

SETTING THE STAGE FOR GIVING

PROJECT PROFILE

Project: Grosse Pointe Public Library / Foundation

Location: Grosse Pointe, Michigan

Campaign Goal: 2.3 million

Campaign Result: 2.3 million (Phase I)



History:

Grosse Pointe is an affluent suburb of Detroit and has a rich history of library support. Traditionally its support had been channeled through the Friends of the Library organization. Through a unique philanthropic opportunity discovered during the development assessment, an alternative fundraising stream was created – the Foundation. THE HODGE GROUP created a philanthropic environment by:

- Establishing a Foundation office
- Recruiting and seating a Foundation board
- Training Foundation members and other volunteers
- Maintaining strong communication with library board trustees and staff

An overall strategic plan for the Foundation was created and Phase I of this plan was the successful implementation of a branch campaign that raised over \$2 million.

Today the Foundation continues engaging the Grosse Pointe community and THE HODGE GROUP has a strong ongoing relationship with them.

Top Three Outcomes from Development Assessment

1. An alternative vehicle for giving needed to be established, i.e. the foundation
2. Strong philanthropic volunteers needed
3. Strong desire for enhanced facilities

Criteria for Success

Since all funding and revenue streams were generated through levy / bond initiatives, THE HODGE GROUP developed a strategic development plan. This plan utilized small in-home receptions, which created needed exposure for the library thus increasing the library's credibility and excitement for the project. The volunteer base engaged was highly knowledgeable in the philanthropic process, however none of them had been previously exposed to the nuisances of library fundraising.

By using tools such as the gift catalog for commemorative opportunities, a tremendously strong database of the communities lead donors and volunteers and a long range strategic plan that is flexible to meet the library and community needs, the Grosse Points Public Library and its Foundation have changed the way the community supports and engages the library.

