

RECEIVED

By City Clerk at 10:59 am, Feb 10, 2026

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

Date and Time: August 19, 2025 at 6:30pm

Location: Amesbury Room, Amesbury Public Library,
149 Main Street, Amesbury, MA 01913

In Attendance: Alex Matthews, Alyson Osgood, Jessica Ducrow, Aimie, Carolyn Jordan, Jen Lawlor

Call to Order at 6:31p by Chair, Alex Matthews

1. Approve minutes Approved by Jessica Ducrow, Second Alyson Osgood; Vote of all in favor.
2. Donor software update
The Friends of the Library unanimously voted to move forward with Little Green Light for the donor software
3. APL Charitable Trust update
Aimie and Alex met with 2 of the members of the Charitable Trust. The Trust is willing to support any fundraising efforts by accepting cash or check donates to put in an unrestricted trust. They are unable to accept any other forms of payment at this time. Aimie to circle back to determine if the Charitable Trust will invest the funds.
4. Annual appeal draft update
Aimie suggests that we only start with an email campaign in respect to the time, materials and effort needed to execute a mailing campaign. Carolyn assures Aimie that the Friends will be ready to roll and would welcome the support of the Trustees and the Charitable Trust to achieve the goal.
5. Goals and action items for next meeting regarding annual appeal
The Friends will prepare email and mailing lists. Waiting for draft of the letter. Trustees should plan to utilize contact lists.
6. Public comment - none
7. Matters not reasonably anticipated in advance of the meeting

Adjourn at 7:38 Motion made by Allyson Osgood, seconded by Alex Matthews and vote all in favor.

In Attendance: Alex Matthews, Alyson Osgood, Jessica Ducrow, Aimie Westphal, Clare Dombrowski, Meghan Fahey, Stephanie Smith, Carolyn Jordan, Anna Fletcher, Jen Lawlor

Call to Order at 6:31 by Chair, Alex Matthews

8. Approve minutes – Approved by Alyson Osgood, Second Alex Matthews; Vote of all in favor
9. Review goals set for 2025
Confirm Annual Giving Campaign with goal to be ready for Giving Tuesday 12/2/2025. Is an annual appeal too ambitious? Carolyn reports she spoke with the Chamber regarding a mailing project. The chamber will provide mailing labels for their members as a member benefit. Planning for a digital and letter campaign. We have access to the City's head of household list, Friends membership, Library newsletter mailing list.
What is our goal? Number of people reached or dollar figure?
What will our letter ask? Jen proposes multiprong approach – email, social media ask (10 ppl) and mailing. Carolyn explores the legality of the "ask" from Friends v Trustees v Library, the Library cannot fundraise. Also discussed is how the management and transfer of the received funds.
10. Donor software update
Anna provides a comprehensive report on a variety of Donor Software – Little Green Light most affordable. Will bring back to the Friends to discuss a plan.
11. Discuss timeline for annual appeal for 2025
Alex proposes to set dates on calendar and back into these dates.
7/21 Friends will discuss Donor software
Aimie, Alyson and Jen will collaborate to create a cohesive message for the letter, focusing on impact through data and a message of supporting the library by way of investing in our community. "Give Where You Live" has been used in a campaign in another state and is a compelling theme. Anna will be getting the HOH list.
12. Public comment
13. Matters not reasonably anticipated in advance of the meeting

Adjourn at 7:34pm by Alyson, Jessica seconds, Vote of all in favor