Meeting Summary for Public Campaign Ideas Task Group 6/29/11.

Meeting attendees:

Sue Twiggs, Jean Swenson, Paula Jero and Lori Belongia

The group looked at a fundraising brochure that the Fort Atkinson Library utilized during their campaign. They had great donor categories for a library (word, page, chapter etc.) but since we are fundraising for the entire project it is not appropriate for our project. Perhaps categories that reflect the heritage of Marshfield, i.e. Pioneer, Settler…? Group members agreed to come to the next meeting with some suggestions for Donor Categories.

The Change for Change campaign was discussed. All were in agreement that this is a great way to engage individuals using the library and senior center. We discussed utilizing the same campaign in the classrooms of schools. A discussion regarding when would be the appropriate time to begin this campaign, led to the discussion that we need to have a timeline, both for the committee and the public. Since the building is slated for 2014-15, we need to have a way to visually plan as well as keeping the public informed on progress. Lori would look for an appropriate place that the timeline could be posted in the library for the next few years. Paula suggested that we use movable milestones for the timeline, so that adjustments could easily be changed without creating a new timeline. It was agreed that we would work on the timeline at our next meeting.

Our next meeting is Wednesday, July 27th at 7:30 a.m. at the Library in the lower level Beebee Forum Room.