

## CCL Fundraising Committee Meeting

Thursday, March 1, 2018 at 4:00pm

### MINUTES

Attendees:

Teresa McGuirk, Mary Pat Sternberg, Sue Ellen Fairbanks, Marion Auspitz, Johanna Whitton

#### **ACTION ITEMS:**

J. Whitton will: write thank you notes to volunteers, will buy new stakes for road signs, laminate author name labels

J. Whitton will ask that the Coffee & Tea Talk w the Trustees be added to the e-newsletter and sandwich board.

MP Sternberg will: make new laminate strips for Contra Dance

The committee will continue to brainstorm ideas for fundraising at the summer concerts and for the Annual Appeal

All will try to come back to box up books when the Better World Books boxes arrive.

#### **1. BOOK SALE**

##### **Book Sale Revenue:**

DATE	Number of Sales	Revenue	Bags Sold
Thurs Feb 22, 2018	6 (Preview)	\$356.75	
Fri Feb 23, 2018	39	\$365.25	3
Sat Feb 24, 2018	64	\$538	2
Sun Feb 25, 2018	25	\$245	1
TIPS		\$70.25	
<b>GRAND TOTALS</b>	<b>134</b>	<b>\$1,575.25</b>	<b>6</b>

##### **WHAT WORKED, WHAT NEEDS IMPROVEMENT?**

- Lots of positive feedback about the set-up and sorting. Having the bookshelves in the basement was a big help! The layout of the genres worked well too.
- Big coffee table books were displayed atop a table and that was both practical and visually appealing.
- The snacks at the preview were put out on Friday and Saturday, and were a hit. Juice and Tea esp for Thursday Preview since people were driving.
- Preview Night was very successful, do we have the shoppers contact/emails?
- We propped up the books that were at the back of the table.
- Cashier was in the basement Fri-Sun and worked well.
- Saturday morning an email sign-up sheet was put on the cashier table
- The bags were \$5 and did not sell well.
- MP Sternberg started a Volunteer Core Group at the book sale.

##### **FOR NEXT TIME**

- Have all volunteers sign-in when they arrive to sort or work the booksale. Incorporating a set sorting day(s) with a time for the volunteers may be helpful.
- Nix flyers to the school. We don't think it really added to sales.
- Order boxes from Better World Books two weeks in advance.
- Order new stakes for the road signs now
- Make laminated author names

Johanna will write thank-you notes to the volunteers

## 2. Fundraising/Outreach Events for 2018

- **Contra Dance Nights: 7:30pm-10pm, March 3 (cancelled due to power outage ), April 14, May 12**

The Board can help by placing road signs out & sandwich board, helping to collect cash at the door (\$10/\$5 Student/Free to Spectators), and bringing gallons of water, sweet and salty snacks, making signs for the bathrooms, put out table to display flyers, downstairs area for refreshments

- **First Monthly Coffee & Tea Talk with the Trustees on Saturday, March 17, 2018: 10am-Noon**

Johanna & Sue Ellen are the Trustees currently signed up

- Carol B. to advertise on E-Newsletter & FB
- Johanna will buy donuts & cream for coffee
- We will make coffee, tea at the library
- Put out sandwich board in the AM

Fundraising committee will decide on remaining dates (quarterly) after the first coffee.

- **BRAINSTORM**

a. Summer Concert Series

- We want to incorporate fundraising activities at the concerts somehow. Continue with co-sponsorships like last year. Trustee and Volunteer Core to help on Fridays with set-up & breakdown

b. Fall Community Tag Sale/Book Sale

- Identify a Date, advertise well in advance, locate in the front of the Town Hall Campus?

c. Annual Appeal will be at the end of the year

- Targeted toward raising funds for general areas, ideas are:
  - Adopt a Program, Sponsor a Concert, Nameplates on Bookshelves and Chairs,

Minutes completed by JW on 3/5/18