

**Philanthropy Committee Minutes from 10/30/2023 Meeting**

Purpose	Philanthropy Committee
Time	6:30 pm
Location	Flood Room, Hudson Library & Historical Society

**Attendees**

Trustees		Library Administration	
	Beverly Dorson		Molly Pandelli
	Basil Musnuff, Board President		Leslie Polott
	Anne Suntken		
	Heidi Walters		
Other			

**Agenda**

1.	Meeting was called to order at 6:30 pm.
2.	The committee reviewed the minutes of the previous meeting and voted to accept them as submitted.
3.	<p>Signage and website update: The committee discussed updating donation signage and website to create a more powerful call to action.</p> <ul style="list-style-type: none"> <li>• Messaging should be clear that it's asking for a donation/support of the library</li> <li>• Consider explaining how donations will be used</li> </ul> <p>Committee member Anne Suntken shared insights into how other development teams are interacting with donors, including:</p> <ul style="list-style-type: none"> <li>• Providing concrete reasons of why to give</li> <li>• Include a QR code to donate on all materials</li> <li>• Follow up with donors to learn why they gave</li> <li>• Reminder that librarians are ambassadors for the library</li> </ul> <p>Giving Tuesday efforts</p>
4.	With no other business to come before the committee, the meeting adjourned.