

Going Outside the Box: Tips on Fundraising from Broadcasting

Presented by Ed Rossman

Wednesday, April 10, 2019

Florida Library Association Annual Conference

Wednesday, May 15

1pm Friends session 1 - Preparing for a Crisis

230pm Friends session 2 - After the Crisis

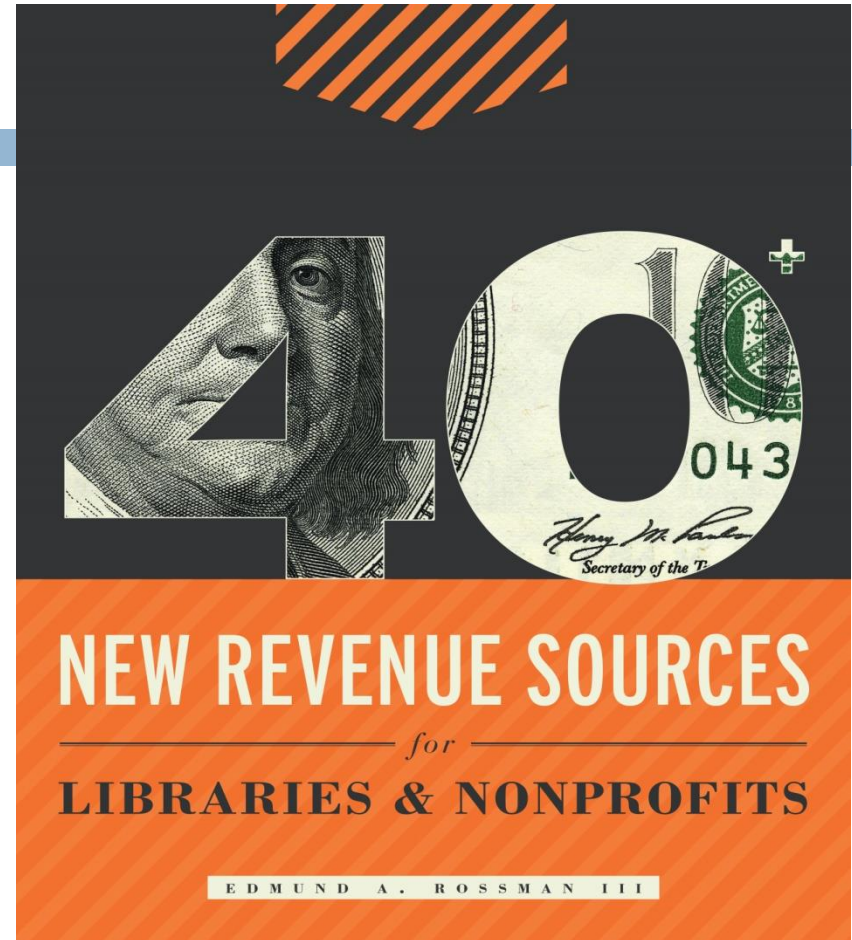
Ideas on Topic

Book Review: 40+ New
Revenue Sources for
Libraries and Nonprofits

More ideas:

[Facebook.com/rev4lib](https://www.facebook.com/rev4lib)

eCourse beginning July 8,
2019 and continuing for 4
weeks



Money woes? Like being in a box!



What can put you in a box?

Typical Problem

Cuts in State Funding

Rising Health Costs

Rising Material Costs

Rising Repair Costs

Typical Reaction

Cutting Hours

Cutting Personnel

Cutting New Material

Cutting Expenses in
Programming and
Services

Look outside the box!

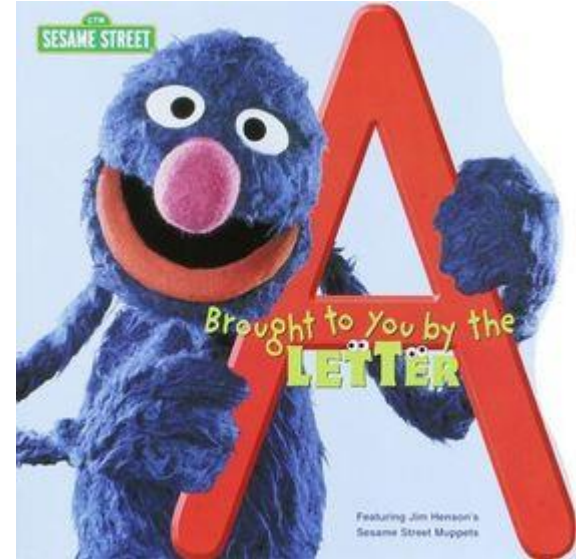
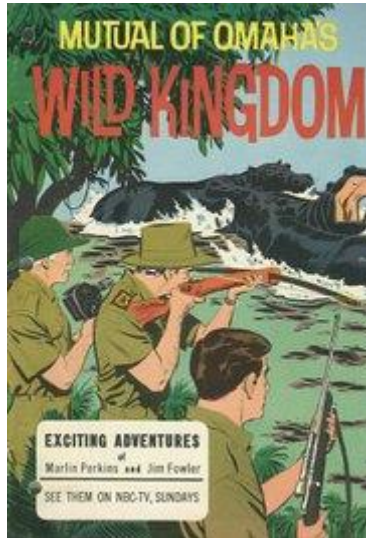


"If the wind will not serve, take to the oars."

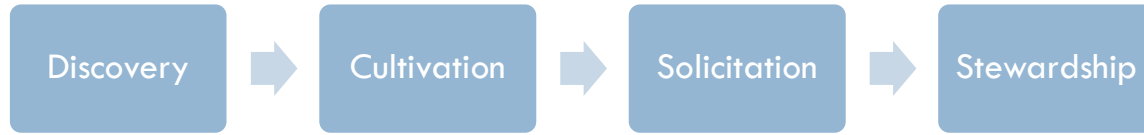
- Latin Proverb

- 1 Sponsorship (SP) In Newsletters
- 2 SP Websites
- 3 SP Podcasts
- 4 SP Cable programming
- 5 SP Calendars & Special Publications.
- 6 SP Digital signage
- 10 SP Book Plates
- 17 SP Events/ Programs
- 24 Naming Rights (NR): Buildings
- 25 NR/SP: Collection Areas
- 26 NR/SP: Furniture
- 27 NR/SP: Materials
- 28 NR/SP: Rooms
- 29 NR/SP: Own –a-Day
- 32 SP Receipts

Naming Rights – how something is known
Sponsorships – how something is provided



4 Steps of Sponsorship Development



1. Discovery

Staff brainstorms for prospects to have
Personal introductions

2. Cultivation

Can we come back and
really talk?

3. Solicitation

Here's what we can do!

4. Stewardship

Acknowledge their support
Keep connected

Broadcasting Model

- Revenue earned through ads
- Value based on considerations like:
 - ▣ Length
 - ▣ Time of day
 - ▣ Popularity of placement area
 - ▣ Product categories
 - ▣ **Impression** projection / Value!!!!



Advertiser Product Categories

Top 10 - Great sources of co-op money

Computers

Telecommunication

Financial and legal

Insurance

Automobile

Food Services (fast food, convenience and grocery store)

Restaurants

Personal care products

Real Estate and landscaping

Travel



Advertiser Product Categories

Potential advertisers product categories arranged by Dewey Decimal and Library of Congress classifications (Dewey and LOC)
Advertiser Product Category

000; A; Q; P; Z

Computers; Telecommunication services*;

300 H; K; L

Financial and Legal services*; Insurance*;

Schools

900; D, G

Travel services*



Establishing Value

- How to justify the pitch to the sponsor
- Biggest rookie mistake: undervaluing what you have to offer.



Advertising Rates Formula / CPM

- Cost of exposing 1,000 audience members to a message, dividing the total cost by audience (in thousands)

Calculating CPM

\$500 monthly sign cost

30,000 patrons passing by

$$500/30 = 16 \text{ CPM}$$

Compare to CPMs in other mediums in your market

Example of CPM Use – Alaskan Dispatch Media Kit Digital Ad

adn.com

RATE & PLACEMENT GUIDE

*adn.com rates are in CPM or Cost Per Mille (in Latin mille means thousand). Being able to purchase impressions, or views, by the thousand allows us to create individually unique campaigns that fit your budget and give you the very best exposure.

DIGITAL DISPLAY RATES

STANDARD AD POSITIONS/DESKTOP	CPM
300 x 250 A	\$19
300 x 250 B, C	\$8
300 x 250 <i>In-Story</i>	\$17
728 x 90	\$12
300 x 250 <i>Run-of-Site</i>	\$12

*All above ad positions include Run-of-Site mobile impressions.

Pencil Ad	\$21
Floorboard	\$20

*All above CPMs include targeting to Alaskans or all traffic.

ADD-ON OPTIONS	
City level targeting	\$2
Rich media	\$5
Day parting	\$2
Roadblock (300x250 & 728x90)	\$2 per position

STANDARD AD POSITIONS/MOBILE	CPM
300 x 250 <i>In-story</i>	\$19
300 x 250 <i>Run-of-Site</i>	\$14
Scroll-Mo* 100K+ impressions	\$25
Scroll-Mo* 50K-99K impressions	\$35

*Minimum buy of 50K impressions required.

Example of CPM use / iHeart radio

Get Heard. Be Loved.

Connecting Your Brand with Our Audience.

Start-Up	Growth	Enterprise
\$5,000/mo	\$10,000/mo	\$25,000/mo
Includes	Includes	Includes
Minimum Audience Exposure of 250,000 1 Script (+1 revision) 1 Produced commercial (+1 revision)	Minimum Audience Exposure of 500,000* Up to 2 Scripts (+1 revision) Up to 2 Produced commercials (+1 revision)	Minimum Audience Exposure of 1,500,000* Up to 5 Scripts (+2 revisions) Up to 5 Produced commercials (+2 revisions)
\$149 Activation Fee	\$99 Activation Fee	NO Activation Fee

*Features such as Endorsements, Station On-Site, :15 or :60 second Audio Commercials are also available.
Ask your iHeartMedia Account Executive for more information!*

Own-a-Day Naming Rights



James V. Brown Library

\$1,200.000 booked in April '19!

April 2019						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 Kiwanis Club of Williamsport	2 Bill Hoffmann	3	4	5	6
7	8	9	10 Happy Birthday, David L. Phillips	11 In memory of John and Ruth Beisman	12 Grace Page Day	13
14 Logan and Adelyn Bastien & Zachary and Tristan Campbell Day	15	16	17 AristaCare at Loyalsock Day	18	19 Dr. and Mrs. Kenneth Cooper and family Day	20
21	22 In loving memory of Becky Walke	23 In memory of Edna M. Schooley	24	25	26	27
28	29 Jim Cunningham Day	30 In memory of Miriam S. Mix				

Broadcast concepts in play

Different rates and language for businesses?

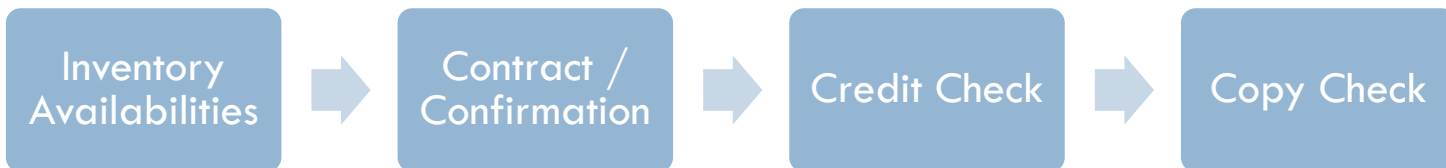
\$150 Business rate

10,000 impressions (foot traffic, page views, etc.)

$$150/10 = 15 \text{ CPM}$$

Compare to CPMs in other mediums

No matter if sales are to public or business, this procedure is useful



Curtains Rising



Seek to establish value!

"It wasn't raining when Noah built the ark." - Howard Ruff. Now is the time to build programs, usage, "ratings"!

Craft stories of outputs and outcomes.

Broadcasting is built on drama! Shows, games, sports!

Be something prospects want to bring to others



Good luck! Contact me!

- (216) 392-0200
- erossman74@yahoo.com
- www.facebook.com/rev4lib
- <https://www.linkedin.com/in/erossman74>

To buy the book:

- <https://www.alastore.ala.org/content/40-new-revenue-sources-libraries-and-nonprofits>



Exercise 1 - Policy Audit

- A good way to get Staff/Board cooperation rolling!
- Your policies guideline audit
 - ▣ Look through your organizations policies for guidelines on naming rights / sponsorships. Are any product categories prohibited?
 - ▣ Investigate policies for your oversight organization; ex: school board, university, city or county government.

Exercise 1 Prompts

Common questions to ask about policies and sponsorships:

- Will the sponsor be able to use YOUR organizations logo on anything?
- Would you make your databases of Friends, etc. *available* to the Sponsor/
Under what restrictions?
- Will you officially endorse the sponsors products or services?
- Will you collaborate on program or event content?
- Are there business categories **off-limits** ? (firearms, tobacco or spirits?)
- Are there product or service *standards the sponsor must meet*? BBB-Listed?
Credit Check?

Exercise 2 – Discovery for sponsors

Potential sponsor brainstorming/audit joint exercise!

- Come up with top 25 potential local sponsors
- Describe 3 ways, use simple table columns:
 1. Have a close local tie; friend, family y/n
 2. Existing or past sponsor? y/n
 3. Are they a neighbor to your facility
but w/ no past use and no personal ties y/n

Exercise 3: Media Audit Part 1

- To help you start off with the 1st move, the Discovery process, do a media use audit of your service area:
- Gather a few weeks of local publications (Newspapers, entertainment magazines, etc.)
- Set up a recording device for local TV (PBS and commercial) and cable channels that relate to your mission (if time is precious you might skip the Golf Channel and spend time auditing the History Channel).
- Task people to listen to top rated and NPR radio stations, especially at key times.
- If there are major athletic rides, races or other types of community cause-focused fund-raisers sponsored in part by several companies, review these as well.
- Record the business names, product category (fast food, car sales), media used, number of units (print or broadcast ads), and frequency (guesstimates ok!)
- This environment scan will give you a good prospect list. Who in your community advertises, when and how? You can then use this information to brainstorm about who knows someone in those advertising organizations.
- Also, if you have Reference-USA you could see if that company is there and who is listed in the “Competitors section”. Or, go old school and use your yellow pages.

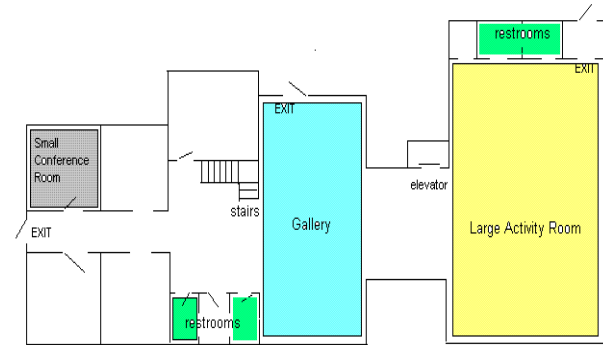
Exercise 4: Media Audit Part 2

Will take investigative work; call Local Media for their advertising rates, should have an in-house mini-library of these anyway. Print, broadcast, billboard and electronic media, plus any receipt advertising or direct mail companies for your area.

Ask or look for Cost-per-Thousand (CPM) , this will help you establish value.

Exercise 5 - Location Audit

- Internal audit for CPM
- Pick 3 areas of your property
- Establish a revenue goal
- Divide the goal by usage (in thousands)



Resources page 1 - Taxes

Your fiscal officer should check w/ the rules as to whether or not they need to fill out a *Form 990-T, Exempt Organization Business Income Tax Return*, and pay tax on income derived from the sale of advertising, merchandise, vending machine candy or helping issue passports. *Publication 598* reviews the Tax on Unrelated Business Income of Exempt Organizations.

Resources page 2- Contracts

Each sales contract should contain these elements:

1. Logistics Confirmation—Who is producing what, and when will it be delivered?
2. Copy Confirmation—What exactly is being said? A screening process should be specified, checking not only for grammatical errors but content that may cross the line into advertising.
3. Billing Process—Document terms and deadlines for down payments, a payment schedule, auditing methods, and billing terms (net payment due in thirty days).
4. Deposits Procedure—This should be outlined, even though under some jurisdictions public entities like libraries may have no say in the process. However, the client should be made aware of what is or is not required of them.
5. Implementation Process—A timeline for all of the above, summarizing all the roles and due dates up until the final product is operational.

Sample Policy pages

- <http://www.jaxpubliclibrary.org/conference-center>
- <http://www.akronlibrary.org/about/policies/sponsorship-partnership-policy>
- <http://www.ala.org/united/trustees/policies>
- <https://www.ocls.info/sites/default/files/GiftPolicyRevision2006.pdf>

Good luck! Contact me!

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