

PODi CASE STUDY

THE LIBRARY FOUNDATION RAISES MONEY WITH "BUY A BOOK CLUB" CAMPAIGN



TOPEKA &
SHAWNEE
COUNTY
PUBLIC
LIBRARY

THE LIBRARY FOUNDATION

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VERTICAL MARKET: Not-for-Profit

BUSINESS APPLICATION: Direct Marketing/Fundraising

BUSINESS OBJECTIVES

The Library Foundation helps secure financial resources to support the collections, programs, services technology, and physical facilities of the Topeka and Shawnee County Public Library. The foundation has run an annual giving campaign for several years and, in 2011, engaged its service provider to advise and produce a new, creative “Buy a Book Club” campaign concept designed to encourage community members to donate funds earmarked to buy new books for the library. This campaign was designed to:

- Introduce the Buy a Book Club Campaign
- Raise \$15,000 for the library’s collection development

RESULTS

- 8,563 mail pieces sent
- 2.66% of mail recipients (229 people) donated and were added to the Buy a Book Club
- Average donation: \$112.05
- Cost of the mailing = \$7,671
- \$25,660 raised for the library
- Fundraising goal exceeded by over \$10,000 (67%)

This campaign was so successful the library decided that the Buy a Book Club campaign would continue year-round and would be its new direction to increase funds for collection development for years to come.

PROJECT BACKGROUND

This project was the direct result of word-of-mouth networking. The Library Foundation was looking for something new and different to energize its annual, end-of-year campaign and learned of its service provider’s capabilities through a conversation with another client, Washburn

University. This conversation drove The Library Foundation to directly contact its service provider regarding the project. The Foundation had its own marketing person but was looking for an organization to advise it on innovative technologies and practices – as well as to implement the mailing.

CAMPAIGN ARCHITECTURE

The Buy a Book Club campaign was The Library Foundation’s end-of-year appeal. The mailing included a four-color brochure, business reply card, and business reply envelope. The reply card had suggested donation amounts, which encouraged recipients to give \$500, \$250, \$100, \$50, or \$35 (which was an increase in the ask amount from previous years). While these mailings were digitally produced; the only personalization they incorporated was the recipient address block.

TARGET AUDIENCE

The distribution list for this mailing was developed by the client. The Library Foundation selected 5,895 previous donors and 2,668 prospective donors from its database to create a mailing list of 8,563 recipients.

CREATIVE & MESSAGING

The pieces were designed to have a nostalgic feel. Similar photos and graphic design were used on other Foundation marketing pieces featured throughout the library and the Topeka community.

The vintage photo theme and titles were also used for signage at the library, in the library’s newsletter, and on the library’s Facebook page to deliver a consistent message. The Library Foundation’s logo was used five times in the mail piece for maximum recognition.

The copy used had a light and fun tone, while also including facts about the library. The monetary details about giving to the Foundation, and how the library would benefit from a donation were also energetically explained. The response card kept with the vintage photo theme while providing more specific information about giving a donation.

OFFER

This campaign was a donation solicitation with recipients asked to make a donation to join the Buy a Book Club. The different giving levels were outlined in the brochure so that respondents would have a good idea of what the library would be able to obtain with the donated amount. The response card had printed giving amounts from \$500 to \$35, or a donor could write in a different amount. Gifts could also be made on the library's website as mentioned on the reply card.

Get cooking... join the Buy a Book Club!

Hi Bartlett & Harriette! The party line is buzzing about the Buy a Book Club!

Get in the groove... join the Buy a Book Club!

Get down tonight... join the Buy a Book Club!

YOU'RE THE MAIN INGREDIENT IN OUR RECIPE FOR SUCCESS
Help provide a good mix of books for library card members. Join with a small gift (\$35) or whip up a large batch (\$500). Every dollar helps buy more books. Your gift benefits readers young and old and promotes life-long learning. Sprinkle generously when choosing your membership.

YOUR GIFT MAKES A DIFFERENCE
The library will buy more books, movies, music, magazines, audiobooks, ebooks and video games as the Buy a Book Club membership grows.

BUYING BOOKS WILL MAKE YOU FEEL GOOD.
Love, Peace and Please give to your library.

JOIN THE BUY A BOOK CLUB 2012

SOUNDS LIKE A GOOD INVESTMENT
Buy A Book Club members turn up the volume of books in the library. Membership gifts help move the needle on making your library totally awesome.

GET IT ON WITH GIVING
The library has been and always will be more than books on the shelf. You will find the oldies and goodies, but today's books don't always sit on the shelf. Your gift helps buy books for e-readers, computers, smartphones and the iPad!

BOOK CLUB LEVELS OF MEMBER SUPPORT

\$500+up	Library Leader
\$250-\$499	Book Connoisseur
\$150-\$249	Bibliophile
\$100-\$149	Avid Reader
\$50-\$99	Page-Turner
\$35-\$49	Brower

Thank You

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THE JOPLIN PUBLIC LIBRARY
THE LIBRARY FOUNDATION

DATA ANALYSIS

Data analysis beyond donations was not captured since no Personalized URLs or other tracking methods were employed. This was the first digital campaign for this client, and as they become more familiar with the technology, additional data analysis will likely become possible for future campaigns.

ADDITIONAL OPPORTUNITIES

A second Buy a Book Club campaign has been run that includes pieces personalized with the recipient's name on the book cover. Like the first campaign, this one did not utilize Personalized URLs but donations can be accepted online via The Library Foundation's website. There was also another campaign run for the library itself to increase the number of library

The Library Foundation Raises Money with “Buy a Book Club” Campaign

card holders in a specific area that did use Personalized URLs. These landing pages contained library card request forms prepopulated with the recipients’ contact information making it easy for them to request cards.

Word-of-mouth has brought in these new campaigns which are incrementally enhanced each time. Once The Library Foundation crosses the next threshold of utilizing Personalized URLs, it can begin to gather simple information to make future campaigns more personal and powerful. For example, knowing the potential donor’s favorite literary genre (mystery, historical, religious, etc.) would enable the Foundation to place an image of that type of book on the mailing. Knowing the author or book that most inspired the donor could be wrapped into the messaging.

The possibilities are huge now that targeted and personalized marketing has been proven to be an effective fundraising tactic.

Step up and join the Buy A Book Club



*Hayden Plaid & Platform Club
Japan's Kanako Omori 1971*

I would like my gift to be a tribute: in memory of in honor of

Please Print _____

Please notify the following person of my gift.

Name: _____

Address: _____

City/State/Zip: _____

Phone (H): _____ (W): _____

E-mail _____

I am interested in including the library in my will or estate plan. Please contact me with more information about The Edward and Mary Wilder Society.

If you would prefer to make your gift via the Internet, go to the library's home page at www.tscpl.org and click on the Donate Now link in the upper right-hand corner.

Check here if you do not wish to receive future updates from The Library Foundation.

The Buy A Book Club is not affiliated with the Friends of the Library and is separate from your annual Friends membership.

REASONS FOR SUCCESS

The Library Foundation was very pleased with the campaign. “Thank you for doing a GREAT JOB with this project! We are very happy with how it looked and having your company as the provider on this campaign was a value-add for us,” said Kathy Groesbeck of The Library Foundation

- **Know your audience** and how to engage them
- **Include suggested gift amounts** to increase donation amounts
- **Run concurrent, cross-channel marketing** with your mail campaign – Facebook posts, signage, monthly newsletters, etc.
- **Maintain a consistent message** on all marketing pieces
- **Start simple and enhance a little every time**
- **Make it personal** – Even though this campaign did not individualize the pieces, its “buy a book” and “join the club” messaging is much more personally engaging than “give us money”

