

How to create New Revenue Streams for Your Library

– Presented by Ed Rossman, from *40+ New Revenue Sources for Libraries and Nonprofits*

The Money Matrix

-Descriptions

In my money matrix, I've described *revenue types*, or methods, according to various characteristics. The first characteristic is *Source*; is the source the public, a business, or a foundation?

Regarding *revenue amount*, this may vary according to the size of the budget of the library. For descriptive purposes I use:

Low, less than 1k, moderate, 1-10 k, high, 10-25 k and significant, greater than 25k.

For High *Start up costs*, yes or no, I base that on costs for design, construction, and initial operational costs such as extra personnel and/or training,

Public relations effort; is it general, anyone in the community, or targeted, towards specific business that might be interested in advertising?

Board involvement may also vary according to the situation, but I point out where I believe there would be a general involvement, approving of policies that affect everyone, or a specific involvement, where they'd approve of something with an individual or significant impact on the library, such as Naming Rights.

Likewise, concerning *Policy requirements*, there may be special caveats built into the policies depending on the type of contract required. Under a broad umbrella of a policy providing services to patrons, one section might involve vending machines that would be different than providing meeting room space.

For *Government involvement*, a heads up as to whether Unrelated Business Income tax may be involved or not.

Contracts are broken out by the length of the duration of the contract; one-time, continuing, seasonal and legacy are all situations that need to be specifically addressed.

Revenue Methods - 5 ways to quickly earn development campaign revenue

Method 21 - Fifty / Fifty Raffles

Method 22 - Gift Shops: Online

Method 26 - Naming Rights: Own-a-Day

Methods 6 and 33 - Advertising in Calendars & Special Publications; Publishing

Chapter 8 and Method 17 - Crowd-Funding-December - ? you set goal!!! Utilize the "2nd ask" and "year-end write-off" tactics. Incentives based on a gift ladder; a cup for a \$25.00 donation, hat for \$30.00, etc.

