

**Ashland Town Library  
Minutes of Library Trustees Meeting  
March 31, 2025**

**Trustees Present:** Alice Staples, David Ruell, Mardean Badger, Fran Newton (alternate)  
**Others Present:** Sara Weinberg, Director  
**Others Present:** Sarah Andrews, Amanda Young

The meeting was called to order at 5:00 PM by Alice Staples.

The Library Trustees met with Sarah Andrews, founder and lead consultant of *Andrews Coaching & Consulting* ([www.sarahjandrews.com](http://www.sarahjandrews.com)), and Amanda Young, project manager. Sarah and Amanda explained the services they could provide to assist the Ashland Town Library and Trustees in fund-raising for the expansion of the library.

Sarah's company provides fundraising expertise for targeted capital campaigns and annual campaigns for non-profits throughout New England. Fundraising campaigns range from \$2 to \$20 million. Expertise also includes strategic planning and training.

Amanda Young's experience includes active participation in the fund-raising campaign for the Mont Vernon public library. Mont Vernon has a population of about 2500 and raised \$4 million (60% donations, 40% grants) for the \$6 million project. A \$1.9 million bond was approved by the town (15-year bond for the road and 25-year bond for the building).

**The company's standard terms are \$50,000 for one year of consulting time, with a 25% deposit and the remainder payable monthly. However, Sarah Andrews will provide us a draft of a 6-month contract, including cost, deliverables, etc. for us to consider.**

**Some of the points made during the discussion include:**

- The first step by *Andrews Coaching & Consulting* includes getting to know the project and community, collecting data, researching and identifying potential donors (patrons, library supporters, Friends organization, community groups, property value lists, regional supporters, etc.)
- Extend invitations to the community and potential donors to be part of the project. Ask for opinions, including *'how close are our plans to what we need?'*
- Build relationships – one-on-one, groups, face-to-face meetings, etc.
- Create a dedicated website for the project. Provide accurate and extensive information (FAQ's, etc.) about the project. Social media magnifies and spreads inaccurate information, opinions, etc., so direct social media users to the dedicated website. [Example: Mont Vernon Library Building Committee, [www.mvlibrarybuildingcommittee.com](http://www.mvlibrarybuildingcommittee.com)]

- Develop brochures, handouts, and other promotional media – e.g., need for the project, explanation of the project, impact of the library. Create monthly newsletters and updates.
- Develop branding, logo, etc.
- If project will be done in sections, have estimated costs for each section.
- Provide naming opportunities. [Example: Mont Vernon Library Charitable Foundation, <https://www.mvlcf.org/gallery-3>]
- Have a 501(c)(3) entity to use for receiving donations and funding. Use a pre-existing 501(c)(3) organization, because establishing a new organization takes time. Grant providers want to see a group that has a track record of handling finances.
  - Note: our *Friends of the Library* group has 501(c)(3) non-profit status. Establish a memorandum of understanding (MOU) to clarify the relationship between the Friends and Trustees. Set up a separate financial portion for this project.
- Be very precise in managing donations and funds, e.g., monthly reconciliations and reports.
- “*Every gift is meaningful*”
- *Little Green Light* (<https://www.littlegreenlight.com>) is recommended for creating and maintaining a donor database and tracking donations for non-profit organizations. Current pricing options include \$486 billed annually or \$45/month for up to 2500 constituents.
- Have a visual depiction of fund-raising progress, e.g., thermometer.
- Funding sources can include grants, donor-advised funds, gaming commissions, NH Charitable Foundation (about 40% grants and 60% donor-advised funds).

### **NEXT MEETING**

- **April 2, 2025** – Library Trustees Meeting – 5:30 PM, Ashland Town Library.

The meeting was adjourned at 6:00 PM.

*Minutes submitted by Mardean Badger*