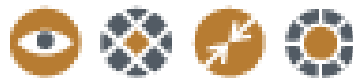


UPPER DUBLIN PUBLIC LIBRARY

CAPITAL CAMPAIGN FEASIBILITY STUDY PRESENTATION TO BOARD OF COMMISSIONERS

February 12, 2019



FAIRMOUNT
VENTURES

ABOUT FAIRMOUNT VENTURES

- **27 year-old social impact business**
- **400+ nonprofits**
- **Inter-related services: fundraising, capital campaigns, strategic plans, business plans, program design**
- **\$800M+ new funding**
- **Multidisciplinary team**

METHODOLOGY

- **7** Internal interviews: friends, board, and staff
- **20** External interviews: donors (current and prospective), businesses
- Peer analysis
 - **4** local capital campaigns
 - **6** peers (21st century libraries)
- Donor research
 - **476** UDPL donors via Donor Search
 - **52** UDPL donors, deeper dive
 - **27** external prospects, deeper dive
- Upper Dublin Township charitable giving data
- 990s of every family foundation in an Upper Dublin zip code

WHAT'S THE BOTTOM LINE?

- **1.5M is achievable**
- **Will take time**
- **Opportunity to shoot higher**
- **Could net \$2.5M over 3 years**

WHAT IS THIS BASED ON?

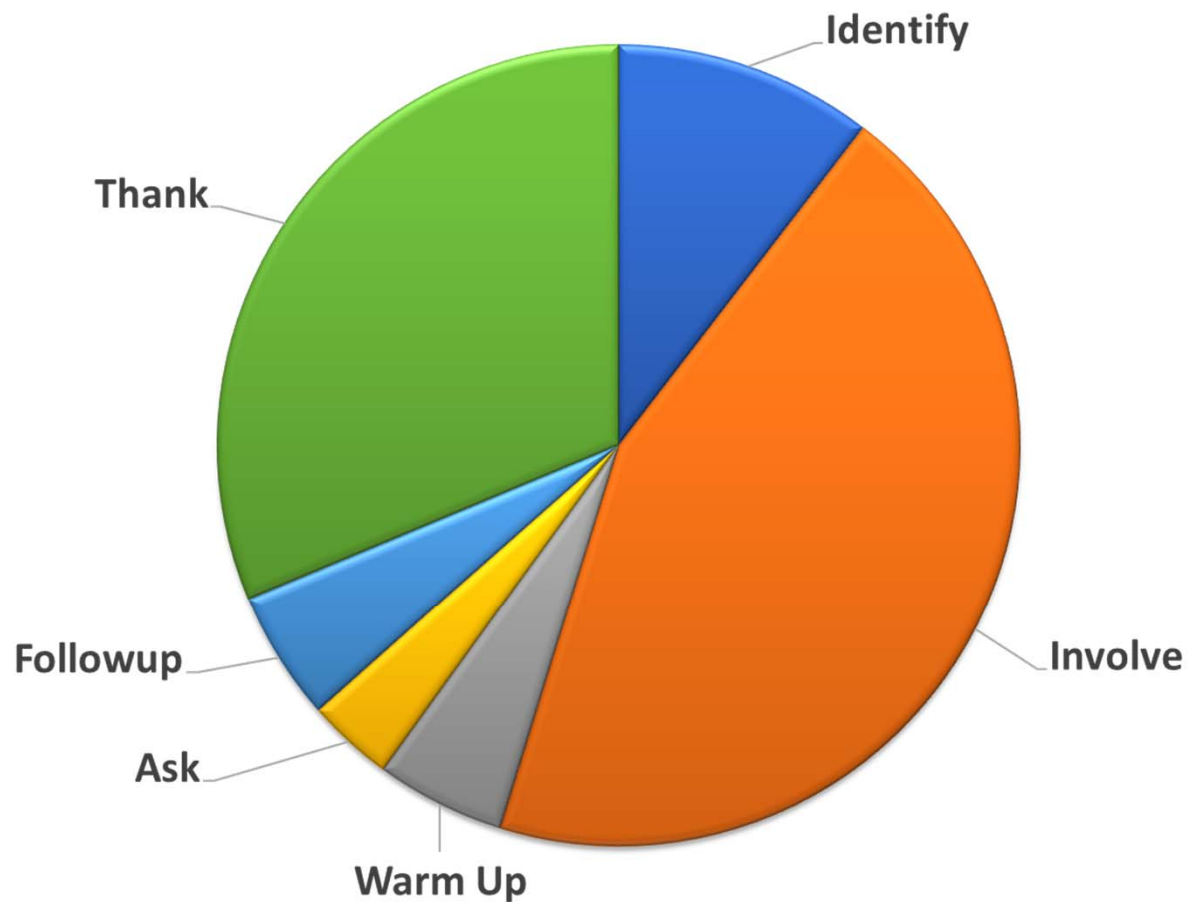
“Sounds like a community center, more than just a library”

“Plan [for the library] says something about community values”

“Fundraising pays for the extras”

WHAT IS THIS BASED ON?

FUNDRAISING TAKES TIME, EVEN WHEN THE DONOR BASE IS PRIMED TO GIVE GENEROUSLY



WHAT ARE THE PHASES?

Prepare

(6-9 months)



Major Gifts

(12-15 months)



Broad Community Support

(12-15 months)

MAJOR GIFT PHASE



BROAD COMMUNITY SUPPORT PHASE



WHAT IS THE LONG-TERM IMPACT?

