

FRIENDS OF THE BERNARDSVILLE PUBLIC LIBRARY

2020 ANNUAL LETTER

November, 2020

Dear Friend,

Each year as I sit down to write this letter, I look for the right words to express **my** passion for the library to ignite **your** passion for giving. In these unprecedented times, I struggle more than ever to express the financial needs of the Friends of the Bernardsville Library whose support of our library is ongoing.

There's a feeling out there that it's not a good time to ask for donations. Our community, patrons, local businesses, Friends, families and our employees, have all been impacted by the pandemic. Is it right to ask for their continued support?

As a result, I searched the web, looking for answers on should we ask for donations now and if so, how? I came across an article which outlines [5 Reasons to Ask for Donations Right Now](#)¹.

Here are 5 reasons we are soliciting gifts *right now*:

1. You won't raise money if you don't ask.

Generally, we have two fundraising activities each year that support the library- this annual campaign letter and a signature event, which for the last two years was A Hole Lot of Fun. Given the nature of the pandemic, the mini- golf event will not be held this winter. This means the campaign letter will likely be our only opportunity to ask for support.

2. People may actually have MORE money right now to give.

Some people are impacted by the closing of businesses and loss of paychecks and can not give. But many others still earning a regular paycheck may have more discretionary funds because they aren't going out to restaurants, theaters, and malls. They'd love to use this money in constructive ways.

3. People are desperate to help.

People are stuck at home and they're feeling helpless and frustrated. Asking to participate in a non-profit's mission and make an investment in the community, is exactly what we all should be doing.

4. You are being negligent if you don't ask

When much of the world had stopped, the library continued to provide resources and a way to still connect within our community. During reopening, new challenges were met and services expanded- some additional unexpected costs incurred. As each phase continues to move us slowly back toward normalcy, the effects of the pandemic on our library and community will continue into and maybe through next year.

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¹Amy Eisenstein- Empowering Your Nonprofit – *And You7swan songsw*

5. Your nonprofit needs funding.

The Friends, like the library, looked for ways to support our mission within the confines of the pandemic public gathering guidelines. To this end, a drive- in concert was offered in lieu of our onsite Sundays @ Three concerts. Over XX attended, pulling up in cars, enjoying the family entertainment, all the while maintaining safe distancing. It's events like this, which your contributions will support.

In addition, funding for Tutor.com was possible from your contribution to the Friends. This new on-line service supports students of all ages with accessible real time study support.

On behalf of the Friends, thank you for your support of our community. We hope you and your family remain healthy and safe during these unprecedented times.

Please consider donating whatever amount you can. If we each contribute just a small amount, it can make a world of difference!

In addition, we invite you to contribute your time and talent to the Friends' board.

You can find us at www.facebook.com/FriendsOfTheBernardsvillePublicLibrary/, on Instagram: FriendsOfBernardsvilleLibrary and on twitter: FriendBvilleLib, as well as the library website at www.bernardsvillelibrary.org.

Sincerely,



Nancy Verduin
President
Friends of the Bernardsville Public Library

How your contribution helps our library:

*Book club bags... Children's enrichment ... Color copier... Downloadable materials... Flipster...
Local History Room... Museum passe ... Newsletter... Professional development... Rental
Books... Senior breakfast/program... Spanish Language collection... Sundays @ Three Concerts...
Tutor.com... Volunteer recognition... Winter camp... Youth Programming*

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P.S. If you are interested in being a part of the Board of the Friends, contact me at Friendsbernardsvillelibrary@gmail.com.