



RAISING BIG MONEY IN A SMALL TOWN

INSIGHTS FROM A SUCCESSFUL LIBRARY CAPITAL CAMPAIGN

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1



WELCOME AND INTRODUCTIONS



2

GOALS FOR TODAY



- *Judgement-free, safe space to learn & share**
- *Gather ideas to plan for future fundraising**
- *Have a positive outlook**
- *Leave with action steps to grow your fundraising efforts**
- *Learn something new that you want to share with your team.**
- *Meet some new Library Trustee colleagues!**

3

GOALS FOR TODAY



**A tiny New Hampshire town.
A dream. A decade of work.
Here's what we learned.**

4

BECOMING A FOUNDATION

Building the Infrastructure

- Why a 501c3 Foundation Matters
- Donor Tracking
- The Leaf Concept



5

THE LEAF CONCEPT

A visual framework that got people excited early



DALAND
 Memorial Library
growing with our community

"Leaves of Change"

Be one of the first donors to support the Mont Vernon Library Charitable Foundation by purchasing a leaf on the library logo. At the completion of the new library building, a logo sculpture will be installed and donors will be recognized for their early support. Each one of the 54 leaves represents the hope and desire for a new library in Mont Vernon.

Your tax-deductible donation of \$1000 per leaf will help launch the foundation towards its fundraising goals to secure a future library in Mont Vernon, NH.

For more information visit www.montvernonle.org



6

Key Takeaway

Become a 501c3 fundraising foundation early.

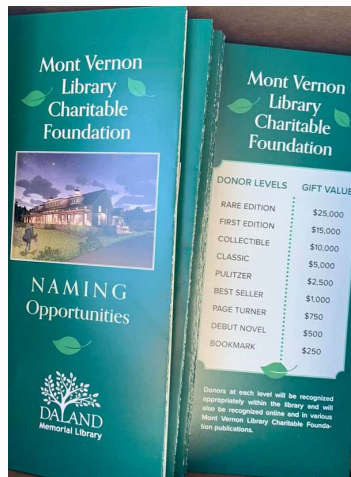
The infrastructure you build before the campaign is what carries you through it.



7

EARLY FUNDRAISING & DONOR STRATEGY

- o iWave Wealth Screening
- o Naming Opportunities
- o Internal Team Giving



CLAIMED
Community Coffee Lounge \$40K
Joseph Carleton Jr. & Patricia Carleton



8

EARLY FUNDRAISING & DONOR STRATEGY

- o Relationship Building
- o Grants
- o Pivotal Moments



Key Takeaway

**Wealth screening + a compelling case +
the right ask = leadership gifts.**

***You don't need a big town.
You need the right relationships.***



COMMUNITY ENGAGEMENT

The Road to Town Meeting

- Hosted Gatherings
- Battle of the Burbs



11

COMMUNITY ENGAGEMENT

The Road to Town Meeting

- Ambassador Role
- Collateral & Communication



12

Key Takeaway

**Gatherings aren't just cultivation,
they're vote-building.**

***Every event is an opportunity to grow
your 'yes' column.***



13

LEVELING UP: FROM NO TO YES

- **The 2023 "No" Vote**
 - Raised \$3.3M & Lost by 12 Votes
- **Regrouping**
 - Who was in the room?
 - How do we get 100 more "yes" votes?



14

LEVELING UP: FROM NO TO YES

- **Raising More Funds**
 - Raised Additional \$650,000
- **Make More Friends**



15

LEVELING UP: FROM NO TO YES

- **'Leveling Up' Campaign**
- **Corporate Sponsors**
- **One for the Books Auction**

DONOR LEVELS	GIFT VALUE
RARE EDITION	\$25,000
FIRST EDITION	\$15,000
COLLECTIBLE	\$10,000
CLASSIC	\$5,000
PULITZER	\$2,500
BEST SELLER	\$1,000
PAGE TURNER	\$750
DEBUT NOVEL	\$500
BOOKMARK	\$250



16

LEVELING UP: FROM NO TO YES

◦ Get Out the Vote Campaign



17

LEVELING UP: FROM NO TO YES

- Project as a Charity of Choice
- Continued Momentum
- Solar Panel Project



Help us light the Library!

The Mont Vernon Library Charitable Foundation is sponsoring Solar Panels for the new library.

CLAIM A PANEL FOR \$200

THERE ARE ONLY 44 PANELS SO DON'T MISS YOUR CHANCE!

18

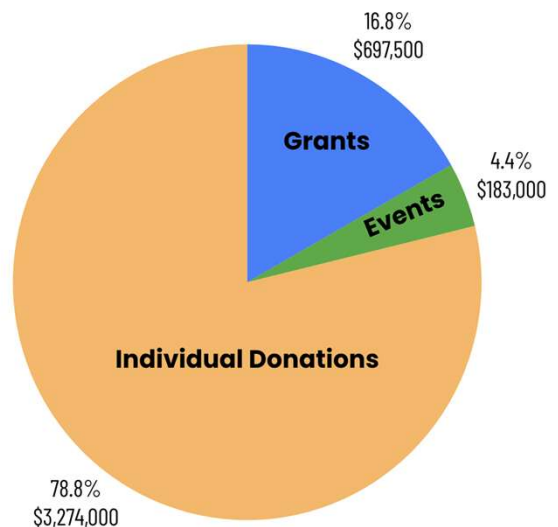
Key Takeaway

**A "no" vote isn't the end.
Keep cultivating. Keep inviting.
Keep expanding your circle.
The yes is still there.**



The End Result

- o **625+ Total Donors**
- o **\$4.1M raised prior to yes vote**
- o **\$150,000+ after yes vote**



The End Result



21

KEY TOOLS RECAP

- **Build your infrastructure early (501c3, LGL)**
- **Know your donors (iWave wealth screening, team list review)**
- **Create giving vehicles (naming opportunities, grants)**
- **Engage your community (gatherings, ambassadors, outreach)**
- **Never stop cultivating - even after a loss**



22



23

THANK YOU!

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24