


University Place Library Campaign

at the heart of it all 

Memorandum

TO: Pierce County Library System Board of Trustees
J. J. McCament, Chair

FROM: Lynne Hoffman, Foundation Director

DATE: October 4, 2010

SUBJECT: University Place Library Campaign – at the heart of it all

As we move toward the final months of the campaign, the University Place Library Campaign committee will turn its attention toward the last fundraiser of the public phase and the grand opening donor reception.

The Adopt-A-Book fundraiser is scheduled to go live online October 15th. From the Adopt-A-Book webpage, donors can choose a book for the new University Place Library and adopt it with a gift of \$50. The e-commerce site has 300 titles available to choose from. All adopted books will carry a bookplate with a special thank you to the donor or as a gift for anyone the donor chooses to honor. The adopted books with bookplates will be available at the grand opening of the new library. *You could be the first person to check out your book!*

Campaign committee members are solidifying a marketing plan for the Adopt-A-Book fundraiser which includes displays in the library, inserts in the University Place Library Campaign brochure, mailings to donors and assigned prospective donors and inserts in The News Tribune delivered to University Place residents. Fundraising to Adopt-A-Book will begin in November, just in time for holiday gift-giving.

Business solicitations continue for the Chamber Challenge. Member businesses of the University/Fircrest Chamber of Commerce are being asked to fund the interactive elements of the early learning children's area. An anonymous donor has made a \$10,000 pledge toward the \$30,000 goal.

Planning has begun for the donor reception prior to the public grand opening. The Foundation board and library staff will be on hand to recognize the Campaign committee, celebrate accomplishments and reveal the named areas and donor wall in the new library. Pierce County Library Trustees are invited to attend and personally thank donors for their commitment to the library.

Gifts and pledges to date total \$519,170.