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### Making a Difference through Fundraising

Travis Clamon

*East Tennessee State University, clamon@etsu.edu*

Richard L. Wallace

*East Tennessee State University, wallacer@mail.etsu.edu*

Nakia J. Woodward

*East Tennessee State University, woodwardn@etsu.edu*

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## Making a Difference through Fundraising

## Objective

The US healthcare system will have to exist on reduced funding in the future, creating a need for new funding sources for health science libraries to survive. The purpose of this study was to investigate fundraising in academic allopathic medical libraries.

## Method

The methodology implemented for this research was a cross sectional design. An electronic survey questionnaire was utilized to ask fifteen fundraising questions to participants. The survey was pilot tested for readability, functionality, and content.

The questions consisted of:

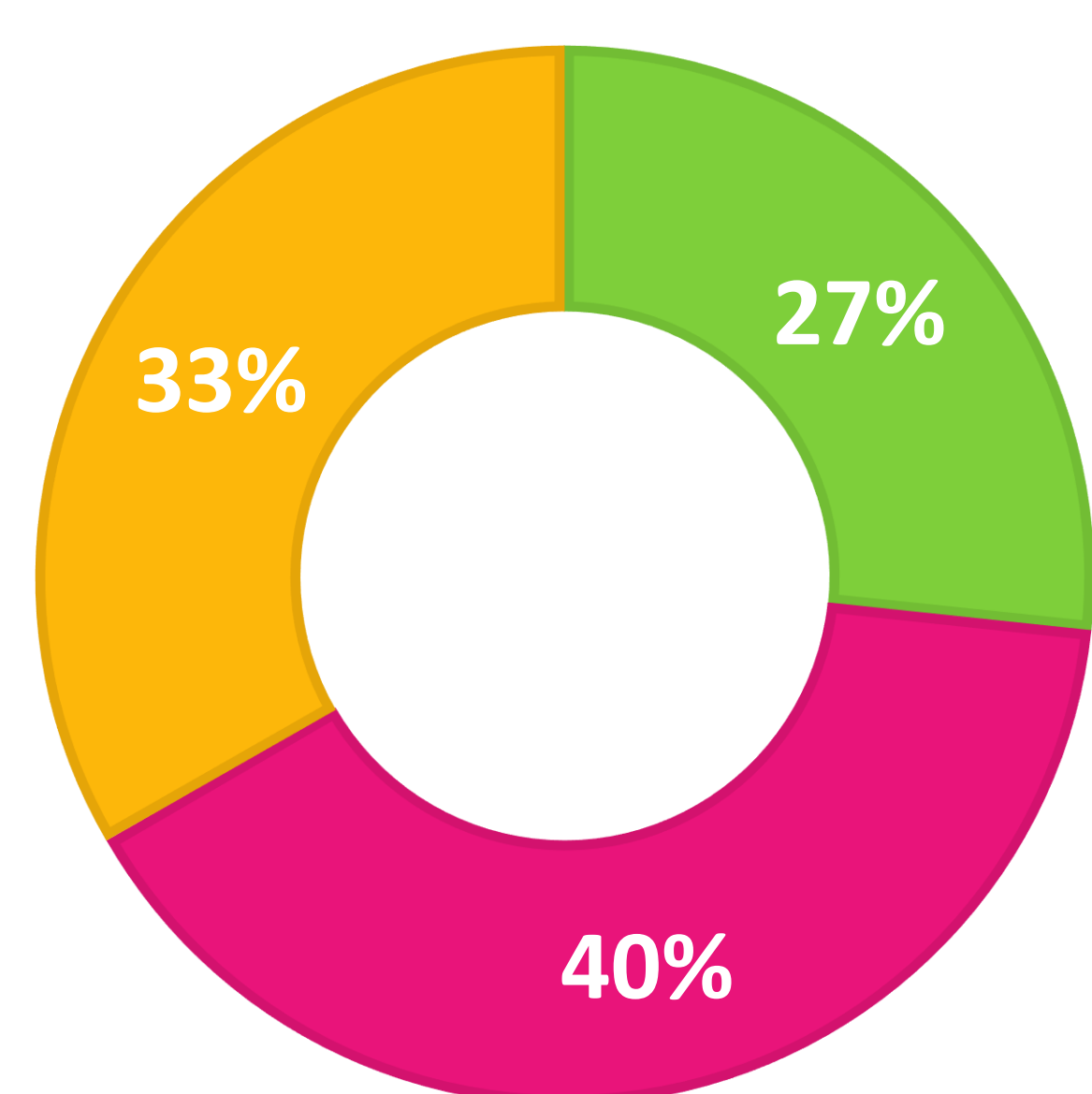
- current status of library fundraising
- perceptions of the central development office
- utilizing fundraising positions inside the library
- types of fund raising activities used
- most successful fundraising types
- five year average fundraising income
- fundraising advertising
- utilization of funds
- challenges and motivations to fundraising
- donor recognition.

These questions were loaded onto Checkbox™ survey software for distribution. The survey was distributed to five members of a blinded focus group for testing. Potential academic medical library groups were identified that have diverse sizes and budgets. The decision to use the Consortium of Southern Biomedical Libraries (CONBLS) was based on these factors. **Authors used descriptive statistics to analyze the data.**

## Demographics

Responses received from **71.4%** of the surveyed population

- Small Libraries (1-5 Librarians)
- Medium Libraries (6-10 Librarians)
- Large Libraries (11+ Librarians)



## Current Status of Fundraising

- 47%** "We actively fundraise but would like to increase it"
- 47%** "We would like to fundraise, but are not active"
- 6%** "We do not fundraise and do not plan to"

➔ **66%** of Medium Libraries surveyed were actively fundraising compared to only **20%** of Large Libraries.

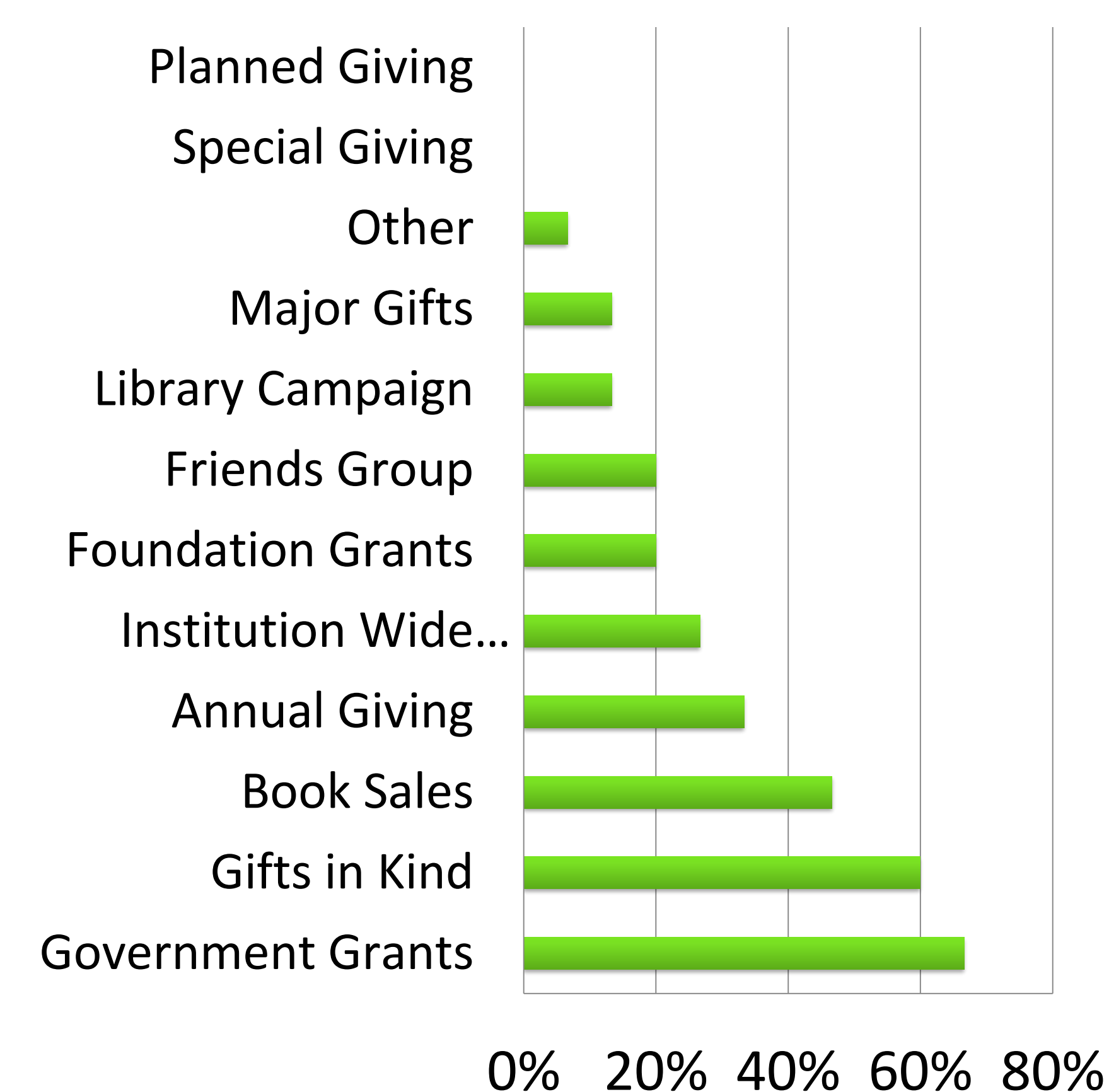
## Central Development Perception

- 57%** Somewhat Attentive to my Needs
- 43%** Not Attentive to my Needs
- 0%** Very Attentive to my Needs

## Internal Fundraising Staff

- ➔ **100%** of libraries did NOT have a position responsible for fundraising
- ➔ **100%** would NOT add a fundraising position if additional funds were available.

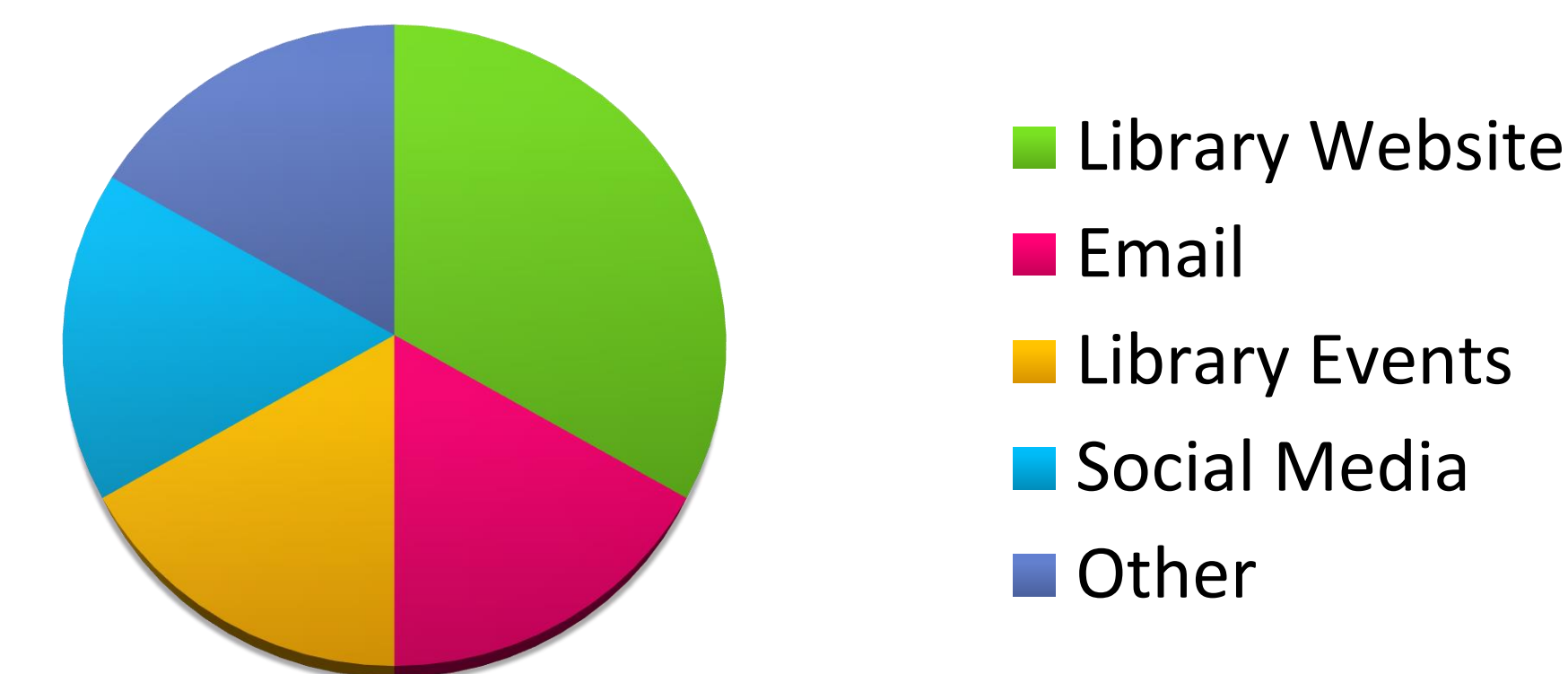
## Fundraising Activities



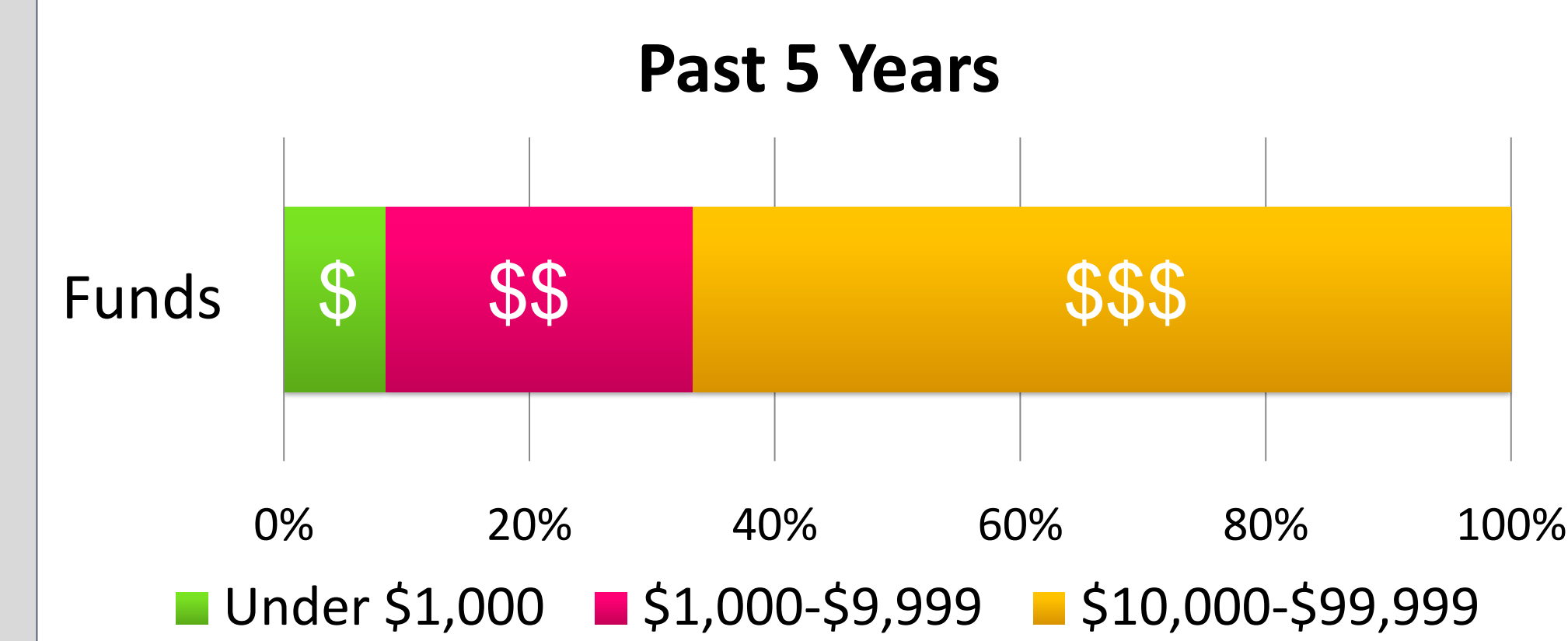
➔ **Government Grants (75%) and Gifts in Kind (44%)** were identified as most successful

➔ Only **50%** of libraries who participated in **book sales** considered it most successful

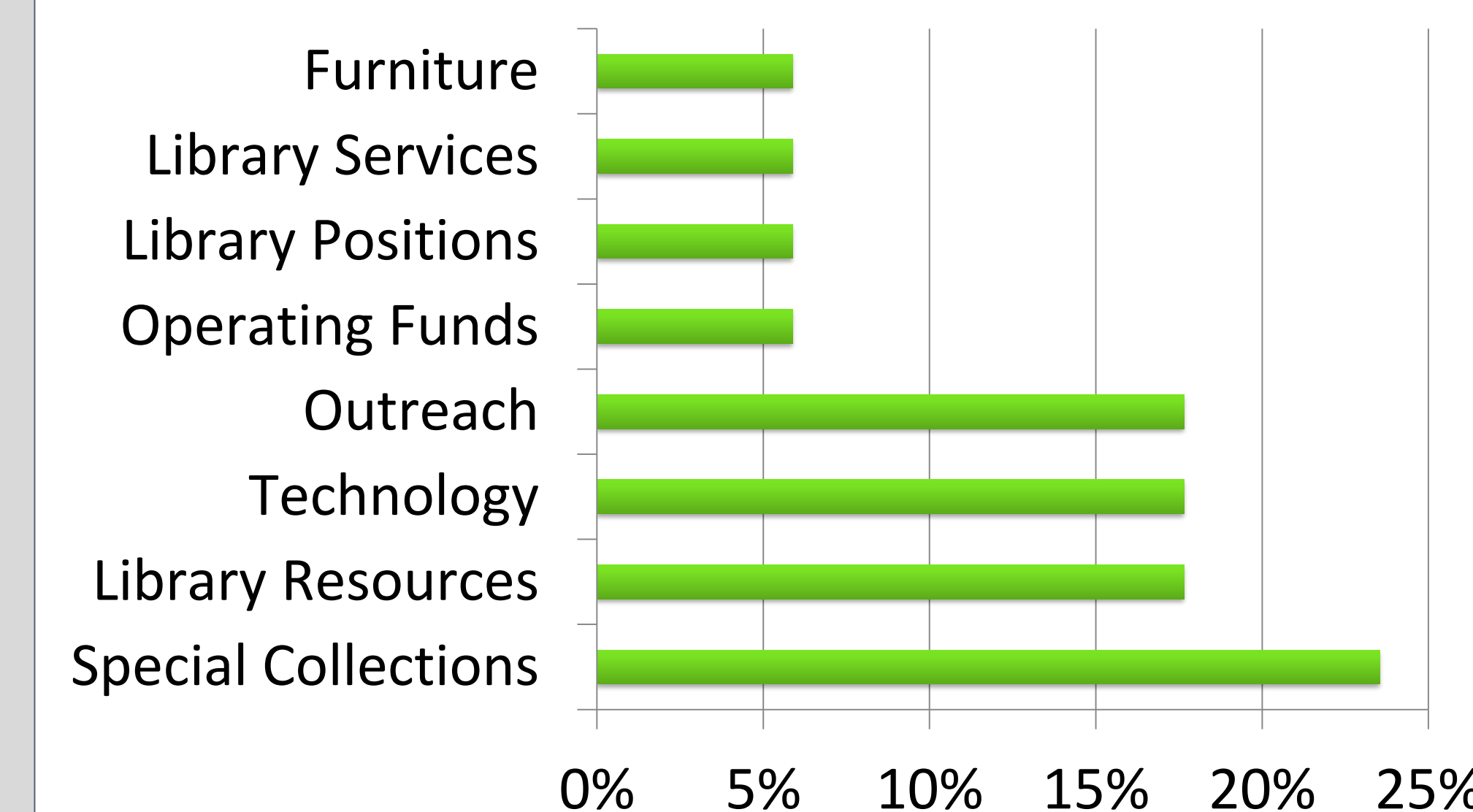
## Advertisement Efforts



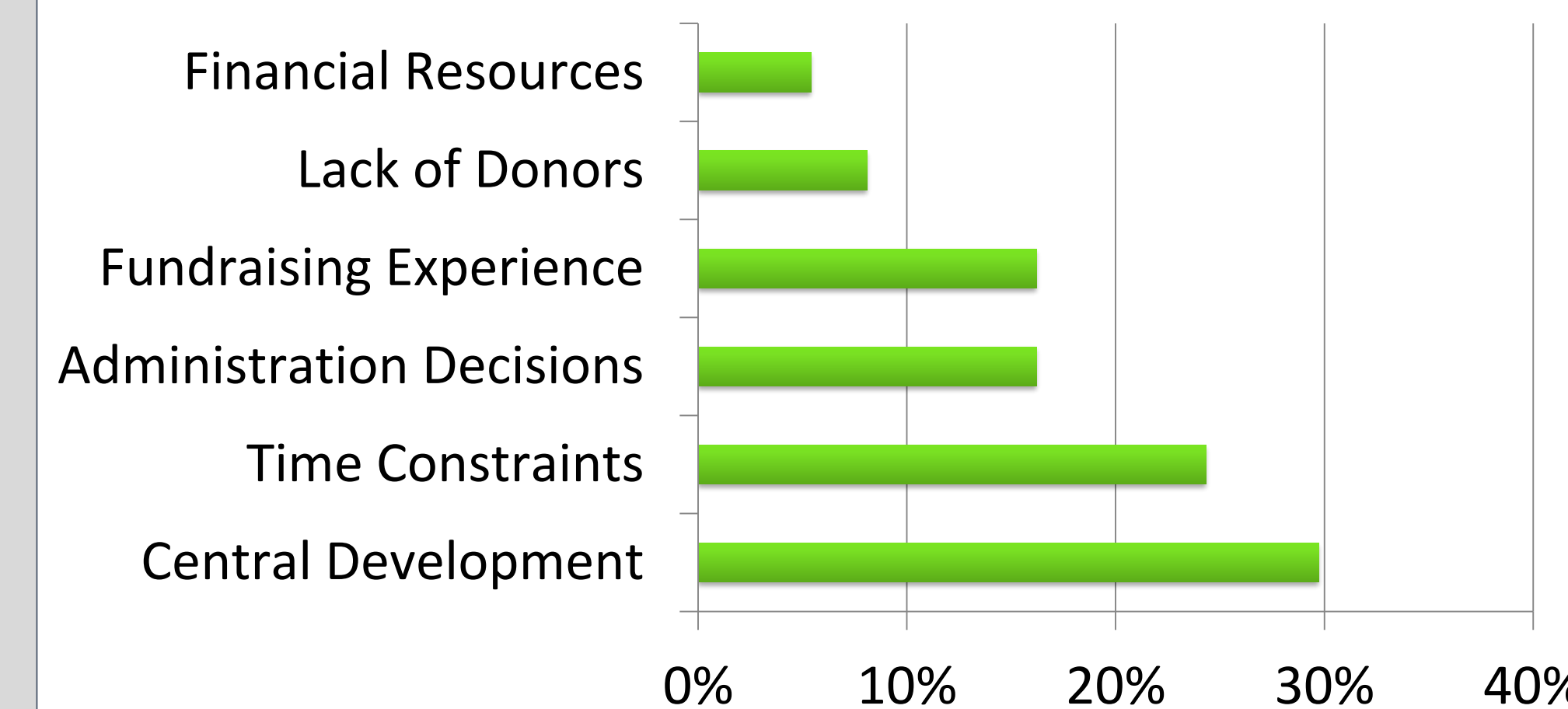
## Fundraising Income



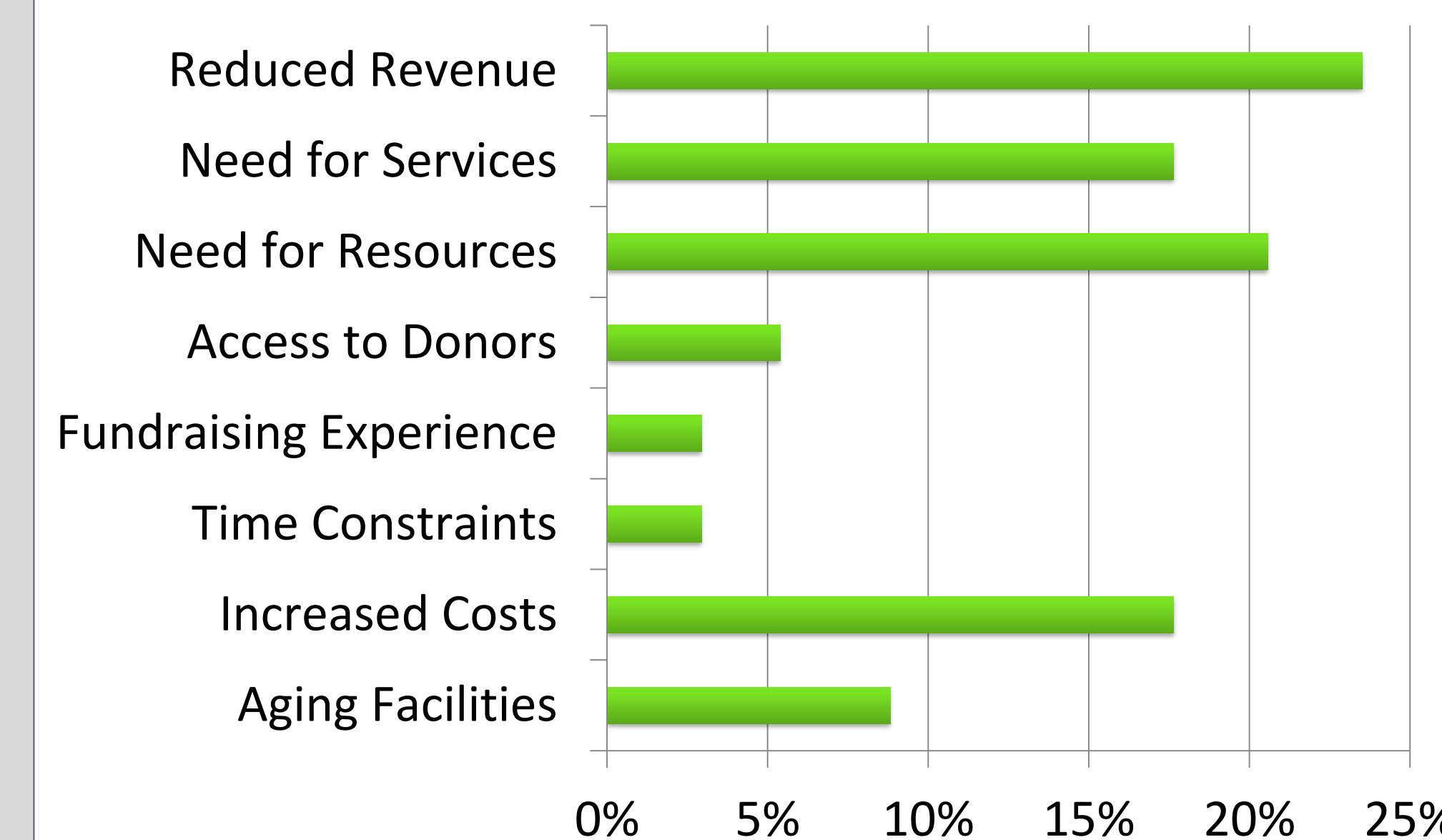
## Uses of Fundraising



## Challenges to Fundraising



## Motivations to Fundraising



## Donor Recognition

- ➔ **Thank You Letters (100%) and Book Plates (75%)** were most common.
- ➔ Other choices included **Donor Events (25%)** and **Donor Lists (25%)**

## Discussion

Multiple fundraising themes were discovered by the data. These discussion points should prove useful to academic medical library directors who are interested in fundraising.

**Remain Determined - 93%** of libraries indicated they are active or interested in fundraising.

**Rethink Internal Fundraising Development** 100% of libraries indicate no intent to assign or create a library position dedicated to fundraising. Directors must utilize staff and resources efficiently if they would like to take their fundraising to the next level.

**Keep Working with Central Development** 100% of libraries indicated that Central Development was either "somewhat attentive" or "not attentive" to their needs. Furthermore, 80% of those consider Central Development as a challenge to their fundraising. University initiatives will take priority, but remember to stay in persistent communication in hopes of being rewarded.

**Administration Relationships is Key - 46%** of libraries labeled university administration as a challenge to their fundraising. Administration figures such as college deans are important and could provide the library with donor lists and potential funds.

**Think Small - No** libraries raised more than \$99,999 overall from the past five years. Starting small will allow libraries to accomplish more fundraising objectives while gaining knowledge and experience. Donors want to support success (Thompson, 2009)

**Learn from others** - Data from this survey highlights fundraising initiatives. Encouraging group discussion and attending conferences such as ALADN can be beneficial for library directors who want to fundraise.

## References

Thompson, K. A., & Jennings, K. N. (2009). More than a thank you note: Academic library fundraising for the dean or director. Oxford: Chandos Pub.

## Contact

Travis Clamon - [clamon@etsu.edu](mailto:clamon@etsu.edu)  
Rick Wallace - [wallacer@etsu.edu](mailto:wallacer@etsu.edu)  
Nakia Woodward - [woodwardn@etsu.edu](mailto:woodwardn@etsu.edu)

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