▶ Digital Repositories
- ▶ Corporate data collections
- ▶ Open Access collections

CASES FOR GIVING

Capital Projects and Renovations

- ▶ Opportunity to message library to wide audience
- ▶ New library prospects
- ▶ Naming opportunities in central university building
- ▶ High exposure for donors
- ▶ Cultivate new donors for the mission of the Library

CASES FOR GIVING

Resources and Technology

- ▶ Put this on the library fundraiser's radar
- ▶ Re-message this giving opportunity
 - ▶ Resources = Learning Commons
 - ▶ Technology = Makers Spaces
 - ▶ Collections = Reading Rooms/Study Spaces

CASES FOR GIVING

Faculty Positions

- ▶ Named Faculty Chair was traditionally the most celebrated university gift
- ▶ Message donors about the value of named chairs to faculty and the library
 - ▶ Attracts top candidates
 - ▶ Protects valued positions
- ▶ Named Faculty Chair in the Library
 - ▶ University Archives
 - ▶ Chair of particular library or division - Chair of Engineering Library
 - ▶ Chair for topic area or division - Chair of Humanities
 - ▶ Chair for initiative - Chair of Information Literacy

CASES FOR GIVING

Student Support

- ▶ Traditional Scholarships
- ▶ Stipends for Student Workers
- ▶ Student Awards
- ▶ Programming

TOOLS FOR GIVING

All the Traditional Mechanism for Giving work for the Library

- ▶ Partnerships on campus
- ▶ Individual giving
- ▶ Foundations
- ▶ Corporations
- ▶ Sponsored research and government organizations
- ▶ Advisory councils
- ▶ Events
- ▶ Crowdfunding
- ▶ Social media

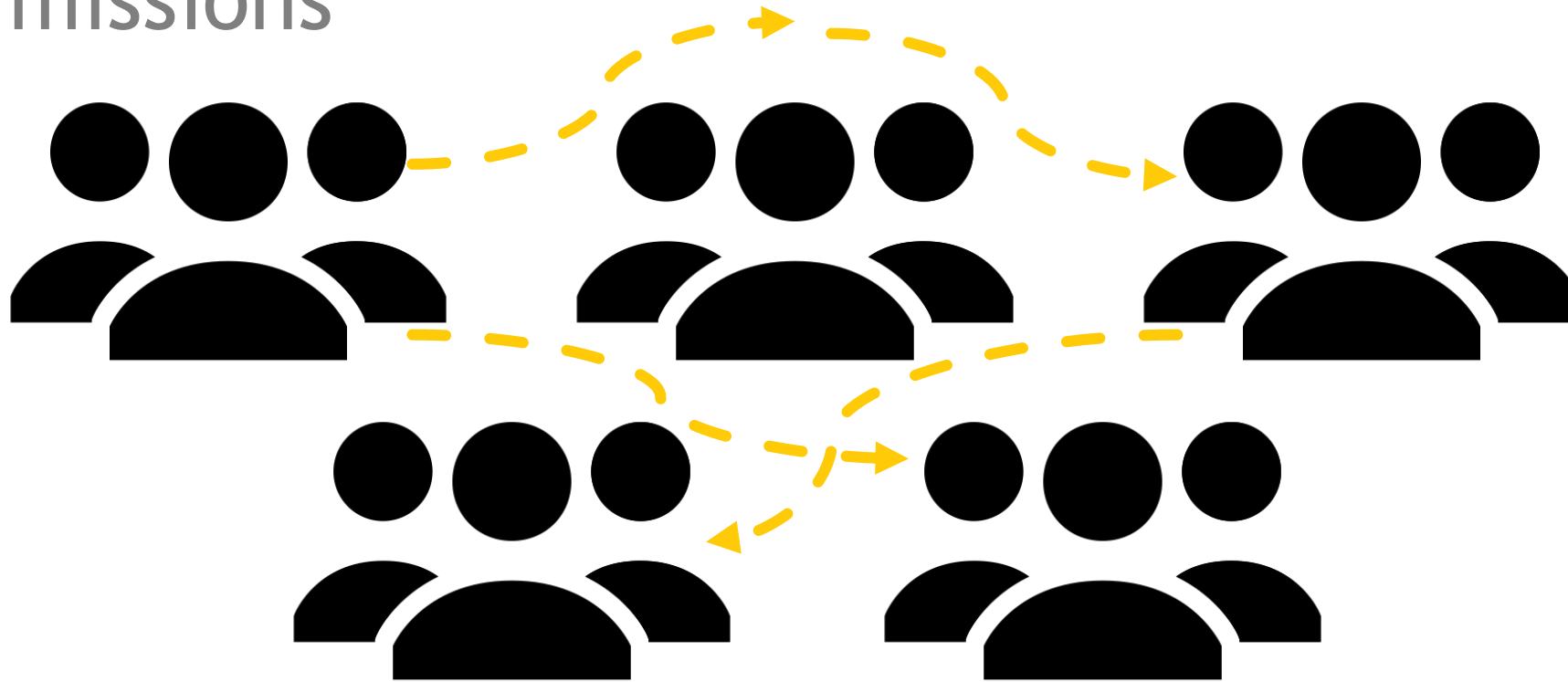
PHILANTHROPY IS NOT A SCARY MONSTER

- ▶ Anyone can learn this skill
- ▶ Lots of good training available
- ▶ Introverts can be very successful fundraisers
- ▶ The library has very interesting and exciting cases for giving

People and organizations have to put their money somewhere.

Why not with us?

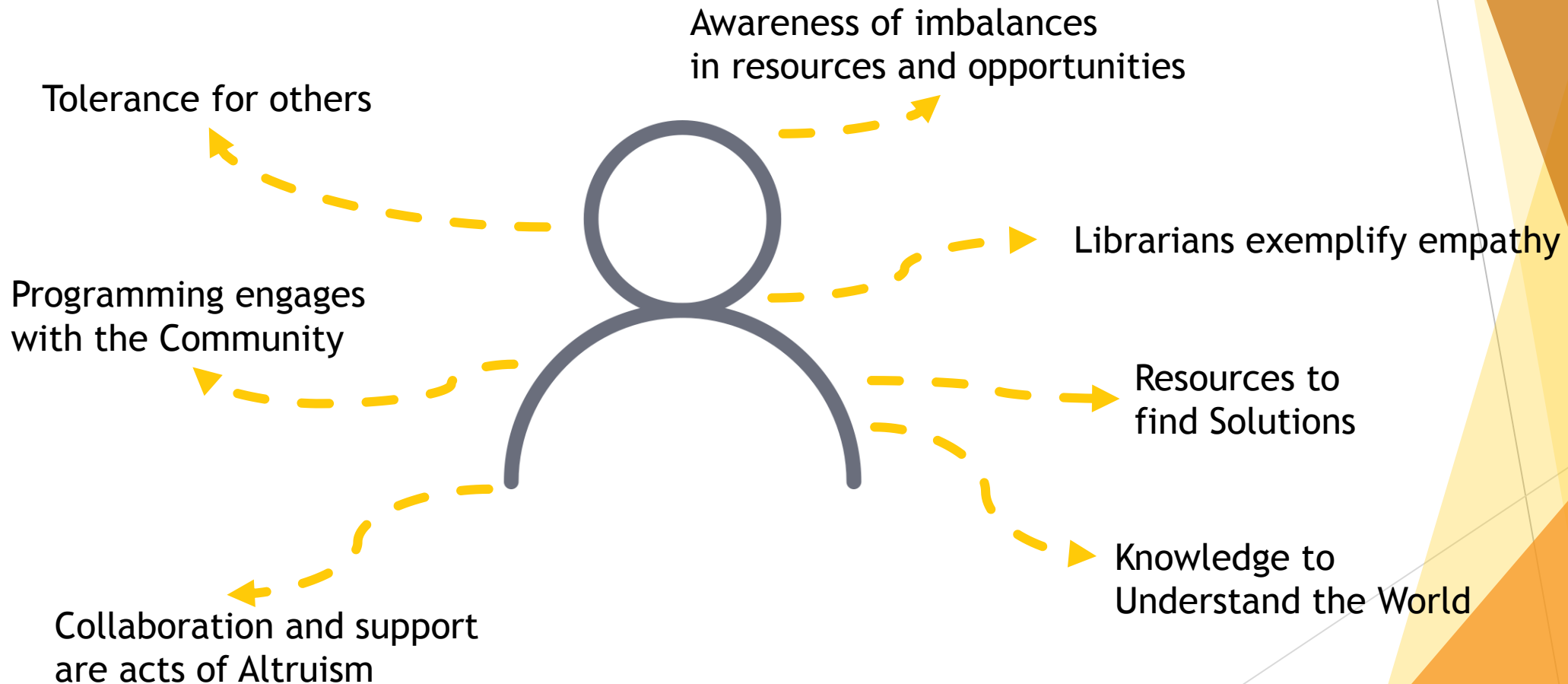
Libraries and Philanthropy have similar missions



PROVIDING A LEVEL PLAYING FIELD

PHILANTHROPY IN THE LIBRARY

Why it supports the Library Mission



INTERNAL PHILANTHROPY

Faculty Giving

- ▶ Support student workers
- ▶ Funding faculty research grants
- ▶ Awards programs
- ▶ Staff and faculty development committee

INTERNAL PHILANTHROPY

Student Giving

- ▶ Support student giving in campus-wide campaigns
- ▶ Be a source for information about volunteer and giving opportunities
- ▶ Support student philanthropy in library spaces
- ▶ Collect resources about philanthropy

INTERNAL PHILANTHROPY

Philanthropy Education

- ▶ Celebrate Philanthropy's impact on campus
- ▶ Align with National Philanthropy Day
- ▶ Speakers on topic of Philanthropy
- ▶ Philanthropy events with campus volunteer organizations
- ▶ Community Projects
- ▶ Tie it all to resources, technology and information literacy themes

WHY SHOULD THE LIBRARY BE THE
CENTER OF PHILANTHROPY ON CAMPUS?

**BECAUSE WE HAVE
ALL THE PEOPLE**



Thank you!

Kathryn Dilworth, Purdue Libraries

KFDilworth@prg.org

www.katphilanthropy.com