

Minnesota Association of Library Friends (MALF)

"Best Project By Friends Award"

Entry Form 2012

Entries must be received by July 1, 2012.

Name of library Friends organization – Friends of the Ramsey County Libraries

Contact person: [REDACTED]

Address: [REDACTED]

E-mail [REDACTED]

Title of Project : *Help Someone Become the Next Andrew Carnegie*

SUMMARY OF PROJECT and its impact. Describe project in one paragraph, up to 150 words.

On June 4 and 5, 2012, the Friends of the Ramsey County Libraries had an exhibitor's table at the Minnesota State Bar Association Annual Probate and Trust Law Section Conference held at Saint Paul RiverCentre. Our message of "*Help Someone Become the Next Andrew Carnegie*" was very well received by the probate and trust attorneys who came to our table. Nine out of every ten had a similar reaction to our suggestion that they encourage their clients to include their favorite public library in their estate plans. It was, "What a great idea! I never thought of that." By raising the visibility of libraries and friends organizations as potential recipients of legacy gifts, we expect that some public libraries in Minnesota are likely to benefit in the future from our presence at this conference.

ADDITIONAL DESCRIPTION OF PROJECT

Objective: To increase the number of bequests and other legacy gifts to public libraries throughout Minnesota.

Audience: 900 Probate and Trust Attorneys from Minnesota, North Dakota, and South Dakota attending the Minnesota State Bar Association Annual Probate and Trust Law Section Conference on June 4 and 5.

Publicity: A description of our exhibit was included in the final Conference Program. A "scavenger hunt" brought many conference participants to our table. Our table was next to the Animal Humane Society's exhibit and their dogs attracted many people to our area. One attorney sought us out specifically because he had read our entry in the Conference Program and was intrigued with the idea of legacy giving for library services.

Results: More than 100 probate and trust attorneys came to the table and talked with us. We received very enthusiastic responses to our suggestion that they "help someone become the next Andrew Carnegie." Although the flyer that we distributed included data from our Friends organization, we

encouraged legacy gifts to libraries and Friends organizations wherever their clients live. This is consistent with the mission of the Minnesota Association of Library Friends to support library friends throughout Minnesota. We assisted a few attorneys from outstate Minnesota who were currently involved with estates which included gifts to libraries. Our exhibit included a contact list for all public libraries in Minnesota for conference participants who wanted information about libraries in their area.

Our presence as an exhibitor at this conference also allowed us to network with other groups that provide services to probate, estate, and trust attorneys and with other major non-profit organizations including the American Cancer Society, the Animal Humane Society, Philanthropic Partners, and Gillette Childrens Hospital Foundation that had exhibits.

Impact: Our participation in this conference raised awareness among probate and trust attorneys that public libraries are worthy recipients of charitable bequests.

Handout: The handout we distributed to attorneys is attached.

Project Cost and Funding: The total project cost was \$1,395.

- In-kind donation from the Minnesota State Bar Association Continuing Legal Education of exhibitor's table at the conference - \$900
- In-kind donation by board member, Frank Harris, of graphic design and printing of 200 handouts for attorneys - \$200
- Large banner promoting the message, "Leave a Legacy of Literacy" purchased by Friends - \$250
- Event parking fees and candy for exhibit- \$45

Cost effectiveness: This was a very cost effective way of raising awareness among trust and probate attorneys of the need that all public libraries have for private funding and for legacy gifts. Since most of the project costs were covered by in-kind donations, our actual expense was only \$295. We hope to be able to participate in this conference again in future years.

If your FRIENDS group is selected as a finalist, who would give a ten-minute presentation about this project during The Minnesota Library Association's Annual Conference, Library Friends, Trustees and Advocates Day in St. Paul on October 4, 2012.

[REDACTED]

[REDACTED]

Entries Should Be Mailed To: Minnesota Association of Library Friends, "Best Project by Friends" Award, 325 Cedar Street, Suite 555, Saint Paul, MN 55101-1055. The completed entry form should also be sent by e-mail to: info@mnlibraryfriends.org. MALF: 651-366-6492.