

# MHLS ***ACTION MEMO***

#07-03

TO:	<b>Library Directors with MHLS-managed web sites</b>
FROM:	<b>Rebekkah</b>
DATE:	<b>March 30, 2007</b>
RE:	<b>Online Giving Options</b>

## **Background:**

Online donations in the U.S. are up 58% since 2003. MHLS staff has been investigating a number of options that would allow any library to incorporate online giving opportunities to their web site.

## **Issue:**

MHLS is willing to help facilitate the addition of one or more of these options to your MHLS-managed web site.

## **Action:**

Attached is a worksheet to help you decide what would work best for your library. Each option has different steps involved in its implementation. Check the options you would like to include on your web site. Once you have chosen your options and returned your form to me, I will set up a time to talk to you about what steps are necessary to implement your choices.

*If you are not interested in this, no action is required.*

If you have any questions before making a choice just contact me at x39 or [rsmith@midhudson.org](mailto:rsmith@midhudson.org). You can also learn more about all of these options and see a sample web site with them integrated at <http://midhudson.org/funding/fundraising/online.htm>.

## **Deadline:**

None.

Library Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

It is advisable that your board review the policies related to this endeavor before or very shortly after choosing any of the options below. Fundraising/gift policy, investment policy, and other relevant financial policies and procedures (like how donations are handled, who writes the thank you note, etc.) should be reviewed. Samples are available on the MHLS web site under *Trustee Resources*. Rebekkah and Josh are available to review your policy with you as well.

Area:	Options:	Description:
<b>Financial Support</b>	<input type="checkbox"/> Donate by credit card  <input type="checkbox"/> Donate by check  <input type="checkbox"/> Bequests  <input type="checkbox"/> Stocks	<p>You will need to set up a PayPal account or other online credit card / eCommerce processing interface. Directions for a PayPal account are available as well as suggestions for other credit card related options.</p> <p>You will need to create a donation form. Samples are available. Sample wording for this area is available.</p> <p>It is important to discuss this option with your lawyer and accountant before implementation. Sample wording for this area is available.</p> <p>It is important to discuss this option with your lawyer and accountant before implementation. Sample wording for this area is available.</p>
<b>Donations of Goods</b>	<input type="checkbox"/> Library Wish List  <input type="checkbox"/> Material donations  <input type="checkbox"/> Other donations	<p>This can be a MS Word document you produce or you can establish an Amazon.com wish list that a donor can purchase from directly, items will be delivered directly to the library making it very convenient for the donor.</p> <p>You will need to have a donation or gift policy that defines what is acceptable as a donation. Sample wording for this area is available.</p> <p>Sample wording: "Have anything else to donate? Storage space? A birthday or wedding gift that would make a great raffle item for the library? Contact the <a href="#">Library Director</a> to let us know."</p>

<b>Volunteer Opportunities</b>	<input type="checkbox"/> Volunteer Opportunities	This option allows you to describe your volunteer program, what volunteer jobs are available and a volunteer application. Sample wording for this area is available.
<b>Friends Group</b>	<input type="checkbox"/> Friends Group Information	Describe your Friends Group and let someone know how they can become involved either as a donor or a volunteer. Sample wording for this area is available.
<b>Affiliations</b>	<input type="checkbox"/> The Library Shop  <input type="checkbox"/> Shop for the Library  <input type="checkbox"/> Amazon.com	<p>This is a “kick-back” program through the New York Public Library’s Library Links Program. Your library receives a 15% commission on sales generated through a link on your web site.</p> <p>Shop for the Library offers a virtual shopping mall, by becoming an affiliate a library receives a percentage of all sales resulting when customers are referred from the Shop web site.</p> <p>If you become an Amazon Associates we would add a button on your site to drive traffic to Amazon.com. Associates earn up to 10% in referral fees on “all qualifying revenue made through their links.”  [<a href="http://www.amazon.com/gp/browse.html/102-8078091-7273746?node=3435371">http://www.amazon.com/gp/browse.html/102-8078091-7273746?node=3435371</a>]</p>

To see many of these options implemented check out: [http://midhudson.org/funding/fundraising/default\\_support.htm](http://midhudson.org/funding/fundraising/default_support.htm)

**Deadline:** On-going