

My Library Support Map

Start With the People Around You



Fundraising is not primarily about choosing a tactic. It starts with people: people who care, people who are connected, and people who may be willing to give, advocate, introduce, or open a door.

Instruction: Think about actual people whenever you can. Instead of writing only *Rotary*, write the name of someone you know in Rotary. Instead of *local business*, write the owner or manager who already knows your library.

Take 3 minutes to write down names. Circle one person you could talk with in the next 30 days.



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Reference Guide



Use these prompts if you get stuck filling in your circles. The goal is not to leave with a complete fundraising plan. It is to leave with a clearer picture of the people around your library and one relationship you can begin strengthening.

Circle 1 — Already With Us

Who already knows and cares about the library?

Staff
Trustees
Friends
Foundation
Volunteers
Donors
Patrons

Circle 2 — Connected to Us

Who has a relationship with the library or its people?

Civic organizations
Schools
Local businesses
Community foundation
Nonprofits
Local government leaders
Service clubs

Circle 3 — Could Be With Us

Who cares about something the library makes possible?

Parents and families
Employers
Educators
Entrepreneurs
Older adults
Arts and cultural groups
Health organizations
Community leaders
People connected to a specific program or issue

1 Who could become a donor?

2 Who could become an advocate, connector or champion?
