

AGENDA

Henika District Library
Planning Committee Meeting
June 4th, 2025 at 1pm

I. Call to Order

Members Present:
Members Absent:
Staff Present:
Guests:

II. Approval of Agenda

III. Approval of Meeting Minutes

- April 2025 Minutes

IV. Unfinished Business

- A. Fundraising Initiatives
 - a. T-Shirts
 - b. Summerfest
 - c. Direct Mail
- B. Professional Fundraiser

V. New Business

VI. Around the Table

VII. Adjournment

Minutes

Henika District Library
Planning Committee Meeting
April 28th, 2025 at 4:15pm

I. Call to Order - 4:18pm by Brinks

Members Present: Rachel Brinks, Deb VanderSlik, Danielle Simmons

Members Absent:

Staff Present: Cierra Bakovka

Guests: None

II. Approval of Agenda - Motioned by VanderSlik, seconded by Brinks

III. Approval of Meeting Minutes - Motioned by Brinks, seconded by VanderSlik

- March 2025 Minutes

IV. Unfinished Business

A. Fundraising Initiatives

a. T-Shirts

- i. 8 Tshirts had been sold so far. Patrons have been requesting darker color options and youth sizing. The first round of Tshirts designed were made using sublimation (the design is dyed into the fabric), which is not conducive to darker colored shirts. New designs discussed. Bakovka to discuss options for Vinyl or DTF transfers with new design to allow for darker colored shirts. New designs chosen for print were "BRB Maxing Out My Library Card", "Check Me Out", and a print of one of the Summer Reading Postcards. Committee suggests purchasing around \$1,000 worth of designs to have at the Book Sale during Summerfest, including youth sizes. Inquiring about library pickup/pre orders.

b. Summerfest

- i. Dunk Tank fundraiser planning continues. Seeking volunteers for dunking from Wayland City Hall, local schools, law enforcement, etc. Danielle Simmons already signed up
- ii. Tshirts/Sweatshirts available for purchase during Summerfest

c. Direct Mail

- i. Bakovka obtained the addresses of everyone who owns residential property in Wayland City and Wayland Township. Bakovka to narrow list and start with the first 200 names for direct mail initiative as time permits. Mail campaign will include library brochures and a short note to residents. Committee to assist with envelope stuffing.

d. Other ideas/Brainstorming

- i. None discussed. Committee to run through current initiatives first

Minutes

V. New Business

A. Professional Fundraiser?

- a. Discussed briefly cost/benefit of professional fundraising assistance and notes from previous finance committee research over a year prior. Decided to gather more info with hopes of presenting to board in June

VI. Around the Table

-Nothing to add

VII. Adjournment, 5:25pm motioned by Simmons, seconded by VanderSlik

Amount	Source	Form	Date
\$5.00	Patron Donation	Cash	2/1/25
\$48.06	Patron Donation	Paypal	2/13/25
\$110.00	412 Fundraiser	Check	2/27
\$10.80	Patron Donation	Paypal	3/8/25
\$48.06	Patron Donation	Paypal	3/13/25
\$140.00	McDuff's Fundraiser	Check	4/1/25
\$24.00	Tshirt Fundraiser	Square	4/8/25
\$7.00	Tshirt Fundraiser	Cash	4/9/25
\$48.06	Patron Donation	Paypal	4/14
\$10.00	Tshirt Fundraiser	Square	4/11
\$7.00	Tshirt Fundraiser	Square	4/21
\$7.00	Tshirt Fundraiser	Cash	4/22
\$7.00	Tshirt Fundraiser	Cash	4/23
\$7.00	Tshirt Fundraiser	Square	4/29
\$7.00	Tshirt Fundraiser	Square	4/30
\$7.00	Tshirt Fundraiser	Square	4/30
\$103.48	Patron Donation	Paypal	5/2
\$7.00	Tshirt Fundraiser	Cash	5/6
\$7.00	Tshirt Fundraiser	Cash	5/6
\$7.00	Tshirt Fundraiser	Cash	5/6
\$225.00	Open Road - LYL	Check	5/6
\$48.06	Patron Donation	Paypal	5/14
\$5,000.00	Patron Donation	Check	5/15
\$7.00	Tshirt Fundraiser	Square	5/16

Total Raised \$5,897.52
Total Funded \$564,046.52
Total to Goal \$3,935,953.48

Henika District Library

DUNK TANK FUNDRAISER



SLATED FOR DUNKING:

1PM Dave Gless

2PM Danielle Simmons

3PM Pete Zondervan

4PM

5PM

\$1 = 1 THROW

\$5 = 7 THROWS

\$10 = 15 THROWS

\$25 = GUARANTEED DUNK

Proceeds benefit the expansion of the Henika District Library



HELLO NEIGHBOR!

Henika District Library has been part of the Wayland community for generations—and we're still right here in downtown Wayland, open six days a week.

Now is a great time to rediscover everything the library has to offer. A Henika library card unlocks not only our local collection, but also access to materials from 41 other Lakeland Library Cooperative locations across West Michigan—books, movies, games, and more, all at no additional cost. It also allows access to a wide range of e-books, e-audiobooks, and e-magazines, available anytime.

Looking for more than books? Our Special Collection includes WiFi hotspots, Chromebooks, gaming consoles, power tools, museum passes, and other unexpected items—all available to borrow.

We're a fine-free library, so there's no need to worry about overdue fees. Most services, including printing/copying, notary appointments, public computers, and the seed library are offered on a donation basis and available to all area residents.

We also provide year-round programs for all ages, from storytimes and crafting to clubs and tech help. Explore what's coming up at henikalibrary.org/events.

Not sure if your card is still active—or never had one? It's easy to sign up online in just a few minutes by scanning the QR code below or at henikalibrary.org/get-a-library-card. We hope to see you soon!



SCAN ME

Love,



Kristin Gootjes Consulting

THE TEAM

KRISTIN GOOTJES

Kristin has over twenty-five years of experience working with a variety of non-profit organizations in West Michigan, giving her a deep knowledge of the philanthropic landscape that affects fundraising efforts. Her work has ranged from leading a \$17mm plus annual campaign for Heart of West Michigan United Way to small agency work, including the facilitation of planning processes that include communications strategies, fundraising, and organizational development.

She has served as the Development Director for the Michigan Women's Foundation and the Vice President of Philanthropic Development for Heart of West Michigan United Way. She was a Senior Consultant for The Breton Group in Grand Rapids, Michigan and is now owner of Kristin Gootjes Consulting.

She works primarily with organizations on capital and comprehensive campaigns to raise funds for new buildings, renovations, operational funding, programs, and endowments. In addition, she coaches development directors who are new to the profession or are planning for long-term growth. A few of her past and current clients include East Grand Rapids Public Schools Foundation, University of Michigan Health-West Foundation, The Grand Rapids Children's Museum, John Ball Zoo, Dominican Sisters ~ Grand Rapids, Resilience (formerly Center for Women in Transition), Black River Public School, Krause Memorial Library, Grand Action 2.0, Kent County Youth Agricultural Association, Catholic Central High School, Children's Advocacy Center, Beacon Hill Foundation, and Habitat for Humanity of Kent County.

She has served as a volunteer or board member for Girls on the Run, Girls Scouts Shore to Shore, ArtWorks, and is a current board member of the Association of Fundraising Professionals, West Michigan Chapter.

DEB KALINKA MANNING

Deb has worked in the nonprofit environment for over thirty years in the areas of project management, fundraising, donor cultivation consultation, event management, and grant writing. She offers a wealth of first-hand experience in implementing plans and achieving fundraising goals through coaching, mentoring, and empowering staff, board, and volunteers.

Her broad range of experience includes roles with Catholic Human Development Outreach (now Catholic Charities West Michigan), the Public Museum of Grand Rapids, Hennepin County Library, and Holland Area Arts Council. She has worked longer-term with clients Dominican Sisters ~ Grand Rapids and University Prep Academy helping with their campaigns and other fundraising needs. She most recently was with The Breton Group working alongside Kristin Gootjes. Her expertise lies in her ability to design and implement streamlined and sustainable project management systems and processes within fundraising strategies.

She has served on granting panels for the Arts Council of greater Grand Rapids and Metropolitan Regional Arts Council for the Twin Cities. She remains engaged in many volunteer activities, specifically those focused on education and social justice.

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FEASIBILITY STUDY OVERVIEW

The feasibility study is a customized and targeted pre-campaign strategy for gauging receptivity and resources. The feasibility study provides objective data that board, staff and key volunteers can use in making critical decisions regarding the next steps for the project.

GOALS

1. Determine fundraising potential of the proposed project
2. Refine the case statement based on opinions and input of those critical to the success of the project
3. Create a sense of ownership with key constituents
4. Begin to develop a campaign plan
5. Identify and begin to cultivate major gift prospects
6. Identify campaign leadership prospects
7. Establish early momentum
8. Protect the agency from a negative experience

PROCESS

PHASE I (four to six weeks)

1. Form committee (staff, board, community members, consultant)
2. Develop case statement (staff provides information; consultant assists in writing case)
 - Agency background
 - Challenge or opportunity (description of the need)
 - Proposed solution to problem and rationale for project
 - Projected outcomes
 - Costs
 - Proposed funding plan
3. Identify interview candidates (with guidance from consultant)
4. Mail information packets to candidates (staff)
5. Schedule interviews (staff or volunteer)

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PHASE II (four to six weeks)

1. Conduct interviews (consultant)

PHASE III (three to four weeks)

1. Review and analyze interview results and other pertinent information (consultant)
2. Develop and deliver report (consultant)
 - Favorable/unfavorable factors
 - Conclusions
 - Recommendations
 - Action timeline

WHAT YOU WILL LEARN

1. Organization's public image and reputation
2. Reaction to the case statement
3. Receptivity to a campaign
4. Personal level of support
5. Suggestions for resources
6. Timing

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CAMPAIGN PROCESS OVERVIEW

The campaign process involves proven best practices for cultivating prospective donors by crafting compelling narrative around the project; developing engaging, interactive ways to pique and increase interest; and encouraging not only financial support but active participation in the success of the campaign through their sharing their own networks of influence and/or inviting others to join them.

Campaigns move in swells, beginning with solicitation of leadership gifts, typically six-figures, down to community gifts of every size from a broad, diverse base. However, campaigns are reliant on leadership and major gifts (\$25k+) for success with 80-90% of needed funds generated from these two categories. Considerable time, energy and focus is spent here. It is recommended that campaigns only move to the public phase when goal is in sight with only 10-20% remaining to be raised.

PROCESS

- Develop campaign structure and volunteer leadership team, including:
 - Define volunteers needs for each fundraising strategy division
 - Leadership – seeking gifts of \$100,000+
 - Major Gifts -seeking gifts of \$25,000-\$99,999
 - Community – seeking gifts of \$24,999 and less
 - Assist in identification of appropriate volunteer candidates for various campaign cabinet roles (advisory, solicitor, connector)
 - Design appropriate volunteer recruitment strategies for each level of the campaign
 - Prepare board to recruit volunteers, and assist where needed

- Refine campaign plan details as needed based on feasibility study recommendations, including:
 - Refine case for support
 - Refine timetable
 - Refine gift chart
 - Establish realistic campaign goals for each division (leadership, major, community) relative to campaign working gift chart

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- Develop cultivation strategies, including:
 - Develop prospect lists for each division (leadership, major, community)
 - Refine lists for gift potential relative to gift chart
 - Create cultivation strategies for each leadership and major gift prospect (\$25k+), including best contact(s), approach and timing
 - Train and provide customized support to volunteers for all leadership and major gift requests, including practice scripting and post-meeting debriefs on next steps
 - Coordinate and time the solicitation of all divisions
 - Research additional local, regional, and state foundations for potential support
- Prepare for long-term support:
 - Develop a three-year plan post campaign to steward current donors and begin to develop planned giving prospects
 - Provide communication samples for continued engagement of donors throughout three-year pledge process

CAMPAIGN RESOURCES

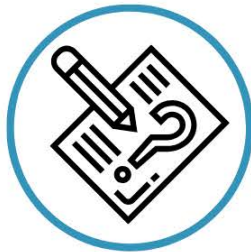
The following is a sample of key resources developed and utilized during the campaign process.

- Case for Support: outlining the project, need, and financial goal
- Visual Case for Support: one-page visual overview of broad goals
- One-hour tour: interactive introduction to the project
- Slide-deck: short overview of the project using PowerPoint or other program
- Naming opportunities (if applicable): Used as incentive for larger gifts
- Solicitation materials: “door-opener” and customized solicitation letters; donor commitment form and reply vehicle; thank you letters; and invoices

**FEASIBILITY
STUDY**



IDEA
for growth



TEST
for support



PREP
for campaign



LAUNCH
campaign

CAMPAIGN



SMALL
leadership
phase



EXPAND
major gift
phase



SHOUT
community
phase



ACHIEVE
campaign
goal



CELEBRATE AND SHARE SUCCESS
with donors and community

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CASE FOR SUPPORT

WHAT IT IS

The case for support or the case statement is one of the most important tools in a successful fundraising program or campaign. It is the structured expression of your cause and aligns the organization and its promotional materials. A strong case for support will help everyone describe and present the need in the same way. It serves as the basis for all communications, whether written or spoken.

WHAT IT DOES

- Describes the reasons a campaign is worthy of philanthropic support
- Has to be logical, but **MUST** be emotional
- Moves a donor from mildly interested to genuinely excited, wanting to know more
- Shows urgency
- Presents the project as exciting, big, important, and achievable
- Answers these important questions:
 - What do you intend to do?
 - How much is needed?
 - What is the impact/what difference will it make and to whom?
 - Why is it important now?
 - How can donors help?