



Buy a Book Becomes Huge Success

About the Customer:

The purpose of The Library Foundation is to help secure financial resources in support of the collections, programs, services, technology, and physical facilities of the Topeka and Shawnee County Public Library. The Library Foundation pursues this purpose by cultivating and soliciting philanthropic support by providing conscientious stewardship of assets entrusted to it and by encouraging appropriate community partnerships.

Business Objectives:

The Foundation developed the Buy a Book Club campaign to encourage community members to donate funds earmarked to buy new books for the library. The campaign was designed to:

- Introduce the Buy a Book Club campaign
- Raise \$15,000 for the library's collection development

Results:

- 8,563 mail pieces were sent
- 2.66% of mail recipients gave a donation
- 229 people were added to the Buy a Book Club by making a donation
- Average donation was \$112.05
- A total of \$25,660 was raised for the library
- Cost of the mailing = \$7,671
- The Foundation exceeded their goal by over \$10,000 (67%)

Campaign Architecture:

The Buy a Book Club campaign was The Library Foundation's end-of-year appeal. The mailing included a four-color brochure, business reply card, and business reply envelope. The pieces were designed to have a nostalgic feel. Similar photos and nostalgic imagery were used on other Foundation marketing pieces featured throughout the library and the Topeka community.

After an analysis of the Foundation's database, 8,563 previous donors and prospects were selected for the mailing. Of those, 5,895 were previous donors and 2,668 were determined to be prospective donors.

The reply card had suggested donation amounts, which encouraged recipients to give \$500, \$250, \$100, \$50, or \$35 (which was an increase in the ask amount from previous years).

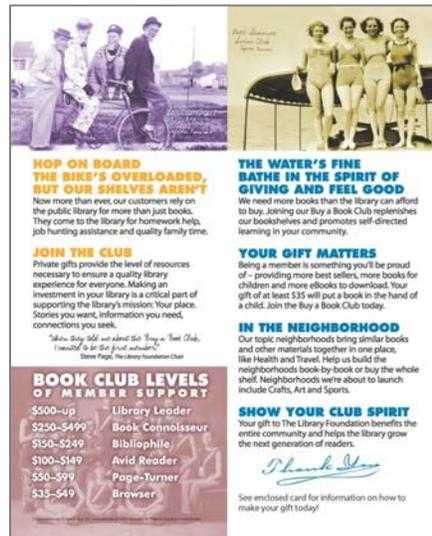
Target Audience and Messaging:

The mailing list was comprised of previous donors and prospective donors. Previous donors made up 68.8% of the mailing list.

The vintage photo theme and titles were also used for signage at the library, in the library's newsletter, and on the library's Facebook page to deliver a consistent message. The Library Foundation's logo was used five times in the mail piece for maximum recognition.



Brochure Outside



Brochure Inside

All we need is a little help from you.

I would like my gift to be a tribute: in memory of in honor of _____

Please notify the following person of my gift.
 Name: _____
 Address: _____
 City/State/Zip: _____
 Phone (H): _____ (W): _____
 E-mail: _____

I am interested in including the library in my will or estate plan. Please contact me with more information about The Edward and Mary Wilder Society.

If you would prefer to make your gift via the Internet, go to the library's home page at www.tscpl.org and click on the Donate Now link in the upper right-hand corner.

Check here if you do not wish to receive future updates from the Topeka and Shawnee County Public Library.

The Buy a Book Club is not affiliated with the Friends of the Library and is separate from your annual Friends membership.

Business Reply Card Front

YES, I will support the Topeka and Shawnee County Public Library that enriches people's lives.

\$500 \$250 \$100 \$50 \$35 Other \$ _____

Check made payable to The Library Foundation

Your contribution is tax-deductible to the fullest extent of the law. Tax ID # 48-056441

VISA MasterCard Discover American Express Debit Card

Name: _____
 Address: _____
 City: _____ State: _____ Zip: _____

Please send me a newsletter updates about library programs and services.
Note: Your information will not be shared with any other organization.

TOPEKA & SHAWNEE COUNTY PUBLIC LIBRARY THE LIBRARY FOUNDATION

Topeka and Shawnee County Public Library | 1515 SW 10th Avenue | Topeka, KS 66604-1374 | 785 880-4498 | <http://foundation.tscpl.org>

Business Reply Card Back

The copy used had a light and fun tone, while also including facts about the library. The monetary details about giving to the Foundation, and how the library would benefit from a donation were also energetically explained. The response card kept with the vintage photo theme while providing more specific information about giving a donation.

Offer:

The campaign was a donation solicitation with recipients asked to make a donation and join the Buy a Book Club. The different giving levels were outlined in the brochure so that respondents would have a good idea of what the library would be able to obtain with the donated amount. The response card had printed giving amounts from \$500 to \$35, or a donor could write in a different amount. Gifts could also be made on the library's website as mentioned on the reply card.

List:

The mailing list was comprised of previous donors and donor prospects.

Creative:

The Library Foundation chose a vintage photo theme. The photos were antiqued to give a true vintage feel. The headlines inside the mailer matched what the photo portrayed. The antiqued photos were used in library signage, the Facebook page, and newsletter.

The Library Foundation's logo was incorporated into the artwork in five prominent locations throughout the letter package to optimize logo recognition among donors. The same blue from the library's logo was used as a font color inside the mailer.

Reason for Success:

This campaign was a huge success for the library as they exceeded their donation goal by over \$10,000 (67%). This campaign was so successful that the library decided that the Buy a Book campaign would continue year-round and would be their new direction to increase funds for collection development for years to come.

The Library Foundation knew their target audience and how best to engage them. By doing so, they increased the average gift amount per donor to \$112.05.

Best Practices Learned from this Campaign:

- Know your target audience and how best to engage them.
- Include designated gift amounts on the reply card as this increases the donation given.
- Include cross-channel marketing running concurrently with your mail campaign – Facebook posts, signage, monthly newsletters, etc.
- Maintain a consistent message on all marketing pieces.

Customer Comments:

"Thank you for doing a GREAT JOB with this project! We are very happy with how it looked and having your company as the provider on this campaign was a value-add for us. We're pleased with your company's service on this project in every way and so glad we found Lexinet. It is very nice doing business with you." Kathy Groesbeck



**Want to learn more about how to achieve results like these?
Contact Lindsey Boyer at 800-767-9227 or by email at
lindseyb@lexinetcorporation.com.**