

# CONDUCTING A CAPITAL CAMPAIGN: ONE LIBRARY'S EXPERIENCE



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ALPINE PUBLIC LIBRARY, ALPINE, TX**

**A NON-PROFIT ORGANIZATION**

# REASONS TO BUILD



- Old library not ADA-compliant
- Poor condition of pre-1940's era building
- Poorly insulated and expensive to maintain
- Limited electrical/networking capabilities
- Small spaces/no meeting room capacity
- Restricted collection space



# TIMELINE



2006

- Acquire land
- Identify construction manager
- Begin proposal writing and fundraising
- Identify architect
- Solicit public input

2007

- Prepare site – Wrecking Party
- First plan review
- Strategic planning
- Targeted fundraising
- Additional public surveys

# TIMELINE



2008

- Second architect's drawing
- Continued fundraising
- Groundbreaking

2009

- Case statement printed
- Builder's risk insurance policy
- Begin construction
- Wind damage – rebuild



# TIMELINE



2010

- Opening Day Collection fundraising
- Open house to show progress
- Multipurpose Room dedicated

2011

- Federal HUD grant funds available
- Federal USDA funds available
- Construction completed

# KEY PLAYERS



- Board of Directors
- Executive Director
- Donors
- Architect
- Construction Manager/General Contractor
- Subcontractors
- Media
- Volunteers
- Politicians

# CAMPAIGNING FOR CAPITAL



- Ongoing grant writing
  - Private foundations
  - Federal sources
    - USDA
    - HUD
- Public Fundraising
  - Special events
  - Mailers
  - Targeted donors
  - Media pleas
  - eBay sales
- Opening Day Collection
  - Personal pledges
  - Local businesses
  - Foundation grants
- Furniture/Computers Fundraising
  - Foundation grants
  - Federal sources
  - Private donors

# SPECIAL FUNDRAISING EVENTS



- Own a Square Foot of the new Alpine Public Library
- Country-Fried Steak Throwdown
- County-wide mailings
- Make a Change in 14 Days Conference Challenge
- Silent Auctions during ArtWalk
- Donated Gun Drawing
- Invitation-only Sneak Peek
- Donor Quilt



# 'SELLING' THE NEW AREA



<b>Alpine Public Library Construction Budget by Functional Area</b> ( <b>\$166.50/sq ft</b> )	
<i>Patron Services</i>	<i>Sq Ft/Approximate Cost</i>
Public entry	300/\$49,704.00
Exhibits/displays	35/\$5,798.00
Book return	30/\$4,970.00
Circulation	220/\$36,449.00
Computers	385/\$63,786.00
Periodicals/reading area	300/\$49,704.00
Children's area	550/\$91,124.00
Young adults' area	290/\$48,047.00
Multipurpose room	1,000/\$165,680.00
Staff break room	200/\$36,449.00
Director's office	150/\$24,852.00
Technical services/assistant director's office	525/\$86,982.00
Public restrooms (2)	200/\$36,449.00
Maintenance/mechanical	150/\$24,852.00
Server closet	90/\$14,911.00
Storage	675/\$111,834.00
Re-Reads bookstore	750/\$124,260.00
<i>Subtotal patron services</i>	<i>5,850/\$975,851.00</i>
<i>Collection</i>	
Reference (incl. Southwest, genealogy, etc.) stacks, shelving, aisles	100/\$16,568.00
Fiction (incl. children's young adults, audiovisual, large print, etc.) stacks, shelving, aisles	1,250/\$207,100.00
Nonfiction (incl. children's young adults, audiovisual, large print, etc.) stacks, shelving, aisles	1,250/\$207,100.00
<i>Subtotal collection</i>	<i>2,600/\$430,768.00</i>
<b>Total</b>	<b>8,450/\$1,406,619.00</b>

# DESIGNING THE BUILDING

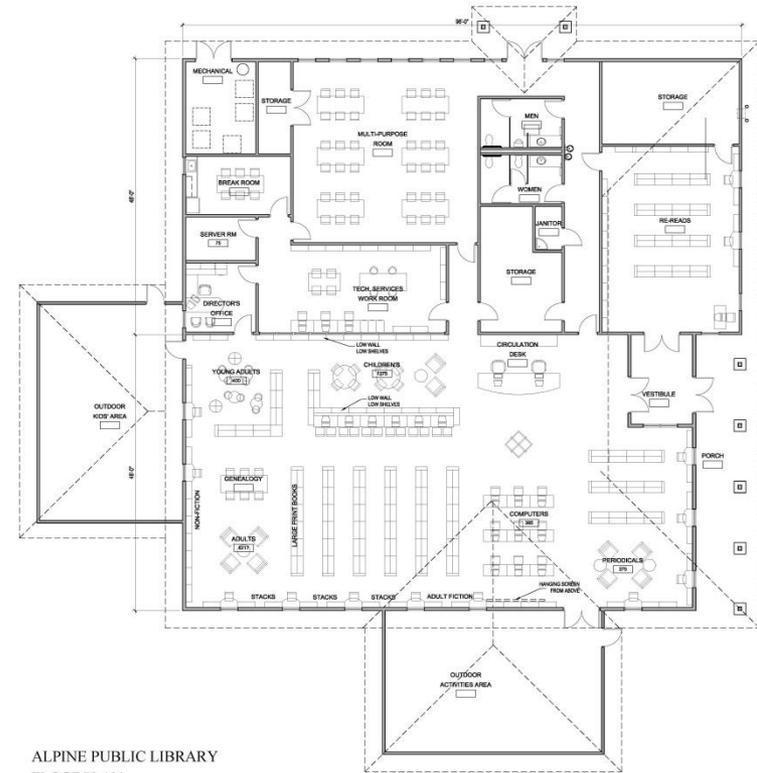
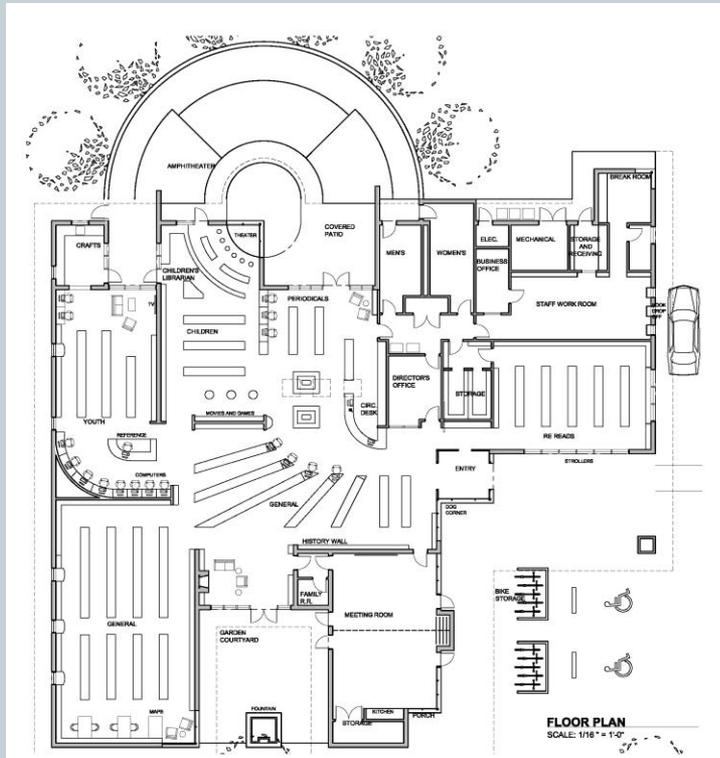


- Land conveyed by Alpine Independent School District and City of Alpine
- Public input forum
- Initial architect's plans completed (6 months)
- Surveys sent to staff, donors, partners, patrons, etc.
- Scaled-back drawing completed (12 months)
- Groundbreaking (18 months)

# DESIGN EVOLUTION



- Expense – main driver
- Prioritize space needs

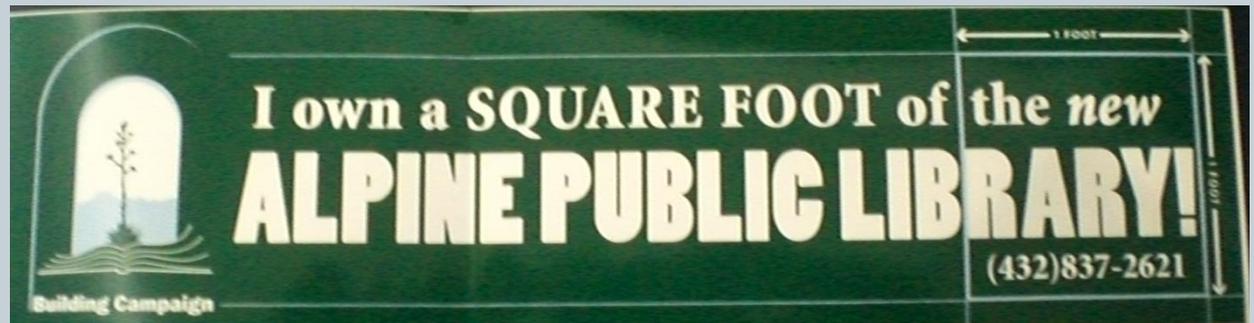


ALPINE PUBLIC LIBRARY  
FLOORPLAN

# COMMUNITY OUTREACH



- Updates at County and City meetings
- Newspaper (published weekly only)
- Regional TV news updates
- Public Forum
- Surveys
- Radio Spots
- Open House
- Mailers



# COMPLETION



- Ribbon cutting/opening day scheduling
- Many resources available for move logistics



# MISTAKES



- Began fundraising before long-term planning was complete
- Poor control on subcontractors
- HUD grant application filed by House Representative after construction began; can't be used for construction costs due to absence of environmental impact statement.

# SURPRISES



- Arsonist destroys recreation center previously on site; library must pay for asbestos abatement
- Freak winds destroy walls/trusses; must be rebuilt
- Construction delays total three months



# RECOMMENDATIONS



- Write a complete RFQ for architect/choose one with library experience
- Keep meticulous track of donors, large and small, to prepare invitation list for opening ceremony
- Thank you notes are imperative to encourage long term donor relationships
- Retain an attorney with the library's interests in mind, or at least an objective attorney (legal aid)
- Choose construction manager based on their on-time and on-budget record