



International Public Library Fundraising Conference

Welcome to IPLFC26

June 7-9, 2026 • Columbus Metropolitan Public Library



**Better Together:
Fostering Library-Foundation
Partnership for Maximum Impact**



San José Public Library
Foundation

In Today's Session

1

Why Library-Foundation relationships are important

2

How to strengthen collaboration between Libraries and Foundations

3

Real examples of the impact a strong relationship can create

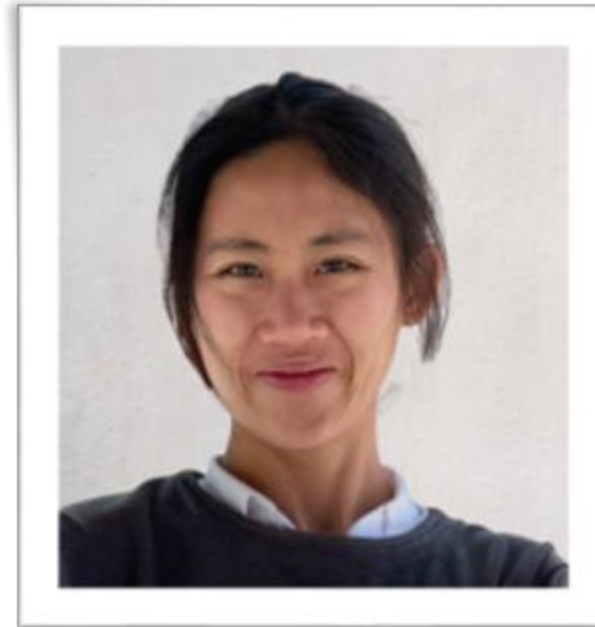


Today's Speakers



Diana Konopka


Senior Director of Development,
The Friends of the Saint Paul Public Library



Christy La

Development Associate Manager,
San José Public Library Foundation





On a scale of 1–10, how would
you rate the strength of the
relationship between your
Foundation and Library?

1 = Total silos

10 = We're one team!

Why Relationships?

1

**Stronger donor
pipeline**

2

**More giving
opportunities**

3

**Increased
impact**



Building Our Partnerships

We

- Prioritize the Library in our values
- Communicate all the time
- Partner across hierarchy



Building Our Partnerships

We

- Listen and incorporate feedback
- Show up
- Offer gratitude



Case Study #1

Books for All Saint Paul



The Challenge

- A gap in the Library's collections budget.
- Upcoming public phase of a capital campaign.



The Opportunity

- A special timebound fundraising campaign that allowed The Friends to test in library activation and strengthen relationships with library staff.



Case Study #1

Books for All Saint Paul



The Results

- SPPL social media and e-news takeover
- Raised \$70,648 from 225 donors, including 36 new donors.
- Smallest gift: \$1; Largest gift: \$518
- All 7 wards of the city represented; at least 1 new donor from every ward.
- In Library activation model that engages staff



Case Study #2

Newsletter Opt-In Button



The Challenge

- Slow email subscriber growth
- Limited reach for digital appeals



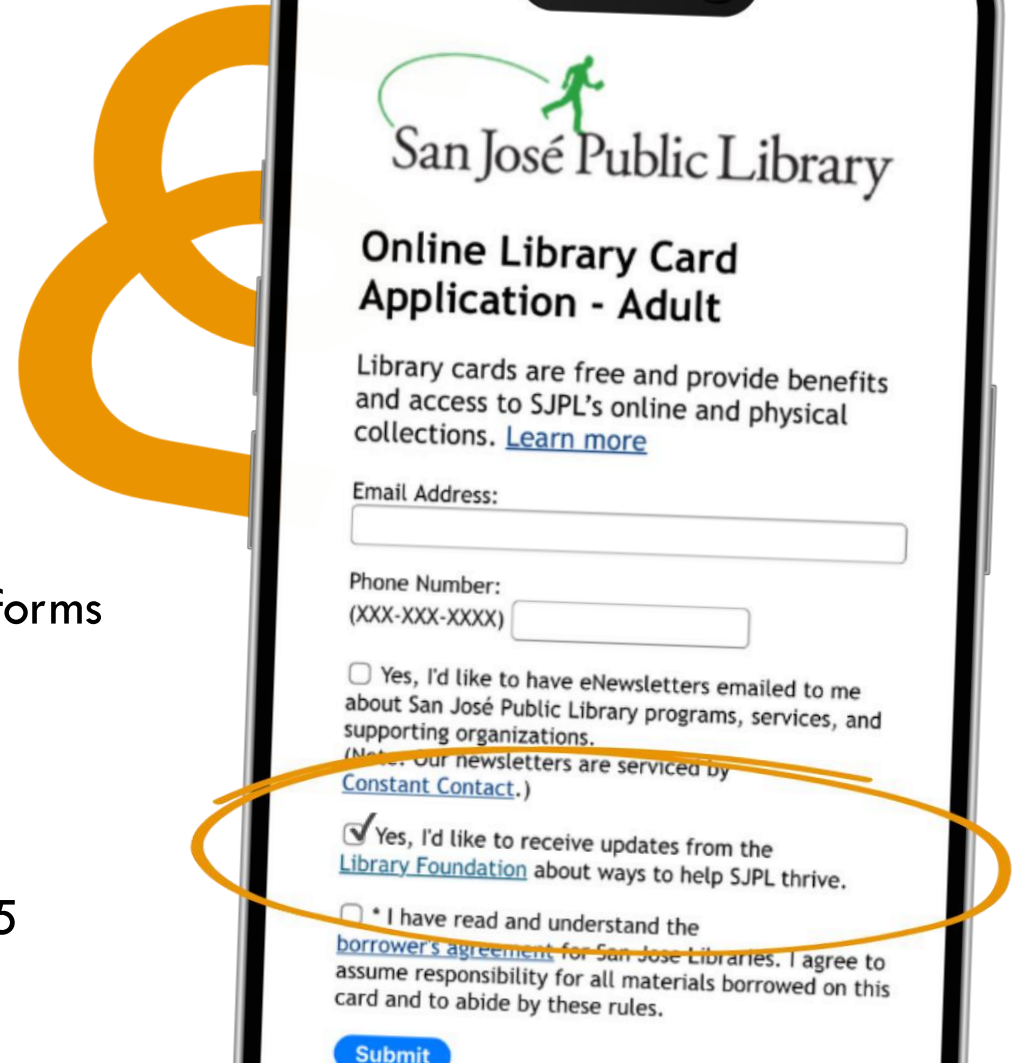
The Opportunity

- Integrated "opt-in" box on library card sign-up forms



The Results

- 5,000+ new subscribers annually
- 72 cardholders converted to new donors in 2025



Case Study #3

Collaborative Social Media Content



The Challenge

- Small social media following
- Low engagement (10-20 likes)



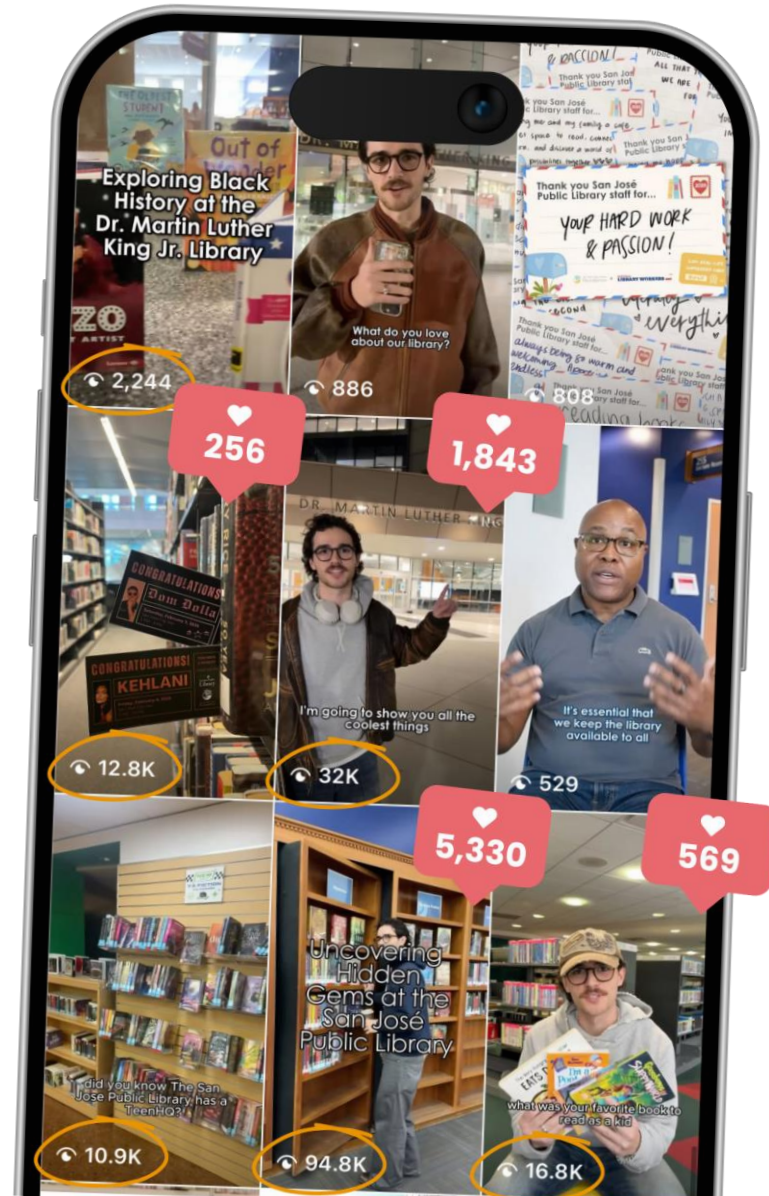
The Opportunity

- Reach Library's larger audience with collaborative posts
- Organic storytelling for Foundation-funded programs



The Results

- 10x engagement (100+ likes)
- Followers grew +157%



Case Study #4

Story-Driven Volunteer Recruitment



The Challenge

- Urgent need for library program volunteers
- Over 100 learners on the waitlist



The Opportunity

- Created video highlighting how teaching transforms the tutor's life too



The Results

- 56 inquiries in 48 hours



Case Study #5

In-The-Wild Touchpoints



The Challenge

- Low brand awareness among library staff and patrons



The Opportunity

- QR codes on branch banners and LCD rotating slides
- "About the Foundation" posters in all breakrooms
- Hand-delivered care packages on Library Workers Day



The Results

- 500+ QR codes scans
- Increased staff fluency in Foundation mission and impact



Key Takeaways

1

Think as **one team** and find strategic alignment

2

Humanize the relationship and invest in face time

3

Prioritize **open communication** and build a culture of **trust**





**Your Shared
Path Forward**

Who is one person at the Library I haven't sat down with in the last six months?

How can my Foundation better show up for our Library to build a culture of trust?

Is there a current silo that we can commit to breaking down this year?

What is a change I will implement based on what I learned today?

Which case study from today's session can my Foundation pilot first?

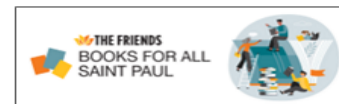
Are there any relationship hurdles with the Library I need to clear to get started?



Toolkit & Resources



Two Flyers in Acrylic Holders



Bookmarks



Return Envelope for Donations



Donation Form

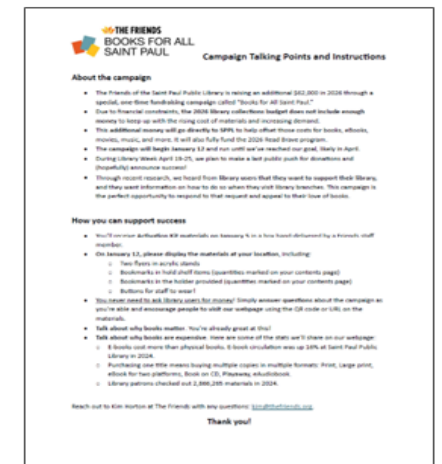


Intro Note



Bookmark Holder

Activation Kits Contents



Talking Points and Instructions



Buttons for Staff



sjplf.org/IPLFC26



Questions?





San José Public Library
Foundation

*Check out
The Friends'
website!*



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*Follow
SJPLF on
Instagram!*

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Thank you!

