

Warren-Newport Public Library District

Lake County, Illinois

Board of Trustees

Policy 1059

WNPLD Development Council

Adopted: September 20, 2016

Reviewed/Revised:

ARTICLE 1. FORMATION AND PURPOSE

The Executive Director of the Warren-Newport Public Library District (WNPLD) is responsible for establishing a WNPLD Development Council (WDC) to assist in creating a strategic plan for development that will identify fundraising strategies to provide additional revenue for WNPLD through grants, donations, establishing endowments, and other alternative sources of revenue. WDC goals include, but are not limited to, identifying projects that lend themselves to fundraising, benchmarking current giving levels, setting realistic giving goals for the next three (3) years, structuring WNPLD's memorial and tribute giving program, creating a planned giving program, and researching alternative revenue options. When called upon to do so, the WDC will also help WNPLD achieve any fundraising goals within its Strategic Plan.

ARTICLE 2. ROLES

Possible roles for WDC members include, but are not limited to

- providing objective guidance and feedback on development strategy;
- identifying donor prospects and introducing them to WNPL;
- cultivating prospects through events, library visits, communications, etc.;
- soliciting prospects by helping a WNPLD development director make the ask;
- inspiring prospects by becoming donors themselves, including in-kind donations, and encouraging others to follow their example;
- supporting stewardship activities;
- assessing the progress of development activities against the agreed milestones and helping identify appropriate future action;
- sharing expertise and networks to supplement the Library's in-house resources; and
- being a champion of WNPLD and helping develop a case for support.

ARTICLE 3. MEMBERSHIP AND ORGANIZATION

Section 3.01 Recruitment of Members

The Executive Director, the President of the Board of Trustees, and the President of the Friends of the Library shall serve as the core of the WDC Recruitment Committee for new members. Under the leadership of the Executive Director, the WDC Recruitment Committee shall seek out individuals in the community who have the skills, expertise, and experience in fundraising to

assist with creating a strategic plan for development. Ideally, these individuals should come from the local business community (including, but not limited to, entrepreneurs and major corporations) and other positions of influence (e.g., government leaders, local foundation board members). The initial goal is to recruit six (6) to fifteen (15) citizen members. Once the WDC is formed, its Chair shall be a member of the Recruitment Committee.

Section 3.02 Membership

In addition to the members recruited for the WDC, the Executive Director, up to two (2) Library Board Trustees, and the President of the Friends of the Library (FOL) shall also be members of the WDC. Additional WNPLD staff will be asked to be active with the WDC when such participation is deemed necessary. Membership in the WDC shall not be subject to change solely due to a change of Executive Director or a change of membership within the Board of Trustees or its offices. Once the WDC is established, the members shall decide the ideal size for the Council.

Section 3.03 WDC Chair

Upon the establishment of the WDC, the Recruitment Committee shall appoint a Chair to assume a leadership role in the organization and work of the WDC for the first two (2) years. Following that, WDC members shall determine how and when to elect a member as Chair. They may also decide to add other leadership position(s) as they are warranted.

Section 3.04 Subgroups

WDC is empowered to create subgroups for the purpose of working on specific projects. Members of subgroups are not required to be members of the WDC.

ARTICLE 4. MEETINGS

WDC shall meet at least quarterly. Other meetings may be called as needed. WDC meetings should not conflict with any meetings of the Board of Trustees. Following each meeting, the WDC Chair will submit a brief report for inclusion in the Board packet for the next regular Board meeting.

ARTICLE 5. POWERS AND RELATIONSHIP WITH THE BOARD OF TRUSTEES

Though WDC shall not have governing powers, its work will result in recommendations to the Executive Director who will bring them to the Board of Trustees for discussion. The Board shall offer its concerns, ideas, feedback, and encouragement on WDC recommendations. The Board of Trustees values the contributions of WDC volunteers who willingly share their time and expertise to bring increased revenues to WNPLD and commits to fostering a collaborative and supportive relationship with the WNPLD Development Council.
