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MEETING NOTICE
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Version 7.1.10

Amesbury Public Library Board of Trustees Fundraising Ad-Hoc Sub-Committee Meeting Minutes

Date and Time: September 17, 2025 at 6:30pm
Location: Great Room, Amesbury Council on Aging Senior Center
149 Main Street, Amesbury, MA 01913

In attendance: Alex Matthews, Jessica Ducrow, Aimie Westphal, Anna Fletcher, Jen Lawlor

Call to Order at 6:30pm by Alex Matthews

1. Approve Minutes
   Jessica makes a motion to approve, Alex seconds, all in favor
2. Donor software update and demo (Anna)
   Anna reports that the Friends have the software but they are still installing and setting up the system, which is not ready to demo. Anna will schedule a demo in the future, will likely be virtual format. When it is ready, they will be able to set up a 'dummy' profile to explore and practice on it.
3. Finalize decision of where funds raised will be held
   Aimie spoke with the chair of the APL Charitable Trust and was informed that the Trust will invest the funds by enacting the investment account, but we will need to decide how to invest. Will consult with the APL Trustees prior to doing this. In the meantime, the Friends will be the recipients of funds raised by the annual appeal. It will be important to determine what to do with the funds raised. The fundraising subcommittee will evaluate mid campaign if they will keep the funds or send to the Charitable trust for investing. It is vital for the APL to demonstrate fundraising capacity for any future grant writing or large scale projects.
4. Messaging subcommittee update
   Jen shares a mock-up of an annual appeal letter. The theme is based on "What does the library mean to you?". The messages are clear, compelling and provide the community with data related to the APL. Color, branding are discussed. Aimie will provide Jen with color palette associated with the library branding as well as guidance on what colors are appropriate for accessibility.
5. Finalize scope, method and dissemination of annual appeal
   Jen and Anna will price out printing with local printers. We will not put a return stamp on the appeal envelope as there will be QR codes and the opportunity to drop off at the APL. The plan is to use part of the Charitable Trust unrestricted

funds and then the Friends and Trustees will divide the cost. We will have 750 envelopes printed.

6. Discussion of action items for next meeting
   Anna will send out the spreadsheet and more info about LGL. Jen will send out the final draft of the appeal letter for review and approval, will set a 5 day turnaround.
7. Public comment
8. Matters not reasonably anticipated in advance of the meeting

Adjourn Jessica makes a motion to Adjourn at 7:47, Alex seconds, vote all in favor.