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THE QUESTIONNAIRE

CHAPTER 1 – TOTAL FUNDRAISING AND GRANTS VOLUME

1. How much did the library raise from all sources through fundraising, grants, and donations in _____?
 - A. 2012
 - B. 2013
2. Of the total amount of funds raised or received through donations to the library in 2013, what percentage came from _____?
 - A. Individuals
 - B. Corporate grants/donations
 - C. Foundation grants
 - D. Government grants
3. Describe how the source of fundraising and donation revenue for the library has changed over the past three years.
4. What is the total dollar value (over the life of the grants) of the grants won by the library over the past three years?
5. Does the library have one or more full-time personnel whose main job is to apply for grants?
6. How many full-time equivalent positions would you say are devoted to grant applications?*
7. What do you think of the overall environment for library grants for both public and private sources?

CHAPTER 2 – BOOK SALES AND SALES OF OTHER INTELLECTUAL PROPERTY

8. In the last two years, has the library raised any money through book sales and the sales of other library materials such as DVDs, CDs, or magazines?
9. If so, how much money did the library raise in _____?
 - A. 2012
 - B. 2013

* If the library has one full-timer devoted to grants, another person who devotes 40 percent of his time, and a third who devotes 20 percent, then the answer would be 1.6.

10. Of the amount raised, approximately what percentage was via _____?
- A. Book sales
 - B. Periodicals
 - C. Sales of DVDs, CDs, and other non-print materials

CHAPTER 3 – ANNUAL FUND DRIVE

11. Does your library have an annual fund drive?
12. If the library does have an annual fund drive, what is its budget for labor, direct mail and other forms of promotion, phone calls, events, entertainment, and all other costs?
13. If the library had an annual fund drive in _____, how much did the library raise that year?
- A. 2012
 - B. 2013
14. If the library had an annual fund drive in _____, how much did the library spend on direct mail appeals for the fund?
- 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 4 – FRIENDS OF THE LIBRARY

17. Does your library have a "friends of the library" group (or other such group)?
18. If the library does have a "friends of the library" group, how many members does this organization have?
19. If the library does have a "friends of the library" group, how much did this organization raise for the library in _____?
- A. 2012
 - B. 2013

20. Describe a few of the “friends of the library” group’s most effective fundraising events.

CHAPTER 5 – MEMORIALS, TRIBUTES, AND NAMING RIGHTS

21. Has your library (to the best of your knowledge) ever garnered revenue from the sale of naming rights or through other forms of personal tribute such as plaques, dedicated bricks, or any other ways of honouring individuals and institutions in this manner?
- A. Yes
 - B. No
 - C. No, but we are planning on it
22. If so, then please describe these instances and, if possible, the amounts of revenue accrued through them.

CHAPTER 6 – ONLINE FUNDRAISING

23. Does your library have a DONATE button (or similar function) on the _____?
- A. Library website
 - B. Library Facebook page
 - C. Library blog
 - D. Library YouTube channel
24. How much did the library raise specifically through online donations in _____?
- A. 2012
 - B. 2013
25. What has been your library’s most effective means of online fundraising and how did you use it?
26. Does the library have an email list of potential donors to whom it sends email appeals for funds?
- A. The library has its own list
 - B. The library uses lists from the college
 - C. The library has its own list and uses lists from the college
 - D. The library does not send out such emails

CHAPTER 7 – WILLS, ESTATES, AND TRUSTS

27. 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?
28. If so, what is the monetary value of the total of what has been left to the library in this manner over the past five years?

CHAPTER 8 – DEVELOPMENT OR FUNDRAISING STAFF

29. Does the library have a fundraising or development staff?
30. If so, what is the full-time equivalent employee total in the library's development or fundraising office?
31. 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? By how much? What is the outlook for the future?
32. What has been the level of the library's cooperation with the college or university advancement or fundraising staff? Have they taken the library's concerns and needs adequately into account? If the library has its own fundraising or advancement staff, how does it cooperate (or not) with the college staff?

CHAPTER 9 – SPECIAL EVENTS

33. Approximately how many special events does the library hold each year for which it may require admission or a donation for attendance?
34. Describe some of your library's most successful fundraising events in recent years.

CHAPTER 10 – ENDOWMENTS

35. Has the library added any new endowments for books, materials, or other purposes in the past year?
36. If the library has added any new endowments in the past three years, please outline their general purpose and the amounts of yearly revenue they are expected to generate.

SURVEY PARTICIPANTS

California State University, Fresno
Gogebic Community College
Indiana University of Pennsylvania
Lyon College
Maranatha Baptist University
Pfeiffer University
Renton Technical College
Saint Mary's College of California
Salisbury University
Santiago Canyon College
University of California, Davis
The University of North Carolina at Greensboro
University of Wisconsin-Milwaukee
Wheeling Jesuit University

CHARACTERISTICS OF THE SAMPLE

Overall sample size: 14

By Library Budget*

Less than \$1 million	7
\$1 million or more	6

By Annual Full-Time Tuition

Less than \$10,000	7
\$10,000 or more	7

By Public or Private Status

Public	9
Private	5

By Full-Time Enrollment

Less than 1,500	4
1,500 to 9,999	5
10,000 or more	5

By Carnegie Class

Community college or 4-year college	7
MA-/PhD-granting college or research university	7

* One participant did not answer this question.