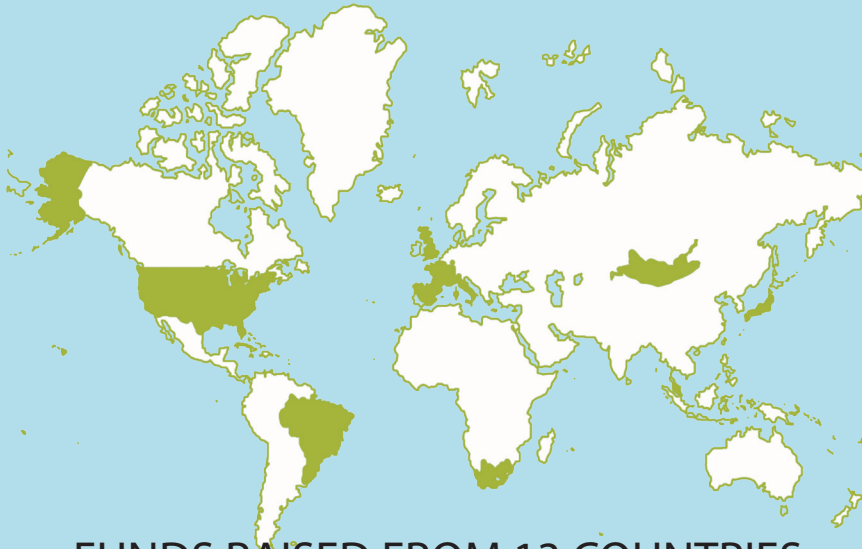


ACHIEVING FINANCIAL SUSTAINABILITY

A Discussion about BHL Fundraising

Grace Costantino
2013 BHL Institutional Council Meeting
May 6, 2013 | Woods Hole, Massachusetts

Let's Talk FUNDRAISING



FUNDS RAISED FROM 13 COUNTRIES

\$238,272.60

TOTAL RAISED: DONATIONS + DUES

\$10,206.60 DONATIONS

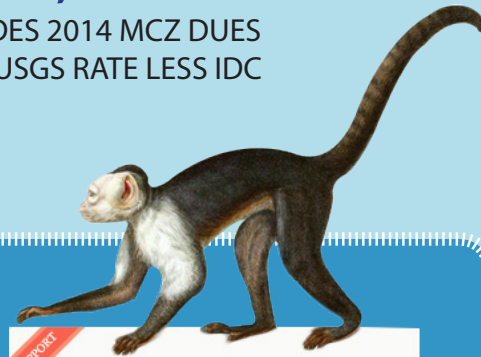
\$228,066 DUES

*INCLUDES 2014 MCZ DUES
LOC & USGS RATE LESS IDC



THE ROLE OF Smithsonian Libraries

DONATIONS & DUES PROCESSED
THROUGH SMITHSONIAN
LIBRARIES' FINANCIAL
SYSTEM



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Let's Talk FUNDRAISING

2011 FUNDRAISING CAMPAIGN

DECEMBER 2011



\$110.00

RAISED DURING CAMPAIGN PERIOD. FUTURE
DONATIONS POSSIBLY INFLUENCED
BY CAMPAIGN.

2012 FUNDRAISING CAMPAIGN

DECEMBER 2012

\$666.36
RAISED



↑505%
OVER PREVIOUS
CAMPAIGN

WHAT CHANGED?

- 3 EMAIL APPEALS.
- FACEBOOK ADVERTISING CAMPAIGN

"I am using BHL very frequently and it is very useful resources to us. I wish to appreciate your effort on behalf of our country."

~ UGAI Sirisena, Sri Lanka

"Since being made redundant by my Higher Education institution, I no longer have access to academic libraries, inter-library loans or subscription journals, whether physical or digital; I therefore rely on organisations like the BHL to find my sources, and for this I am profoundly grateful.

~ Francis Mudge, UK

Brainstorming POSSIBILITIES

NOTE: DISCUSSION FOR COORDINATED BHL FUNDRAISING EFFORTS

Themed online fundraising campaigns.
Could use Project Nomination Form.

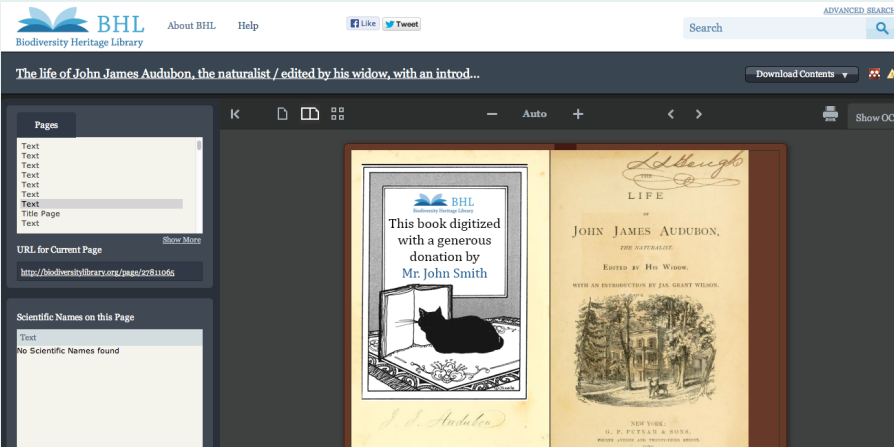


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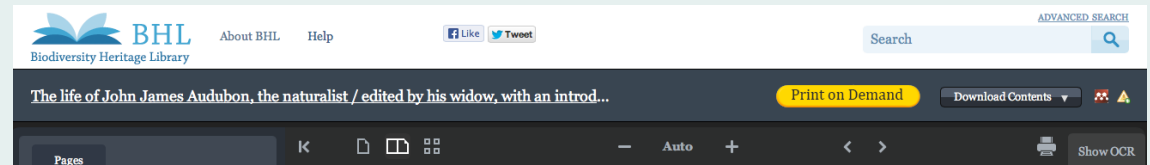
LIFE
JOHN JAMES AUDUBON,
THE NATURALIST.
EDITED BY HIS WIDOW.
WITH AN INTRODUCTION BY JAS. GRANT WILSON.
NEW YORK:
G. P. PUTNAM & SONS,
PRINTERS, 245 NASSAU ST. N.Y.

BHL Products as Thank You



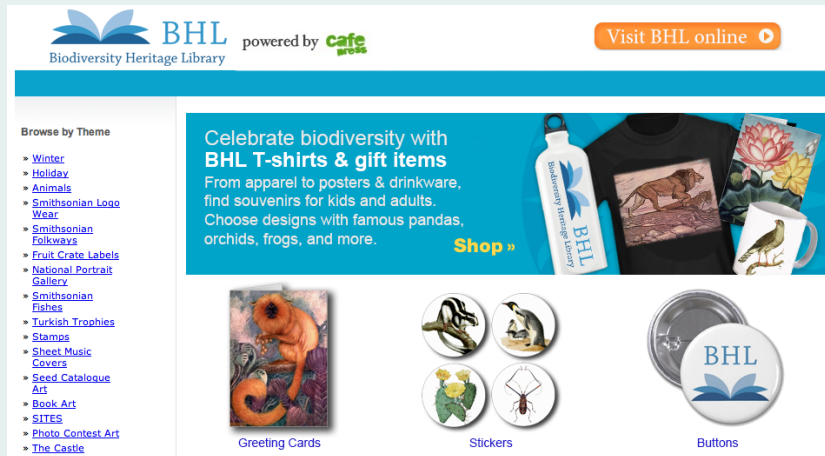
Brainstorming POSSIBILITIES

NOTE: DISCUSSION FOR COORDINATED BHL FUNDRAISING EFFORTS



Print on Demand

Create a BHL Product Store



iBooks for Incentives & Attribution



Brainstorming POSSIBILITIES

FUNDRAISING IDEAS

- 1) Themed online fundraising campaigns
- 2) *Adopt a Book with Virtual Bookplates*
- 3) BHL Products as Thank Yous
- 4) *Print on Demand*
- 5) Create BHL Product Store
- 6) *iBooks for Incentives and Attribution*
- 7) Funding Opportunities from Projects and Initiatives List
- 8) *Others?*