

Finding Your Fundraising Rhythm

Composing Donor Engagement Strategies that Resonate

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Opening Overture



FUNDRAISING =
RHYTHM +
HARMONY + TIMING



EVERY LIBRARY HAS
A UNIQUE 'SOUND'



START WITH CLARITY
OF PURPOSE

Fundraising is a Composition

Rhythm = consistency



Harmony = partnerships



Timing = strategic asks



“Consistency builds trust. Alignment builds momentum. Timing builds results.”

Why This Matters

- ◆ Competing priorities for donors
- ◆ Libraries are mission-critical—but often under-told
- ◆ We can lead with story + impact

UCM Context: Leading Without a Development Officer

- ◇ Dean-led fundraising
- ◇ Partnership with central advancement
- ◇ Portfolio: OER (MOLI), makerspace, student tech, spaces

Case Study: MOLI (OER Initiative)

- ◇ Access + affordability for students
- ◇ Clear value proposition to donors
- ◇ Scalable impact across courses
- ◇ Faculty engagement

Case Study: Makerspace

- ◇ Innovation hub
 - ◇ Hands-on learning + innovation
- ◇ Cross-campus collaboration
 - ◇ Cross-disciplinary appeal
- ◇ Strong visual storytelling

Case Study: Student Technology & Mules Nation Gaming Lounge

- ◇ Device access = equity
- ◇ High visibility need
 - ◇ Simple, relatable message
- ◇ Repeatable funding cycle

Your Fundraising Framework Overview



IDENTIFY & DEFINE
FUNDABLE
PRIORITIES



CRAFT A
COMPELLING
NARRATIVE



ALIGN WITH
DONOR INTERESTS



CLOSE THE LOOP
WITH
STEWARDSHIP

1. Fundable Priorities



Clear and concise



Demonstrable
impact



Visible or
experiential



Easy to explain
externally

2. Compelling Narrative



Problem → What challenge exists?

Solution → What is the library doing?

Impact → What changes for students/faculty?

Emotion → Why should someone care?

PROBLEM → SOLUTION
→ IMPACT → EMOTION

Compelling Narrative



Shift from Internal → External Language

Internal Language	Donor-Focused Language
"We provide access to databases"	"We ensure students can complete research without financial barriers"
"We support instruction"	"We help students succeed in their courses and graduate on time"

TRANSLATE INTERNAL TO
EXTERNAL LANGUAGE

2. Compelling Narrative



FOCUS ON OUTCOMES,
NOT PROCESSES

Compelling Narrative



PROBLEM → SOLUTION
→ IMPACT → EMOTION



TRANSLATE INTERNAL
TO EXTERNAL
LANGUAGE



FOCUS ON OUTCOMES,
NOT PROCESSES

3. Donor Alignment



UNDERSTAND
DONOR
MOTIVATIONS



FIND INTERSECTION
WITH LIBRARY
PRIORITIES



USE LISTENING
OVER PITCHING

4. Stewardship



THANK
QUICKLY



SHARE IMPACT
REGULARLY




MAINTAIN
ONGOING
ENGAGEMENT




BUILD LONG-
TERM
RELATIONSHIPS

Interactive: Compose Your Hook

Problem →
Solution → Impact
→ Call to Action

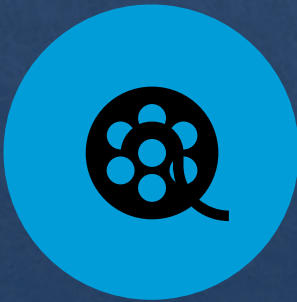


Draft a 2–3 sentence
pitch



Pair/share (2–3
minutes)

Storytelling that Resonates



SHORT, VISUAL
IMPACT STORIES



STUDENT VOICES



CONSISTENT
CADENCE ACROSS
CHANNELS

Take-Home Playlist

Donor Pitch
Template

Stewardship
Checklist

Campaign
Planning
Worksheet

Future Crescendo: AI + Data

Segmentation & propensity

Personalized outreach

Smarter stewardship tracking

Finale: Key Takeaways



FIND YOUR
RHYTHM



TELL YOUR STORY



BUILD
RELATIONSHIPS
THAT LAST

Thank You

- ◆ Questions?
- ◆ Contact information
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