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## THE QUESTIONNAIRE

### CHAPTER 1 – TOTAL FUNDRAISING AND GRANTS VOLUME

1. Of the total amount of funds raised or received in donations by the library in 2013, what percentage came from \_\_\_\_\_?
  - A. Individuals
  - B. Corporate grants/donations
  - C. Foundation grants
  - D. Government grants
  
2. Describe how the source of fundraising and donation revenue for the library has changed over the past three years.

### CHAPTER 2 – FRIENDS OF THE LIBRARY

3. If the library does have a “friends of the library” group, how many members does this organization have?
  
4. How many members have joined this group in the past year?
  
5. How much did the friends of the library group raise for the library in \_\_\_\_\_?
  - A. 2012
  - B. 2013
  
6. About how often does this group meet?
  
7. Describe a few of your friends of the library group’s most effective fundraising events.

### CHAPTER 3 – BOOK SALES AND SALES OF OTHER INTELLECTUAL PROPERTY

8. How much did the library raise through book sales and the sales of other library materials such as DVDs, CDs, and magazines in \_\_\_\_\_?
  - A. 2012
  - B. 2013
  
9. Of the amount raised, approximately what percentage was from \_\_\_\_\_?
  - A. Book sales

- B. Periodicals
  - C. Sales of DVDs, CDs, and other non-print materials
10. Does the library have a book “wish list” that library patrons or browsers of the library website can view and then buy the book for the library from Amazon or some other bookseller?
11. If your library has such a wish list, how many books were purchased for the library through this system in the past year?

#### **CHAPTER 4 – ANNUAL FUND DRIVE**

12. Does your library have an annual fund drive?
13. What is the budget for the annual fund drive for labor, promotion (such as direct mail), phone calls, events, entertainment, and any other costs?
14. How much did the library raise through the annual fund drive in \_\_\_\_\_?
- A. 2012
  - B. 2013
15. How has the library’s annual fund strategy changed over the past five years? Is it relying more or less on direct mail? Have events come to play a more major role or not? Have costs increased or not? Comment on recent changes.
16. What is the single idea that most improved your results for your annual fund drive?

#### **CHAPTER 5 – MEMORIALS, TRIBUTRES, AND TRUSTS**

17. How much has the library cumulatively received through \_\_\_\_\_ over the past three years?
- A. Naming rights
  - B. Memorials
  - C. Tributes
18. Has any sum of money or other tangible assets been left to the library in a will or through a trust in the past five years?
19. What is the monetary value of the total of what has been left to the library in wills or other bequests over the past five years?

## CHAPTER 6 – ONLINE FUNDRAISING

20. Does your library have a “donate” button (or similar function) on the library’s \_\_\_\_\_?
- A. Website
  - B. Facebook page
  - C. Blog
  - D. YouTube channel
21. Does your library have a “donate” button (or similar function) on any other venue?
22. How much did the library raise specifically through online donations in \_\_\_\_\_?
- A. 2012
  - B. 2013
23. What has been your library’s most effective means of online fundraising and how did you use it?

## CHAPTER 7 – DEVELOPMENT OR FUNDRAISING STAFF

24. Does the library have a fundraising or development staff?
25. What has been the budget trend for the library’s development or fundraising staff over the past two years? Has its budget increased or decreased? If so, by how much? What is the outlook for the future?
26. Please describe some of the most effective fundraising special events staged or held by the library, the friends of the library, a library foundation, or any other group.

## CHAPTER 8 – GRANTS

27. How much did the library raise through grants in \_\_\_\_\_?
- A. 2012
  - B. 2013
28. How much manpower did the library expend in trying to obtain grants in the past year?\*

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\* If one full-time employee spent all of his/her time on grant applications, this would be 1,800 hours.

## The Survey of Public Library Fundraising Practices

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29. Please name some of the library's most important grants received over the past five years and, if possible, the amount and source.
30. What are your favorite information sources about library fundraising? Mention blogs, listservs, conferences, and other sources that have been useful to you.



## **SURVEY PARTICIPIANTS**

Ada Community Library  
Alexander Memorial Library  
Arlington Public Library  
Austin Public Library  
Bennington Public Library  
Brentwood Library  
Brillon Public Library  
Butler Library  
Canyon Area Library  
Coralville Public Library  
Crowley Public Library  
Deshler Public Library  
Enosburg Falls Public Library  
Harlingen Public Library  
Haslet Public Library  
Hooker County Library  
Jessie F. Hallett Memorial Library  
Krum Public Library  
Lawler Public Library  
Library District #2 of Linn County  
Marigold Library System  
Millersburg Community Library  
Morrill Public Library  
Morton-James Public Library  
Muehl Public Library  
New Braunfels Public Library  
Olin Public Library  
Perry Public Library  
Pflugerville Public Library  
San Marino Public Library Foundation  
Sandusky Library  
Shaker Heights Public Library  
Shepherd Public Library  
Southside Regional Library  
Spillville Public Library  
Swaledale Public Library  
Van Meter Public Library  
Van Zandt County Library  
Wahoo Public Library  
Will Rogers Library  
Williams Public Library

## CHARACTERISTICS OF THE SAMPLE

Overall sample size: 41

### By Friends of Library Group

Has a "friends of library" group	30
Does not have a "friends of library" group	11

### By Budget

Less than \$100,000	13
\$100,000 to \$499,999	14
\$500,000 or more	14

### By Population Served

Less than 2,500	14
2,500 to 19,999	13
20,000 or more	14

### By Money Raised in 2013

Less than \$5,000	13
\$5,000 to \$14,999	10
\$15,000 to \$49,999	7
\$50,000 or more	11