



Books for All  
Saint Paul

# Background

In 2025, Library leadership identified a one-time challenge in funding the 2026 city library collections budget.

After evaluating capacity and fundraising goals, Friends staff committed to launching a public campaign, on top of their ongoing fundraising efforts, to raise additional money to close the gap.

# Campaign Overview

**Goal:** Raise an additional \$62,000 in early 2026 to send directly to the Library for their collections budget.

**Strategy:**

- Launch a special, timebound fundraising campaign that will appeal to people's love of library materials – print books, eBooks, music, movies, and more.
- Include a “hook” that connects the financial ask to a specific action to emphasize that this is different from regular fundraising asks and to add an element of fun.
- Include facts that educate donors about library collections and costs.

# Messaging

**Campaign name:** “Books for All Saint Paul”

This succinct title was both a statement of belief and a rallying cry for our goal. It relates to Friends values messaging and nods to inclusivity, while being specific to this ask. The title can be read as Books for All **of** Saint Paul or as the Books for All campaign with Saint Paul as the location qualifier. (The rhyming is a bonus.)

**Messaging tone:** Friendly, joyful, upbeat, motivating, inclusive, direct

**Audience:** Current donors; new donors (book lovers, and library lovers)

# Messaging: The Hook

**Donate. Dedicate. Deliver** Books for All Saint Paul.

- **Donate any amount.** \$30 buys a print book. \$70 buys an e-book. \$150 helps fill a crate of books. *Every* gift helps.
- **Dedicate your donation** to your favorite book, favorite genre, or favorite person! When you make a donation, you'll have the opportunity to create your own digital dedication that will be displayed on our community dedication wall.
- **Deliver Books for All.** Your donation will go directly to Saint Paul Public Library to help purchase books of all kinds, for all people.

# Campaign Brand

 **THE FRIENDS**  
**BOOKS FOR ALL**  
**SAINT PAUL**



# Channels & Tactics

## **Friends Channels**

- Personal solicitation
- Donor communications (mail appeal, emails, impact postcard)
- General communications (e-newsletter, social media)
- Programming (staff with toolkit of information, ways to give, takeaways, ways to give)

# Spotlight: Education

Throughout the campaign, we shared facts about the cost of books to help donors understand why their gift was important.



Did You Know?

Ebooks cost more than physical books! EBook circulation was up 16% at Saint Paul Public Library in 2024 and 42% since 2021.



Did You Know?

For the Library, purchasing one book title means buying multiple copies in multiple formats:

Print copy, large print copy, eBook for two platforms, book on CD, Playaway, eAudiobook

# Channels & Tactics

## **Library Channels**

- Digital communications (e-newsletter takeovers and regular content, social media)
- Library spaces (toolkits for staff, QR codes, takeaway materials)
- Library staff (connection at in-person meetings, overview of campaign, instructions for toolkits, talking points)

## **Community Channels**

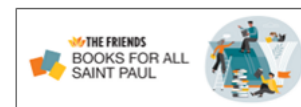
- Local author ambassadors (video and print testimonials, tapping their networks)

# Spotlight: Library Activation

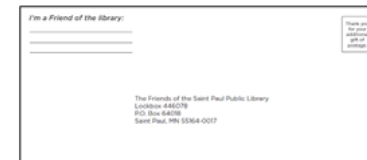
We created Activation Kits for each library branch with materials like bookmarks and flyers to reach library users directly.



Two Flyers in Acrylic Holders



Bookmarks



Return Envelope for Donations



Donation Form

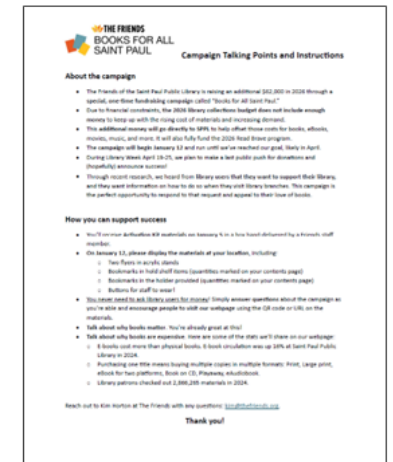


Intro Note



Bookmark Holder

## Activation Kits Contents



Talking Points and Instructions



Buttons for Staff

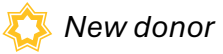
# Results

Through a clear, compelling campaign, we raised \$70,648 from 225 donors, exceeding our goal of \$62,000. We attracted new donors and honed a model for library activation.

**THANK YOU** to library staff for the partnership in making this happen!



# Donors by Location



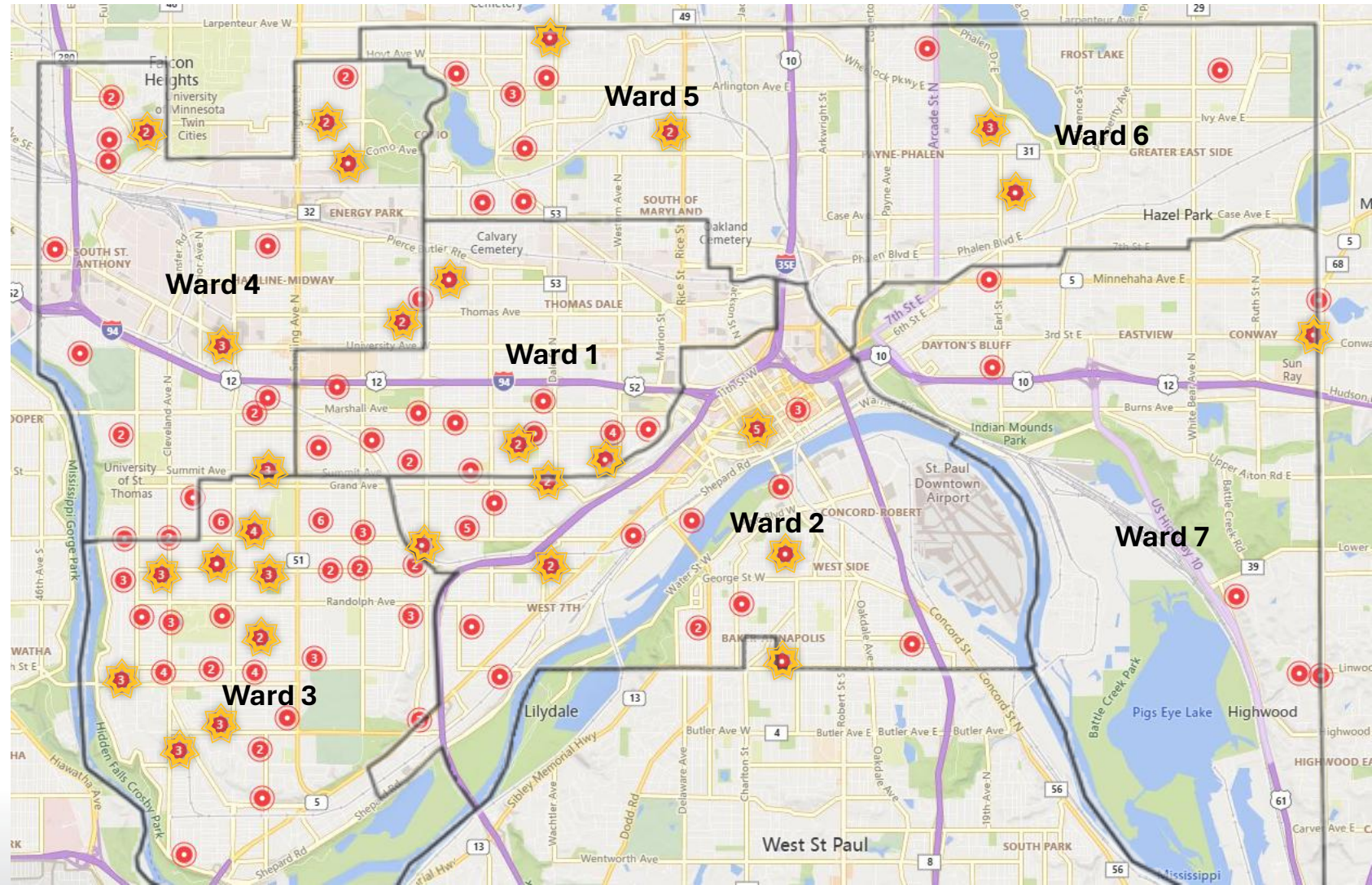
New donor

**All 7 wards**

in Saint Paul represented by  
Books for All Saint Paul donors

Each Saint Paul city ward  
had at least

**1 new donor**





# Thank you!



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[www.thefriends.org](http://www.thefriends.org)