Donated Materials: Buried Treasure or Burying You?

With Pat Wagner
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LEAD OUT LOUD
Texas Library Association

Meet Pat

★ Worked with libraries since 1978
★ Worked for Texas libraries since 1994
★ On the ground in 48 states and Canada
★ Basic issues that make libraries succeed
★ Worked in retail and nonprofits

If the plan is in your head, there is no plan.
Agenda

- Donations: Money and Engagement
- The Downside of Donation Campaigns
- Strategic Plan
- Partners, Goals, Budgets, and Deadlines
- Who is In Charge?
- Evaluations
- Resources and Books

Why Donations

- Money
- Green opportunities: Recycling
- Community engagement
- Support for books: Cheap and free
- Partnerships with other agencies
- Projects for people

Downside

- Reliance on volunteers
  - Particularly one great person
  - Needs special skill sets
- No oversight
- Costly fund-raising
- Loses connection with mission
- Marketing and sales can be distraction
Strategic Plan

★ Integrate donations into strategic plan.
★ Create line item in budget.
★ Contract with your community.
★ Provide oversight and review.
★ Make donations important.

Partners

★ Relationship with Friends
★ Relationship with foundation
★ Managing and investing funds
★ Businesses and charities
★ Government agencies
★ Your competitors

Goals, Budgets, and Deadlines

★ It's a project: Manage it.
★ Never just a “turnkey” operation.
★ How will you measure success?
★ Takes money to make money…
★ When it is time to close the store…
Who Is In Charge

- The point person: Who is responsible?
- Recruit an experienced boss.
- Pros and cons of retirees
- What happens when key person leaves?
- Managing staff and volunteers

Evaluations

- Monthly evaluations and audits
- How much does the money cost?
- Volunteers are not free.
- Profit is in the details.
- Can you get a better deal?

First Steps

- Build a team.
- Put the project systems in place:
  - Management and staff and volunteers
  - Budget and money
  - Goals and priorities
- Try something small.
Resources

- www.booksforamerica.org
- www.ala.org/united/friends/ideassharing/onlineselling
- www.cash4books.net
- www.betterworldbooks.com
- bookscouter.com
- www.blogistics.com
- www.fabjob.com/secondhandstoreowner.asp
- www.alaeditions.org/web-extra-book-sale-how-guide
- wiredimpact.com/library/accept-donations-online-right-now/

Books

- *The Home-Based Bookstore*. Steve Weber
- *Internet Bookselling Made Easy*. Joe Waynick
- www.alaeditions.org/web-extra-book-sale-how-guide

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