Campaign Readiness Study Report
Board Presentation

Date: Tuesday, November 10
Time: 1:00 - 2:00 pm MST

Meeting Goal: Review the Campaign Readiness Study report findings and recommendations and answer questions or comments.

1. **Welcome!**
    a. Introductions and what are you most interested to hear about from the report results?

2. **Report findings**
    a. Favorable factors
        i. Confidence in the Flathead Valley community having capacity for a $13M private fundraising goal.
        ii. Large community support of the Flathead Valley Library - Kalispell, and libraries in general.
    b. Challenging factors
        i. Lack of clarity and confidence in the project because key details have not been confirmed.
        ii. Community uncertainty in how supportive library and county leadership is in the proposed project.
        iii. Historical and consistent lack of community support for passing bonds and levies.
        iv. Uncertainty of the philanthropic community supporting the library.
        v. Uncertainty about the community's support for a new library.

3. **Recommendations**
    a. Brand, Marketing, and Communications:
        i. Initiate intentional rapport building between the Library Board of Trustees, the Library Foundation, Commissioners and public/community

   ii. Develop a case statement
   iii. Clarify the Flathead County Library's brand strategy
   iv. Secure public support from all three Commissioners
   v. Unify the Library Board of Trustees around a shared vision
b. Flathead County Library - Kalispell Building
   i. Secure the land before a capital campaign moves forward
   ii. Confirm the exact cost of the new building
c. Fundraising:
   i. Seek monetary support from the City and County
   ii. Seek outside support with fundraising
d. Campaign Goal Amount:
   i. Reassess campaign readiness in six months
e. Volunteer Engagement:
   i. Recruit volunteers

4. **Next steps**
   a. Share the Campaign Readiness Study Report
   b. Align on the decisions that will determine a starting point for everything that follows
   c. Review potential project timeline adjustments

5. **Questions or comments?**
   a.