

# Millstadt Library Board Minutes- Fundraising Committee – Membership Committee

March 10, 2025

3:00 p.m.

Millstadt Library

The Fundraising Committee – Membership Committee Meeting was held to discuss membership. Those in attendance were Fundraising Committee members, Bob Englebreton, Patti French and library director, Nichole Lauko, Others in attendance were, Liz Lange, Linda Hoepfinger, and Jenny Bernstein.

## **Guests and Appearances:**

### **New Business**

#### 1) Membership Tiers

1. After reviewing other libraries and similar institutions, it was decided to have four tiers. Unique names will be decided at a later date.
2. Discussion was had on how much of the funds would go directly towards the new library and we suggested wording of “all memberships will help in the effort of a new library for our community” because some of the monies will have to be used for events to build awareness of the Friends campaign.

#### 2) Costs

1. The four tiers will have pricing as follows, \$100, \$300, \$700, and \$1000. Discussion was had on how much the third tier should cost due to the cost differences in the tiers before and after tier options. We will discuss the overall cost tiers at the next full meeting and decide the final pricing.
2. Each tier will come with one additional ticket/person allowed for each event/benefit. Additional tickets/people will be \$50.

#### 3) Events

1. Many organizations use reserved seating, early RSVPs, or special days for events to entice membership. Events we discussed were day before entry of our annual Book Sale, private meet and greet with Santa, annual membership reception, light breakfast at the library, evening out/field trip such as s’mores event or special speaker at a business, annual dinner. We will need to leverage connections.
2. We discussed that the Friends group might want to take on creating some special events presented by the Friends of the Library to allow for more events for membership to take advantage of and to build awareness of the Friends.

#### 4) Gifts

1. Giveaways were discussed. All items will be given to first-time members only. Items are as follows; decals/bumper stickers, pens/pencils, tote bag, drinkware, and a memorial book plate in the donor’s honor.

#### 5) Benefits

1. Discussion was made again on having a “jump the line” for book holds and it was discussed that the only possible way to do so would be to have the Friends purchase the items as books are typically taxpayer funded.

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2. Benefits as of now will be; gifts, special access to events as appropriate, special member events, and recognition in the newsletter and on an annual donor wall in the library.

3. Tier 1 - \$100 includes;

- decal/bumper sticker/pens/pencils
- recognition in the newsletter/on donor wall
- invitation to the annual membership reception
- access to private Santa meet and greet

Tier 2 - \$300 includes;

- All of Tier 1
- Tote Bag
- Invitation to Breakfast at the Library

Tier 3 - \$700 includes;

- All of Tier 2
- Branded Drinkware
- Invitation to a special evening out/field trip

Tier 4 - \$1,000 includes;

- All of Tier 3
- Memorial Book Plate in their honor
- Special Dinner

6) Next Items

1. Nichole will come up with a draft of a new membership/Friends brochure for presentation at the next meeting.
2. We will discuss current solutions with the full membership to make edits.

The next Friends and Fundraising – Membership Committee meeting will be decided at the next regular meeting, March 31 at 3 p.m.

Respectfully submitted by Nichole Lauko