

OCPL December Board Meeting Report

Friends of the Central Library

The Friends of the Central Library launched their 2023 Annual Appeal Campaign on Giving Tuesday, November 28th.

Mail Campaign

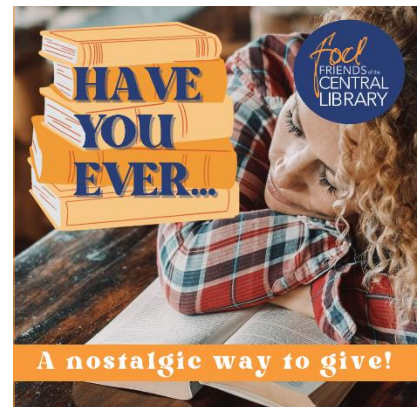
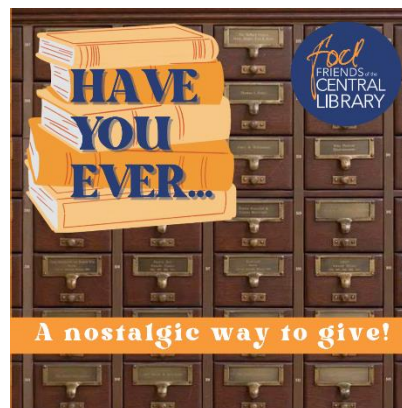
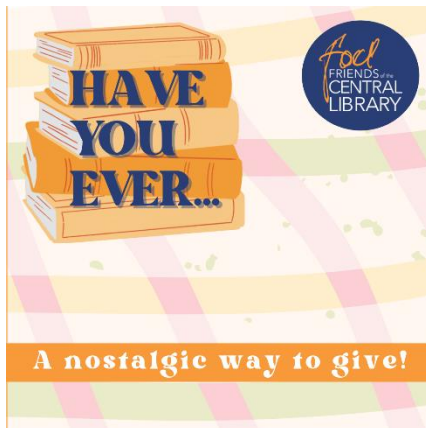
- Appeal Letter with response card and envelope mailed to just under 1,000 prospects- hit mailboxes on 12/2.

Email Campaign

- Giving Tuesday email sent to 2,000 prospects with link to Annual Appeal giving platform.
- Secondary email scheduled for January promoting “Have you Ever... A Nostalgic Way to Give.”

Social Media Campaign

- Launched on Giving Tuesday with the tagline “Have You Ever... A Nostalgic Way to Give” with library-related prompts tied to giving levels.
- Link provided to dedicated giving platform. A series of posts on FB and Instagram scheduled throughout December. See screenshot examples below.



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FRIENDS of the
CENTRAL
LIBRARY