

**College Libraries Section, Medium-Sized Academic Libraries Discussion Group Committee
Minutes, ALA Annual Meeting, 2000**

**ACRL College Libraries Section
Medium-Sized Academic Libraries Discussion Group
MINUTES**

Sunday, July 9, 2000

2-4pm

McCormick Center Rm. N136

The meeting was called to order at 2pm by Charlotte Slocum (Jeanne Sohn was unable to attend the meeting due to a medical emergency). Following a brief introduction about the Medium-Sized Academic Libraries Discussion Group and topic "Fear of Fundraising: How to Overcome Fears, Doubts, Qualms, and Queasiness", attendees introduced themselves.

The group began by discussing the role of the internet in fund-raising including library friends group web pages and online membership forms. The role and organization of library friends groups, coordination of library fund-raising efforts with campus development offices, use of special library fund-raising consultants, and tips for strengthening the library's presence in a capital campaign were also covered. A variety of organizational models to support library fund-raising emerged from the discussion including part-time positions within the library, as part of friends groups, and in campus development offices. Attendees generally agreed that making fund-raising proposals and needs attractive to donors was a major problem for medium-sized libraries. Ideas on how to sell the library such as offering internet instruction to alumnae/i and local groups and membership benefits of friends groups were covered. A variety of approaches to acknowledging monetary and in-kind donations were mentioned including naming opportunities, searchable donor fields in bibliographic records and success of library-generated letters to donors. Useful sources of fund-raising information were shared. The discussion ended with participants suggesting ideas for future discussions.

The meeting adjourned at 3:56pm.

Submitted by Charlotte Slocum

Last Update: April 22nd, 2002