

**Bernardsville Public Library**  
**Fund Development Plan**  
*Approved July 19, 2011*

Library Efforts

1. Vendor Fundraisers Model (Attachment A).
2. Volunteer Fundraiser Projects Model (Attachment B).
3. Solicit donations at library programs.

**Model for Vendor Fundraiser  
at Bernardsville Public Library**

Thank you for considering holding a fundraising event to benefit Bernardsville Public Library. Because your fundraising activity will be associated directly with the library, the Library Board of Trustees has approved this model so that your event and accompanying publicity will be consistent with the library’s mission, policies and procedures.

Fundraisers for the benefit of Bernardsville Public Library cannot be held by anyone who is a candidate for office, or is promoting any political position or candidate for office.

The library Executive Director or Adult Program Manager must review each fundraiser concept and the nature of the items to be sold, for presentation to, and approval by, the Library Board of Trustees. Following approval, the library will offer three dates/times to hold the function in the library Community Room. The vendor must comply with the terms of the Community Room policy.

Promotion of the event will be conducted via the *Buy to Give* concept through mutually-agreed upon vehicles that may include: newspaper advertisements, press releases, website announcements (both entities), cable TV advertisement, newsletter item (library newsletter if timing permits), library flyers, flyers outside the library, bookmarks distributed in the library.

All publicity must be reviewed in advance by the library Public Relations Manager.

The vendor may provide light refreshments in keeping with Community Room policy.

The vendor will be responsible for setting up and breaking down the event. If library assistance is requested, we must be notified in advance.

Proceeds would be accepted as a donation to the library by your company in lieu of a rental fee. You will receive a letter acknowledging your gift.

-----

Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

Type of Fundraiser: \_\_\_\_\_

Proposed date of Fundraiser: \_\_\_\_\_

Item/Services Involved: \_\_\_\_\_

Percentage of sales or dollar amount that will be donated to the library: \_\_\_\_\_

Publicity planned (please submit publicity examples):

\_\_\_\_ Newsletter    \_\_\_\_ Newspaper    \_\_\_\_ Website    \_\_\_\_ Mailing  
\_\_\_\_ Other \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_

**Model for Private Fundraiser  
to Benefit Bernardsville Public Library**

Thank you for considering holding a fundraising event to benefit Bernardsville Public Library. Because your fundraising activity will be associated directly with the library, the Library Board of Trustees has approved this model so that your event and accompanying publicity will be consistent with the library’s mission, policies and procedures.

The Library Board of Trustees must review and approve each fundraiser concept. Please complete the attached form and submit it to the library Executive Director to begin the process.

Fundraisers for the benefit of Bernardsville Public Library cannot be held by anyone who is a candidate for office, or is promoting any political position or candidate for office.

All publicity must be reviewed in advance by the library Public Relations Manager.

Proceeds will be accepted as a donation to the library by you or your company. You will receive a letter acknowledging your gift.

Tickets for events held at the library may be sold at the library and must be open to the general public. If attendance for events held in private homes is restricted, purchase of tickets may be “by invitation only.” Such tickets may not be sold publicly at the library or at library sponsored events.

-----

Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

Type of Fundraiser: \_\_\_\_\_

Proposed date of Fundraiser: \_\_\_\_\_

Item/Services Involved: \_\_\_\_\_

Percentage of sales or dollar amount that will be donated to the library: \_\_\_\_\_

Publicity planned (please submit publicity examples):

\_\_\_\_ Newsletter    \_\_\_\_ Newspaper    \_\_\_\_ Website    \_\_\_\_ Mailing  
\_\_\_\_ Other \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Approved by: \_\_\_\_\_ Date: \_\_\_\_\_