

CLEVELAND PUBLIC LIBRARY

Board Meeting

April 19, 2022

**RESOLUTION AUTHORIZING AMENDMENT TO AGREEMENT WITH JAROS
STRATEGY LLC FOR FUNDRAISING CONSULTING SERVICES**

WHEREAS, On November 18, 2021, the Board of Library Trustees authorized the Library to enter into an agreement with Jaros Strategy LLC to assist the Library with a system-wide fundraising campaign for outdoor spaces at the Library's branches for a total fee of \$85,000, with \$63,750 charged to the Library and \$21,250 charged to the Cleveland Public Library Foundation; and

WHEREAS, The agreement with Jaros Strategy retroactively covered services provided from August 1, 2021 through April 30, 2022; and

WHEREAS, The Chief of External Relations and Development recommends that the Library amend its agreement with Jaros Strategy to allow for the continuation of services through December 31, 2022; and

WHEREAS, Jaros Strategy submitted a proposal to the Library to continue providing fundraising consulting services through December 31, 2022 for an additional fee of \$96,000, of which \$72,000 would be payable by the Library and \$24,000 would be payable by the Foundation; now therefore be it

RESOLVED, That the Board of Trustees of the Cleveland Public Library authorizes the Executive Director, CEO, or his designee, to enter into an amendment to the agreement for fundraising consulting services with Jaros Strategy LLC, subject to the approval of the Director of Legal Affairs, for an additional fee not-to-exceed \$72,000, thus increasing the Library's portion of the total fee to an amount not-to-exceed \$135,750, which amount shall be charged to the General Fund Account 11200053-53710 (Professional Services).

April 15, 2022

TO: Director Felton Thomas and Shenise Johnson-Thomas, Cleveland Public Library

FROM: Julie Conrad and Susan Jaros, JarosStrategy

RE: JarosStrategy Fourth Scope

Scope of Services: May 1, 2022 – December 31, 2022

This scope of work reflects a continuation of JarosStrategy's third scope of work (as approved by CPL and CPLF in 2021) to ready CPL and CPLF to embark on a fundraising campaign for outdoor capital enhancements for the Facilities Master Plan.

- Overseeing LAND studio work as it relates to fundraising and marketing/communications for outdoor capital enhancements for the Facilities Master Plan
- Engaging with CPLF Board and Staff to identify new prospects (branch and system-wide) for outdoor capital enhancements for the Facilities Master Plan
- Determining working campaign goal scenarios and cash flow implications for outdoor capital enhancements for the Facilities Master Plan
- Conducting stakeholder interviews, including go-back interviews with The Cleveland Foundation, Gund, and Char Fowler
- Developing gift table and prospect-specific strategies for outdoor capital enhancements for the Facilities Master Plan
- Creating donor recognition and naming opportunity strategies and policy/procedural recommendations for outdoor capital enhancements for the Facilities Master Plan
- Developing case for support document for outdoor capital enhancements for the Facilities Master Plan; crafting messaging/positioning for campaign materials and communications plan in support of the campaign, in partnership with CPL Marketing
- Developing campaign theme for outdoor capital enhancements for the Facilities Master Plan
- Conducting 1 Fundraising Strategy Team session to update on progress and help inform strategy

- Identifying campaign leadership and creating engagement structure for outdoor capital enhancements for the Facilities Master Plan
- Recommending staffing structure to mount a campaign for outdoor capital enhancements for the Facilities Master Plan
- Creating integrated timeline for design and implementation, cash flow, fundraising and communications for outdoor capital enhancements for the Facilities Master Plan
- Providing updates to various CPL committees and boards, including Public Art Committee, CPL Board meetings, CPLF board meetings, etc.
- Managing campaign committee meetings, including structuring agendas; attending and facilitating meetings; and, developing committee communications*
- Providing general fundraising consulting services as necessary to accomplish the goals and objectives assigned, or as otherwise requested by staff
- Coaching for cultivation and solicitation efforts*
- In partnership with CPLF, monitoring campaign progress, recommending next steps, and evolving the campaign strategy as necessary*

**Assumes campaign launch prior to December 2022*

Fees and Fee Schedule

The above scope of work will be billed as a fee of \$96,000.

Per your direction, the total project (\$96,000) will be shared by CPL (75 percent of project: \$72,000) and CPLF (25 percent of project: \$24,000). Following is the fee schedule (noting invoice dates):

May 1, 2022

CPL: \$9,000

CPLF: \$3,000

June 1, 2022

CPL: \$9,000

CPLF: \$3,000

July 1, 2022

CPL: \$9,000

CPLF: \$3,000

August 1, 2022

CPL: \$9,000

CPLF: \$3,000

September 1, 2022

CPL: \$9,000

CPLF: \$3,000

October 1, 2022

CPL: \$9,000

CPLF: \$3,000

November 1, 2022

CPL: \$9,000

CPLF: \$3,000

December 1, 2022

CPL: \$9,000

CPLF: \$3,000

January 1, 2023

CPL: \$9,000

CPLF: \$3,000