

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

