Project Description:

Each year our Rancho Mirage Library & Observatory Foundation Board sends out two solicitations to our donors - once in the Spring and again in the Fall. Our submission is for the Fall Solicitation to our donors reminding them of all the wonderful programming and collection development that our Library & Observatory has to offer.

The goal of the solicitation is to raise money for our Foundation, which finances 100% of our collection development and programming throughout the year. The Board increased our Fall Solicitation goal by $10,000.

This solicitation was designed to be simply stated, yet eye catching and to tell our story through pictures instead of a text heavy letter. We started with “Your Library is here for you” and then a very simply stated ask to help support our mission of lifelong learning. Ending our ask with “Our Community Needs Us and We Need You”, ended up being the message that hit home with our donors. Using images from our programs accompanied by quotes about the importance of libraries worked brilliantly as the feedback from our donors was complete positivity. Our donors are asked for funding from many different organizations and our Board has strived to create unique and meaningful solicitations.

The Fall Solicitation was a success from a fundraising standpoint but also a design element. On the fundraising side, the Foundation Board was able to raise more than $15,000 than the previous year and from the design element, our donors have told us they loved the new look and fresh idea and to keep thinking of new, innovative ways to keep them informed about the library and programs, which our Board is eager to continue doing.