



CLEVELAND PUBLIC LIBRARY

Library Foundation

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Presentation Points

- CPL Foundation: Today
- CPL Foundation: Tomorrow
- CPL Foundation: Next Steps

CPL Foundation: Today

Fundraising Efforts

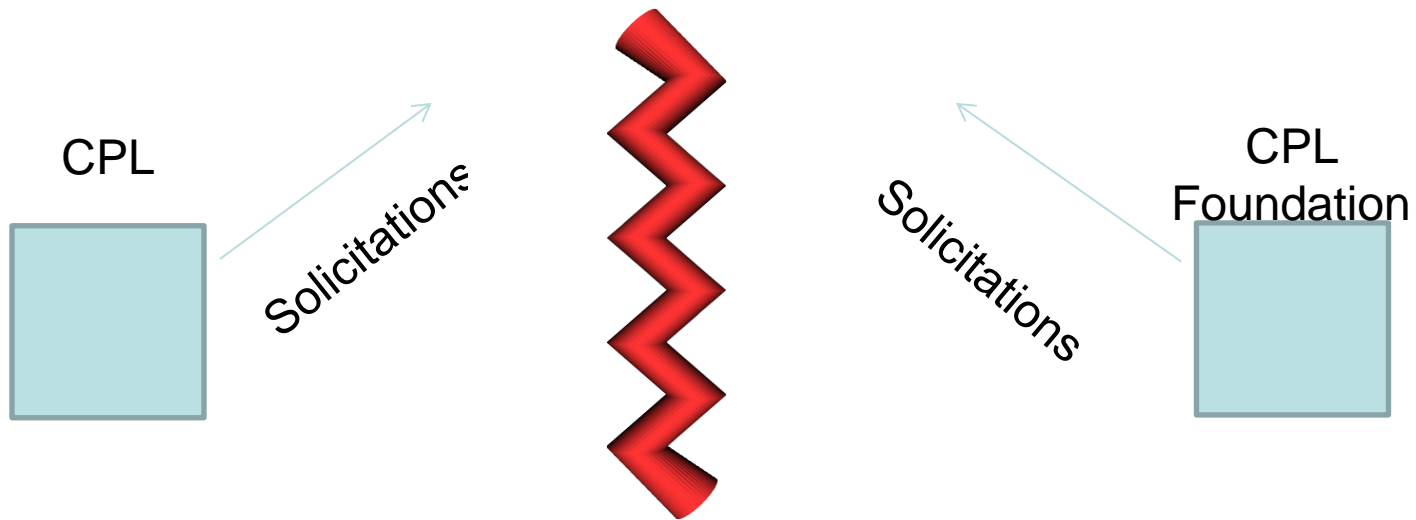
- Book Sales
- Annual Appeal
- Grant opportunities
- Special Events

Library Foundation

CPL Foundation: Today

Organizational Structure

The Cleveland Community



Current Organizational
Structure

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Disadvantages...

- High staff expenses
- Independent messages
- Duplication

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CPL Foundation: Tomorrow *Fundraising Efforts*

- Strategies and implementation for...
 - Corporate Giving
 - Major Gifts
 - Planned Giving
- Annual Appeal
- Strategic Special Events
- Earned Income (Book sales, etc)

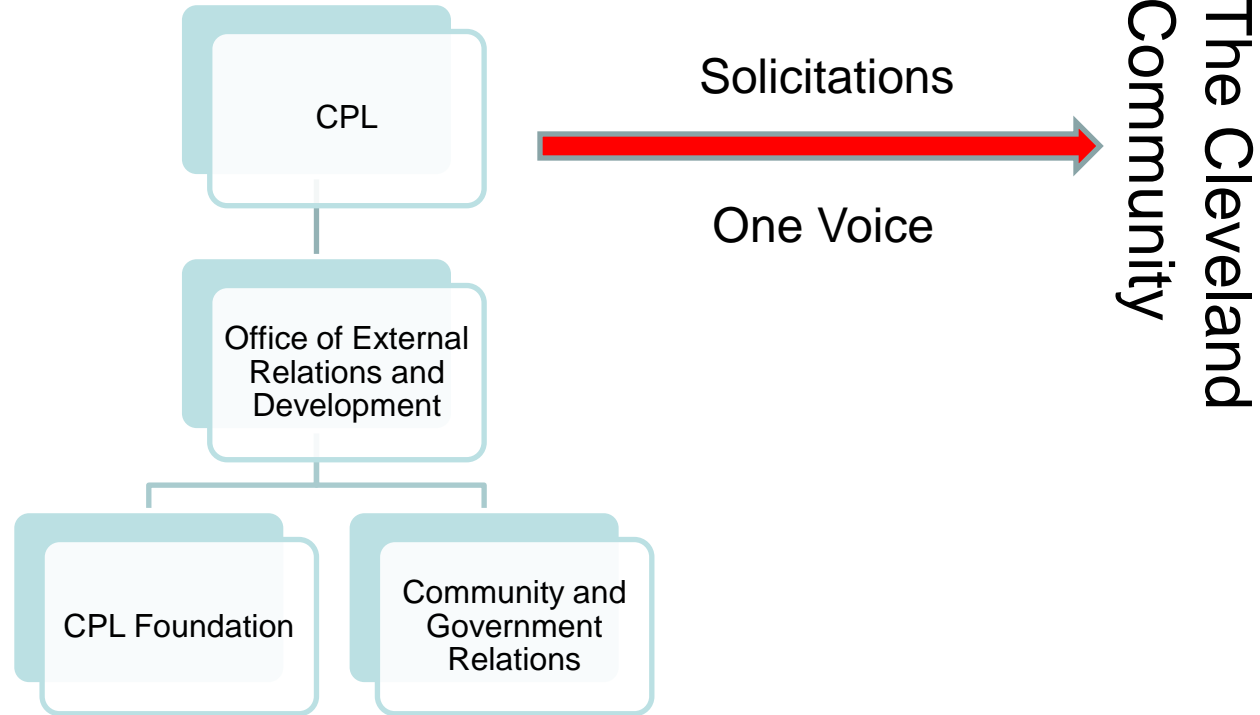
Sowing seeds for the future



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CPL Foundation: Tomorrow

Organizational Structure



New Organizational Structure

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Advantages...

- Cost Savings
- Marketing Economies
- Efficiency
- Increased resources

Next Steps

- CPL Foundation Board efforts
- CPL and CPL Foundation agreement reviewed and revised
- New organizational structure instituted

Library Foundation & Advocacy

Development & Advocacy Interconnectedness

Library Advocacy	
Type	Goal
General	Awareness
Action-Driven	Fundraising
Political	Vote Yes

Efforts to date...

- Passage of Issue 60
- Metropolitan Libraries of Ohio (MLO) advocacy
D.C. visit
- Review and re-assessment of CPL Board's
advocacy task force

Library Advocacy

Efforts to date...

- CPL suggested advocacy priorities
- Contributions to the Library Services and Technology Act (LSTA) appropriation for FY18 budget with an additional \$9 million in appropriations
- Preliminary advocacy outreach plan to support advocacy priorities

Library Advocacy

Next steps...

- Review and provide feedback on the advocacy outreach plan
- Begin executing ***education outreach efforts*** in preparation... and the next ***operating budget cycle for the state***



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Questions?