

STRENGTHENING CALIFORNIA LIBRARIES THROUGH ADVOCACY AND EDUCATION

CPLA ADVOCATOR!

California Public Library Advocates

SPRING/SUMMER 2017

NOW ACCEPTING – ANNUAL CPLA AWARDS – 2017 NOMINATIONS!

The CPLA Board invites you to nominate those that made a positive difference to your library and demonstrated that Libraries Matter!

CPLA is now accepting nominations from our members for 2017!

Deadline to nominate is August 15.

Each year, CPLA recognizes and honors a Trustee, Commissioner or System Advisory Board Member; a Friends or Foundation Board Member; a Librarian for outstanding work with a Board of Trustees, Commission, Friends or Foundation; a Newspaper, Radio Station or Television Channel; a Business, Community Organization, or Individual; an Elected Local, State or Federal Official from California, and Individuals/Volunteers for their outstanding services, media coverage or special services, significant financial or in-kind contribution and special support or promotion for action to benefit libraries and/or library services.

Award recipients will be recognized at the CPLA Annual Awards Dinner on November 2nd at the 2017 CLA Annual Conference in Riverside. They will be given two complimentary tickets to the dinner event along with a plaque to recognize their achievements in supporting California Libraries!

Find out more by visiting www.cpladvocates.org

FIRST International Public Library Fundraising Conference, July 23-25, 2017

The Seattle Public Library Foundation is pleased to announce its first-ever International Public Library Fundraising Conference to be held July 23-25, 2017 at the Central Library in downtown Seattle, Washington. It has an information-packed agenda with sessions that cover important fundraising topics, such as effective direct mail and digital fundraising strategies, proper messaging in today's political climate, how to turn fundraising challenges into successes, and so much more.

Deadline: June 16.

<http://foundation.spl.org/2017/04/international-public-library-fundraising-conference/>

SUMMER READING: THE LIBRARY'S PART IN CHILDREN'S LITERACY

Right now 2 out of 3 children in California are not at grade-level reading. Not reading in the summer is one of the top three reasons identified for why our children are falling behind. Your library is your best resource for stopping what today is called the "Summer Slide."

We all had to practice to learn to read. A child who does not read in the summer loses 2-3 months of skills. If a child gets to the fourth grade without any summer reading they will be a full year behind. Summer Reading at your Library is a simple and far-reaching solution: free books and the opportunity to practice.

It only takes 5 age-appropriate books to retain reading skills and because the library offers those books for free it's a child's best chance, particularly a low income child.

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CPLA Board: Maria Criscione Stel



Maria Criscione Stel studied Spanish Literature at UC Irvine. After receiving her Master's Degree, she began a seven year career teaching Spanish and English as a Second Language. During that time, she traveled the world. (Her only regret about those days is that she had to lug books from country to country...no Kindles in those days!)

After a stint in health care marketing, Maria moved with her then one-year old daughter and husband from Los Angeles to a small town in Napa Valley-- St. Helena. The first thing she did upon arriving was take her little girl to the library, where, she proudly notes, "My daughter's name appears on the Summer Reading Program plaque every year through middle school!" She began her fundraising career in Napa Valley, working for the only non-profit community health center there.

When she heard about the merger of the St. Helena Library's Friends and Foundation groups, she jumped at the chance to lead the newly formed organization. She is the only paid staff, but the volunteer board is behind her efforts to ramp up fundraising 100%. In 2016, Maria created Bookmark

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President's Column: Why People Donate!

Hello,

I am honored to be the President of CPLA. Because my background is with Library Foundations we will be working to help everyone raise more money for the work they are doing for their library. Whether you are trying to pass a local tax to pay for your library's general operating budget, are selling books on-line and at your branch library or directly raising funds for library programs, we want to help you find more money.

The number one reason individuals give is because they are asked. The number two reason is the mission. So first, ask your closest friends and family to make a donation to your Friends group or your Foundation, and make sure that when you do, you have already contributed. Your volunteer work is valuable but when you give a donation you let others know you are leading by example.

Corporations give in order to affiliate their brand with yours. Often, corporate contributions come out of the marketing budget; that means they want marketing results: more eyeballs, logo recognition and brand affiliation. Try to be creative when developing your donor recognition benefits and make sure you can offer those benefits uniformly and consistently.

Family Foundations often give larger dollars and look for larger impact. Foundation support will often require a high level of accountability so be prepared to deliver reports with measurable results.

CPLA is hoping to help library groups in all the ways they are raising funds. Members of CPLA enjoy free trainings on topics important to them through our Board Effective Training program, fundraising of all varieties, board development, endowment training.

Let us know if we can help you. Thank you for your membership to CPLA.

April Javist, CPLA President

CPLA
California Public Library Advocates

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NEWSLETTER GRAPHICS: DANELLE BELL

LIBRARY AND LITERACY LEGISLATIVE AND ADVOCACY NEWS

Spring/Summer 2017

As we go to press, legislators at local, state and national levels are wrestling with budgets. It is our job as library advocates to make our representatives remember libraries as they do this. Given the confusion in Washington and belt-tightening in Sacramento, we must continue to make library voices heard. Tell your electeds why libraries are critical to your community and not just nice to have. They should be hearing from you, not just at budget times but also throughout the year. Let them know what's happening at your libraries. Invite them to events and create photo opportunities.

By the time you read this, we hope both Senator Feinstein and Harris in Washington, D.C. will have signed the "Dear Appropriator" letter that will provide meaningful 2018 support through the Library Services and Technology Act (LSTA) and the Innovative Approaches to Libraries (IAL) program. To date, Senator Feinstein has signed the LSTA letter. Even though the deadline is passed, please reach out to both Senators' offices locally and in Washington to make your voices heard. Also make sure your Representative knows how critical library services are to your community.

At the state level, Senator Bill Dodd is fighting to make it easier for local communities to build, expand and renovate their libraries with SCA-3, since another state library construction measure is unlikely to happen in the next few years. Your letters, and those of your Friends groups, commissions, City Councils are critical to this effort. Make sure your Senators and Assemblymember hears about your library. We hope you have sent supporting letters to Sacramento and continue to stay in touch with your electeds. Keep sending news of how the library is enriching your community but could do so much more.

The fight for strong, well-funded libraries in California will not get easier. Now's the time to keep talking, strategizing and making sure your electeds know of their value. Now is the time to expand your work in the community in terms of outreach and advocacy. CPLA is always happy to help.

Don't forget to talk to your legislators during the summer months. Show off your literacy and summer reading programs!

Good luck and have a great summer.

Deborah Doyle

CPLA Liaison to the CLA Advocacy and Legislative Committee; ALA National Library Legislative Day California Coordinator

..TELL YOUR ELECTEDS
WHY LIBRARIES ARE
CRITICAL TO YOUR
COMMUNITY..

Summer Reading (continued)...

Help your library expand their Summer Reading Programs for kids. Let's give all kids in California books to read.

CPLA Board (continued)...

Napa Valley, an author event that brings nationally acclaimed authors to St. Helena for an evening of great food, great wine and great conversation. In its first two years, the event raised nearly \$100,000 for the library. With the help of an active and committed board of directors, Maria has also tripled donations from the annual campaign and started a planned giving program. We welcome Maria as our newest CPLA board member.

STRENGTHENING CALIFORNIA LIBRARIES THROUGH ADVOCACY AND EDUCATION

You are invited to attend the 2017 California Public Library Advocates (CPLA) Awards Dinner, where outstanding library advocates throughout our state will be honored and celebrated. Join librarians, media experts, legislators, trustees, commissioners as well as Friends and Foundation donors at an event that recognizes those who go the extra mile in demonstrating their dedication to and support of California libraries!
Come hear their inspiring stories.

Our dinner will be held on Thursday, November 2 at 7p.m.
at the Riverside Convention Center.

You can secure your tickets now by visiting our website
www.cpladvocates.org

See you there!

CPLA FUNDRAISING WORKSHOP

Whether you're new to fundraising, or you're looking for some new ideas to increase results, please join us at the **CPLA Fundraising Workshop on July 22 at the Mill Valley Public Library.**

You'll hear from Sarah Houghton, Director of the San Rafael Public Library and Brett Lear, past Sonoma County Public Library Director about their successful tax measures.

April Javist, Executive Director of the Sacramento Public Library Foundation and President of CPLA, will talk about why people give money.

Deborah Doyle, CPLA board member, will discuss advocacy and fundraising.

Maria Criscione Stel, Executive Director, Friends & Foundation, St. Helena Public Library and CPLA board member, will tell you about a small town library foundation creating its first ever author event.

Sara Jones, Marin County Free Library Director and Chantel Walker, Marin County Free Library Foundation President will give you tips on how to reinvigorate your foundation.

The workshop is from 10:00 a.m. to 2:00 p.m. and includes lunch.
Registration is \$25 for CPLA members and \$25 for non-members.

To register, go to <https://cpladvocates.wildapricot.org/Workshops>

We have a new fee structure that is like others in the library industry

We've decided to structure our fees more like others in the library industry.

Membership fees cover all board and staff members of your organization: library, Friends or Foundation.

Your organization's budget

Your membership fee Thank You!

Individual	\$ 25
UP TO 99,999	\$ 50
\$100,000 - \$499,999	\$100
\$500,000 - \$999,999	\$150
\$1,000,000 PLUS	\$250

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