

Waunakee Public Library

Library Board Meeting

Friday, November 10, 2017

7:45 AM

Library Programming Room

- I. **Call to order:** Jean called the meeting to order at 7:43 AM
 - A. **Roll call:** Present: Jean Elvekrog, Kathy Grosskopf, Gary Herzberg, Mike Ricker, Cindy Turner, and Erick Plumb, Director
 - B. **Absent:** Annie Ballweg and Geoff Vine
 - C. **Guest:** Todd Schmidt
- II. **Additions to agenda:** none
- III. **Approval of consent agenda-** Gary moved, Mike seconded, Passed.
- IV. **Public comment:** none
- V. **Library Director's Report:** Erick reported on Brittany's meeting with the WCSD media specialists promoting Tutor.com, the decision to not include a RFID sorter in the new building and that Courtney Cosgriff has been certified as a notary. The full director's report including youth service and adult service sections was included in the Board packet.
- VI. **Old Business**
 - A. **Architecture Committee Report- Todd Schmidt & Erick Plumb**

Todd and Erick noted the finding of unexpected levels of PCBs in the Alloy building's concrete and the \$287,000 change order passed by the Village Board to cover the increased demolition costs. The possibility of grant funding to meet these costs is being investigated.
 - B. **Capital Campaign Committee- Erick Plumb & Jean Elvekrog**

The capital campaign continues with great success. Pledges currently are at \$1,193,000.
- VII. **New business**
 - A. Update on 2018 Library Budget- Todd and Erick discussed the gradual addition of staff moving forward. A fulltime youth services/young adult position is slated for October 1, 2018. Courtney's adult services position is fulltime in the 2018 budget. The non-personnel library budget is flat for 2018. A detailed 2018 budget will be presented to the Library Board after approval by the Village Board.
 - B. Launch of public fundraising campaign on November 15th.

The launch of the public phase and a public announcement will take place on Wednesday, November 15th at 11:30 AM in the programming room of the WPL. The Library Board is invited as well as members of the Waunakee Village Board, and Westport Town Board.

- C. Discuss revised Privacy of Public Records
Erick presented a draft of the policy. It will be reviewed by the Village attorney and returned to the Library Board for final approval.

VIII. Adjourn: The meeting was adjourned at 8:30 AM on a motion by Gary, second by Jean.

Next Library Board Meeting: Friday, December 8, 2017 at 7:45 AM at WPL Programming Room.

Respectfully submitted, Cynthia S. Turner, Trustee and Secretary

- A. **Reminder:** The Village Board's Plan Commission meeting will be held on Monday, November 13th, 6:00 PM at Village Hall. On the agenda is discussion and action on the site plan for the new Waunakee Public Library. This is an open meeting.
- B. **Reminder:** Meeting dates and times for 2018 Library Board meetings. The Board agreed that the monthly day would now be the 3rd Friday at 7:45 AM starting on January 19, 2018.

VILLAGE OF WAUNAKEE
REVENUES AND EXPENDITURES COMPARED TO BUDGET
FOR 11 MONTHS ENDING NOVEMBER 30, 2017

GENERAL FUND

	Current	YTD	BUDGET AMOUNT	VARIANCE	% OF BUDGET
100-43740020	\$0.00	\$146,829.00	\$120,000.00	(\$26,829.00)	122.36%
100-43740091	\$0.00	\$635.00	\$0.00	(\$635.00)	100.00%
100-48540070	\$0.00	\$4,116.00	\$0.00	(\$4,116.00)	100.00%
TOTAL	\$0.00	\$151,580.00	\$120,000.00	(\$31,580.00)	126.32%
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TOTAL FUND REVENUES	\$0.00	\$151,580.00	\$120,000.00	(\$31,580.00)	126.32%
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100-551400-110	\$18,162.60	\$182,792.46	\$206,669.00	\$23,876.54	88.45%
100-551400-120	\$20,865.80	\$248,568.20	\$277,232.00	\$28,663.80	89.66%
100-551400-121	\$87.12	\$240.84	\$0.00	(\$240.84)	100.00%
100-551400-130	\$2,908.00	\$31,507.78	\$37,016.00	\$5,508.22	85.12%
100-551400-131	\$2,232.36	\$24,149.26	\$27,020.00	\$2,870.74	89.38%
100-551400-132	\$6,802.19	\$86,652.94	\$108,518.00	\$21,865.06	79.85%
100-551400-133	\$43.26	\$471.45	\$391.00	(\$80.45)	120.58%
100-551400-134	\$675.49	\$7,965.53	\$10,125.00	\$2,159.47	78.67%
100-551400-217	\$0.00	\$0.00	\$325.00	\$325.00	0.00%
100-551400-219	\$0.00	\$44,335.38	\$44,500.00	\$164.62	99.63%
100-551400-225	\$490.97	\$5,433.69	\$6,384.00	\$950.31	85.11%
100-551400-290	\$362.07	\$1,271.14	\$4,488.00	\$3,216.86	28.32%
100-551400-292	\$0.00	\$0.00	\$2,835.00	\$2,835.00	0.00%
100-551400-311	\$157.47	\$791.97	\$1,100.00	\$308.03	72.00%
100-551400-320	\$284.50	\$1,569.50	\$1,950.00	\$380.50	80.49%
100-551400-330	\$493.25	\$1,367.67	\$5,320.00	\$3,952.33	25.71%
100-551400-340	\$194.40	\$11,533.70	\$8,200.00	(\$3,333.70)	140.65%
100-551400-341	\$0.00	\$3,934.64	\$2,795.00	(\$1,139.64)	140.77%
100-551400-380	\$1,983.35	\$27,321.99	\$36,300.00	\$8,978.01	75.27%
100-551400-381	\$1,776.11	\$17,322.39	\$18,000.00	\$677.61	96.24%
100-551400-383	\$0.00	\$12,125.44	\$14,529.00	\$2,403.56	83.46%

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GENERAL FUND

	Current	YTD	BUDGET AMOUNT	VARIANCE	% OF BUDGET
100-551400-384	\$110.98	\$9,748.18	\$9,474.00	(\$274.18)	102.89%
100-551400-385	\$102.01	\$2,860.12	\$3,000.00	\$139.88	95.34%
100-551400-386	\$607.91	\$7,054.19	\$10,500.00	\$3,445.81	67.18%
100-551400-387	\$346.37	\$6,327.60	\$8,500.00	\$2,172.40	74.44%
100-551400-390	\$963.27	\$9,219.74	\$11,400.00	\$2,180.26	80.87%
100-551400-391	\$0.00	\$46.00	\$0.00	(\$46.00)	100.00%
100-551400-392	\$0.00	\$126.70	\$3,475.00	\$3,348.30	3.65%
100-551401-110	\$0.00	\$1,196.19	\$0.00	(\$1,196.19)	100.00%
100-551401-130	\$0.00	\$89.87	\$0.00	(\$89.87)	100.00%
100-551401-131	\$0.00	\$81.31	\$0.00	(\$81.31)	100.00%
100-551401-132	\$0.00	\$385.82	\$0.00	(\$385.82)	100.00%
100-551401-133	\$0.00	\$2.99	\$0.00	(\$2.99)	100.00%
100-551401-134	\$0.00	\$19.86	\$0.00	(\$19.86)	100.00%
100-551401-210	\$237.86	\$19,625.17	\$21,900.00	\$2,274.83	89.61%
100-551401-220	\$994.63	\$9,892.90	\$12,000.00	\$2,107.10	82.44%
100-551401-221	\$130.64	\$1,293.69	\$2,460.00	\$1,166.31	52.59%
100-551401-350	\$0.00	\$268.51	\$1,688.00	\$1,419.49	15.91%
100-551401-390	\$0.00	\$10,092.18	\$350.00	(\$9,742.18)	2,883.48%
TOTAL	\$61,012.61	\$787,686.99	\$898,444.00	\$110,757.01	87.67%
TOTAL FUND EXPENDITURES	\$61,012.61	\$787,686.99	\$898,444.00	\$110,757.01	87.67%
NET REVENUES OVER EXPENDITURES	(\$61,012.61)	(\$636,106.99)	(\$778,444.00)	(\$142,337.01)	81.72%

VILLAGE OF WAUNAKEE
 REVENUES AND EXPENDITURES COMPARED TO BUDGET
 FOR 12 MONTHS ENDING DECEMBER 31, 2017

LIBRARY SPECIAL REVENUE FUND

	Current	YTD	BUDGET AMOUNT	VARIANCE	% OF BUDGET
220-46740011	\$0.00	\$10,513.39	\$14,700.00	\$4,186.61	71.52%
220-46740014	\$0.00	\$1,976.82	\$1,300.00	(\$676.82)	152.06%
220-48140001	\$0.00	\$196.00	\$225.00	\$29.00	87.11%
220-48540070	\$0.00	\$884.66	\$0.00	(\$884.66)	100.00%
TOTAL	\$0.00	\$13,570.87	\$16,225.00	\$2,654.13	83.64%
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TOTAL FUND REVENUES	\$0.00	\$13,570.87	\$16,225.00	\$2,654.13	83.64%
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NET REVENUES OVER EXPENDITURES	\$0.00	\$13,570.87	\$16,225.00	\$2,654.13	83.64%

VILLAGE OF WAUNAKEE

TRIAL BALANCE

FOR 12 MONTHS ENDING DECEMBER 31, 2017

	YTD ACTUAL	YTD BUDGET
220-11110 COMMINGLED CASH	\$124,352.81	\$0.00
220-11210 LIBRARY SPECIAL REVENUE CASH	\$0.00	\$0.00
220-11501 CD INVESTMENTS	\$0.00	\$0.00
220-11580 LIBRARY CD 599001246	\$0.00	\$0.00
220-11581 LIBRARY CD 12359399	\$0.00	\$0.00
220-11582 LIBRARY CD 5006134353	\$0.00	\$0.00
220-11583 LIBRARY MONEY MARKET	\$0.00	\$0.00
220-11584 LIBRARY T-BILL	\$0.00	\$0.00
220-11585 CD cert 791962692	\$0.00	\$0.00
220-11800 PETTY CASH - LIBRARY	\$0.00	\$0.00
220-11801 CASH ON HAND	(\$375.29)	\$0.00
220-13300 ACCRUED INTEREST RECEIVABLE	\$0.00	\$0.00
220-21100 MISC ACCOUNTS PAYABLE	\$0.00	\$0.00
220-21219 ACCOUNTS PAYABLE SYSTEM	\$0.00	\$0.00
220-21999 P/R ALLOCATED TO OTHER FUNDS	\$0.00	\$0.00
220-34220 DESIGNATED - CARBERRY FUND	\$1,185.00	\$0.00
220-34221 DESIGNATED - SCHUBERT FUND	\$540.00	\$0.00
220-34300 FUND BALANCE	\$109,620.22	\$0.00
220-43740091 SOUTH CENTRAL LIBRARY AID	\$0.00	\$0.00
220-46740011 PUBLIC CHARGES	\$10,513.39	\$14,700.00
220-46740012 BOOK SALES	\$0.00	\$0.00
220-46740013 DAMAGED BOOKS	\$0.00	\$0.00
220-46740014 PHOTOCOPIES	\$1,976.82	\$1,300.00
220-48040010 MISCELLANEOUS REVENUE	\$0.00	\$0.00
220-48140001 INTEREST INCOME	\$196.00	\$225.00
220-48340001 PROPERTY SALES	\$0.00	\$0.00
220-48540070 DONATIONS	\$884.66	\$0.00

N



1030243: Waunakee Library Forever Fund

10/1/2017 To 10/31/2017

Balance

Beginning Balance 264,016.85

Contributions/Gifts

Contributions* 0.00

**Contribution totals include net gift amounts for credit card gifts. Each credit card gift is assessed a merchant processing fee by the donor's credit card company of approximately 4%.*

Transfers In 0.00

0.00

Portfolio Gains (Losses)

Investment Results, Net Of Fees 3,583.16

3,583.16

Grants/Distributions

Grants/Distributions 0.00

Transfers Out 0.00

MCF Support (220.01)

(220.01)

Ending Balance

\$267,380.00

Cash Available for Grants as of 10/31/2017

\$6,234.00

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November 2017 Bills

Account	Vender	Amount
100-551400-290 -Leased Items		
	Gordon Fleisch	\$211.03
100-551400-292 -Maintenance Contracts		
	SCLS	\$1,621.57
100-551400-311 – Postage		
	Elvekrog reimbursement	\$ 49.00
	Post Office	\$56.50
		\$ 105.50
100-551400-330-Library Travel/Training		
	SCLS (lunch for Plumb)	\$12.00
	Total	\$12.00
100-551400-340 - Programs		
	Ace	
	Amazon	\$95.98
	Piggly Wiggly	
	Dollar Tree	
	Kwiktrip	
	Apple iTunes	\$10.54
	Walmart	\$23.08
	Total	\$106.52
100-551400-380 – Adult Books		
	Amazon	\$74.55
	Baker & Taylor	\$1,322.03
	Total	\$1,396.58
100-551400-381 – Juvenile Books		
	Amazon	
	Baker & Taylor	\$421.37
	Total	\$421.37
100-551400-384 - Digital Materials & Computer Software		
	Verizon -Hotspots	\$80.02
	Amazon (e-books)	\$9.99
	Barnes & Noble (e-books)	\$11.99
	TBS faxing	\$29.90

Total		\$131.90
100-551400-385 – Kit Supplies		
	Amazon	\$43.77
	Total	\$43.77
100-551400-386 – Audio Materials		
	Penguin	\$72.75
	Midwest tape	\$100.94
	Total	\$173.69
100-551400-387 – Videos		
	Amazon	\$607.95
	Midwest	\$92.96
	Total	\$700.91
100-551400-390 - Other (Supplies)		
	SCLS (RFID tags)	\$923.07
	Amazon	\$106.90
	Demco	\$181.93
	Piggly	
	Office Max	
	Total	\$1,211.90
101-551401-210 - Building Services		
	Coverall	\$ 1,424.86
	Total	\$ 1,424.86
101-551401-390 - Building Other		

430-551400-810 - Equipment Replacement

SCLS (PC and 2 printers)

\$4,091.52

470-551400-210 - Library Outside Services		
	McDonald Schaefer	\$7,800.00
	Fred's Village Market	\$18.18
	Guilty Café	\$211.68
	Total	\$8,029.86
220-46740011- Special Revenue Fund		
	Grand Total	\$19,531.31

Library Activity Report
Erick Plumb
December 2017

- Our Capital Campaign has gone public and continues to gain momentum. As of November 30, we've raised over \$1,300,000, over 80% of our goal. We finished the month of November with a \$30,000 grant from the Evjue Foundation. Continued thanks are in order to our terrific Campaign cabinet and their tremendous efforts.
- Design work continues on the new building. We anticipate December 22 to be the end of the design process so that construction can be bid in late January or early February.
- The Friends of the Library held their annual Craft Fair and Book Sale at the Intermediate School on Saturday, November 18. The event raised over \$5,000 for the group. Thanks to all of our Friends for their dedication and hard work for pulling off yet another impressive and successful event.
- Beginning in January, the Library will be a part of the Music and Memory program. This program assists those with dementia have access to iPods filled with their favorite music. Research has shown that listening to music can assist those suffering with dementia by "tapping deep memories not lost to dementia and can bring participants back to life, enabling them to feel like themselves again, to converse, socialize and stay present." Visit musicandmemory.org for more on this nation-wide program.
- With a renewal deadline of January 15 looming, we are investigating whether or not to renew Tutor.com. As the Board is aware, Tutor.com allows one-on-one homework help to students of all ages, plus adults. It's a great service, although it is quite expensive given it's usage. The school district allowed us to once again put in a plug about the service in the newsletter that goes to all district families. We will make one last push and see how December's stats look prior to making a decision.

Youth Services Report by Brittany

November (aka Dinovember) was a roaring success for the Children's Department. Hundreds of people were interacting with our Facebook page as we posted daily pictures of the dinosaur's crazy antics as they were loose in the library. In the building, a dinosaur scavenger hunt was completed 285 times and nearly all of our dinosaur picture books were checked out. Creating these "anytime" or "passive" programs, as they're commonly called, is proving to be a better fit for families and children because they can participate whenever they happen to be visiting and it doesn't require a firm commitment as more traditional programs do. Brittany was able to attend the annual summer reading workshop hosted by SCLS at the beginning of the month. The theme for 2018 is "Libraries Rock!" and is all about music. We also hosted a very successful meeting between many of the school librarians and literacy coaches intended to make them more aware of all the services the library provides and how we can make our partnerships stronger. Brittany will follow-up with the literacy coaches from the elementary schools and Intermediate to determine the best course of action for summer reading programs and how we can reach even more kids together.

Adult Services Report by Courtney

In November, I was interviewed by the Waunakee Tribune for a feature story that will run in January. We discussed what brought me to Wisconsin and my past experience in libraries. My first DIY Make & Take program was filled to capacity and went well; my December date is already full as well. I attended a series of 3 webinars to become certified for our Music & Memory program. We have begun collecting iPods and iTunes gift cards with an anticipated start date of January 1st. I attended my first Lions club meeting and will be officially inducted in January. I attended an OPN design meeting relating to shelving and furniture. I hosted 3 programs including Time to Downsize, Zero Waste 101, and a cardmaking program. I attended a safety committee meeting at Waunakee Utilities. I met with Jodie Sorenson from the Village/Waunakee Community Cares Coalition to establish a co-sponsored quarterly program for next year that will include presentations on community issues followed by a discussion.

Erick's Meetings and Appearances this month

- Kathy Grosskopf, Library Trustee Orientation, November 2
- 100 Women Event, Lone Girl, November 2
- Ted Strauss, Suttle Strauss, November 3
- Village Management Team meeting, November 7
- Gressco, November 7
- Library Staff Meeting, November 8
- Dane County Library7 Directors, DCL, November 9
- Geoff Vine and Todd Schmidt, November 13
- Village Plan Commission, November 13
- Renee Meinholz, November 14
- Capital Campaign Public Kick-off, November 15
- SCLS All-Directors, Sun Prairie, November 16
- Adam Bentley, November 16
- Friends of the Library Book Sale and Craft Fair, November 18
- Capital Campaign cabinet meeting, November 27
- Rotary, November 30
- OPN Architects, November 10 and November 21

Appendix A

CAPITAL CAMPAIGN MANAGEMENT Proposal

Scope of Services Options for Waunakee Public Library



This **Scope of Services** table summarizes the major steps in planning and running a capital campaign and outlines an initial division of tasks between McDonald Schaefer and our clients based on the Option selected. The Options are flexible to allow you to tailor our services to your particular needs and we may jointly elect to move some of the tasks from one column to another. Note that this list *summarizes* broad topics and clients should cautiously consider the "right" option for them as many of these steps involve dozens of related substeps and require extensive experience, time, and resources.

WPL = Waunakee Public Library

SCOPE OF SERVICES	Option 1 2 days per week \$10,400/mo.		Option 2 1.5 days per week \$7,800/mo.		Option 3 1 day per week \$5,200/mo.	
	MS	WPL	MS	WPL	MS	WPL
CAMPAIGN LEADERSHIP						
1 Define the role of volunteer campaign leadership	✓	✓	✓	✓	✓	✓
2 Develop job descriptions for all leadership positions	✓		✓		✓	
3 Develop leadership profile	✓		✓		✓	
4 Define Cabinet hierarchy	✓		✓		✓	
5 Identify leadership candidates	✓	✓	✓	✓	✓-	✓+
6 Research (internal/external) leadership candidates	✓		✓			✓*
7 Evaluate leadership candidates	✓	✓	✓	✓	✓	✓
8 Prioritize list of candidates	✓	✓	✓	✓	✓	✓
9 Develop personal recruitment strategies	✓	✓	✓	✓	✓	✓
10 Develop recruitment materials/tools	✓		✓			✓*
11 Recruit Honorary Chair(s), Working Chair(s), regular cabinet members	✓	✓	✓	✓	✓-	✓+
12 Develop cabinet orientation and training materials	✓		✓		✓-	✓+
13 Conduct Relationship Mapping exercise to link cabinet members and donor prospects	✓		✓		✓	
14 Provide group cabinet orientation and solicitation training for board, campaign cabinet and staff	✓		✓		✓	
15 Provide one-on-one follow up training sessions after group session	✓		✓			✓*
16 Meet regularly with board and campaign cabinet members individually to support their work cultivating prospects, soliciting gifts and stewarding donors	✓		✓		✓	✓
17 Frequently update leadership team on campaign status and progress	✓		✓			✓*

* McDonald Schaefer to provide guidance and/or samples.

+/- A plus sign indicates primary responsibility; a minus sign indicates secondary responsibility

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SCOPE OF SERVICES	Option 1 2 days per week \$10,400/mo.		Option 2 1.5 days per week \$7,800/mo.		Option 3 1 day per week \$5,200/mo.	
	 MS	WPL	 MS	WPL	 MS	WPL
18 MAJOR DONOR DEVELOPMENT						
19 Develop gift chart	✓		✓		✓	
20 Segment prospect list into tiers and recommend different cultivation and solicitation strategies	✓		✓		✓	
21 Compile initial prospect list based on the organization's contacts, feasibility study results, and leads from new sources	✓	✓	✓	✓		✓*
22 Produce comprehensive prospect research dossiers on top prospects	✓		✓		✓	
23 Conduct wealth screening and analytics for up to 2,500 prospects	✓		✓		✓	
24 Conduct rating sessions with leadership team to evaluate donor prospects	✓		✓		✓	✓
25 Develop Schedule of Asks by qualifying and prioritizing prospects based on projected gift, ask readiness and personal connections to prospect	✓	✓	✓	✓	✓	✓
26 Assign major prospects to members of the leadership team	✓	✓	✓	✓	✓	✓
27 Develop personalized cultivation & solicitation strategies for lead gift prospects	✓	✓	✓	✓	✓	✓
28 Develop personalized cultivation & solicitation strategies for other major gift prospects for duration of campaign	✓	✓	✓	✓	✓	✓
29 Lead the active solicitation stage and serve as the driving force by coordinating cultivation and solicitation strategies with leadership team throughout the campaign and serving as primary contact for campaign cabinet	✓		✓		✓	✓
30 Accompany volunteers on selected solicitation calls when necessary	✓	✓	✓	✓	✓	✓+

* McDonald Schaefer to provide guidance and/or samples.

+/- A plus sign indicates primary responsibility; a minus sign indicates secondary responsibility

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SCOPE OF SERVICES	Option 1 2 days per week \$10,400/mo.		Option 2 1.5 days per week \$7,800/mo.		Option 3 1 day per week \$5,200/mo.	
	MS	WPL	MS	WPL	MS	WPL
31 COMMUNICATIONS						
32 Develop campaign theme and tagline	✓	✓	✓	✓		✓*
Write copy for case statement (large brochure) and						
33 small brochure. Includes up to three rounds of consolidated client edits.	✓	✓	✓	✓		✓*
Graphic Design - Develop logo and graphic layout of						
34 case statement, small brochure, stationery set including letterhead, envelopes, folder, note cards	✓		✓			✓*
35 Develop gift/pledge form	✓		✓			✓*
36 Define Giving Levels	✓		✓			✓*
37 Recommend/Develop Named Gift Opportunities	✓	✓	✓	✓	✓	✓
38 Define on-site recognition program	✓	✓	✓	✓		✓*
39 Develop digital campaign strategy and multimedia digital strategy and concept including:						
40 Campaign website	✓		✓		✓-	✓+
41 Campaign eNewsletter	✓		✓		✓-	✓+
42 Campaign video	✓		✓		✓-	✓+
43 Social media tools	✓		✓		✓-	✓+
44 Develop press network strategy	✓		✓	✓		✓*
45 Develop on-site signage strategy	✓		✓	✓		✓*
46 Develop other assorted campaign promotional materials	✓		✓	✓		✓*
47 Develop comprehensive direct mail strategy	✓		✓	✓	✓-	✓+
48 Develop a PowerPoint presentation for various publicity opportunities	✓		✓			✓*
49 Prepare press kits	✓		✓			✓*
50 Write a master foundation inquiry and proposal	✓		✓		✓	
Grant-writing (not including government grants).						
51 Includes up to four grant proposals per month for Option 1, two grants per month for Option 2.	✓		✓	✓		✓*
Prepare numerous campaign-related documents (letters, proposals, follow ups, etc.), ready for signature, for various volunteers and staff	✓		✓	✓	✓-	✓+
52 Plan special events (campaign kickoff, groundbreaking event, grand opening), promotions and public outreach	✓	✓	✓	✓		✓*
53 Write special event scripting	✓		✓	✓		✓*
54 Develop concepts for special event graphics (programs, easel displays, PowerPoint)	✓		✓			✓*
55						
56 Develop stewardship communication strategies	✓		✓	✓		✓*

* McD.

+/- A plus sign indicates primary responsibility; a minus sign indicates secondary responsibility

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SCOPE OF SERVICES	Option 1 2 days per week \$10,400/mo.		Option 2 1.5 days per week \$7,800/mo.		Option 3 1 day per week \$5,200/mo.	
	MS	WPL	MS	WPL	MS	WPL
57 CAMPAIGN OFFICE						
58 Develop comprehensive campaign plan	✓		✓		✓	
59 Update or develop Gift Acceptance policy	✓		✓	✓		✓*
60 Update or develop Deferred Gift policy	✓		✓	✓		✓*
61 Update or develop Named Gift policy	✓		✓	✓		✓*
62 Confirm or develop Stock Transfer Instruction Sheet	✓		✓			✓*
63 Develop tiered gift acknowledgement plan	✓		✓	✓		✓*
64 Develop pledge reminder system	✓		✓	✓		✓*
65 Develop named gift system tracking system	✓		✓			✓*
66 Schedule recurring group and one-on-one meetings with cabinet members	✓		✓	✓		✓*
67 Coordinate direct mail campaign with mail house	✓		✓	✓		✓*
68 Prepare documents for campaign meetings including agendas, timelines, gift reports, forecasts, etc.	✓		✓	✓		✓*
69 Develop personalized proposals for individual donors when needed	✓		✓	✓		✓*
70 Track all prospect data and moves management in campaign database	✓		✓		✓	
71 Conduct ongoing standard prospect research	✓		✓	✓		✓*
72 Provide grant research	✓		✓		✓	
73 Store and manage inventory of campaign promotional materials		✓		✓		✓
74 Routinely assemble campaign materials into campaign folders, ready for use by campaign volunteers		✓		✓		✓
75 Coordinate campaign special events (cultivation events/receptions, public campaign announcement, groundbreaking, campaign celebration)		✓*		✓*		✓*
76 Manage production of campaign newsletter and/or other identified communication tools		✓*		✓*		✓*
77 Record gifts, acknowledge donors, notify involved solicitors		✓		✓		✓
78 Track pledges, issue reminders when due		✓		✓		✓
79 Maintain campaign website, social media channels and other digital applications		✓		✓		✓

* McDonald Schaefer to provide guidance and/or samples.

+/- A plus sign indicates primary responsibility; a minus sign indicates secondary responsibility

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