

SEAN THE CITY SLICKER

Leaving a legacy through libraries

SUBJECT: Leave A Legacy Through Libraries

Dear [NAME],

We believe libraries are an institution worth preserving and protecting.

Our organization, EveryLibrary, was founded on the principle that libraries are a core part of creating and supporting thriving, prosperous, and interesting communities. We are focused on funding for libraries in order to support librarians as they do their life-changing work.

This Giving Tuesday, we aim to raise \$250,000 to launch the Libraries 2020 campaign. Led by our non-partisan political action committee and supported by a network of over 350,000 Americans, we are working to ensure that libraries will be there for the next generation.

For every \$1 spent on a library campaign or election day, we are able to return \$1,600 to the library industry. While that ROI is undeniable, in order to continue this momentum we need the financial resources to follow through with this work. The need remains great.

That's why I am reaching out today to ask for your donation to build and propel the Libraries 2020 campaign. Our budget is \$2.5 million to fully launch the initiative. This campaign will allow us to:

1. Make direct contributions to local library campaigns and elections
2. Provide pro-bono tools and resources to libraries for political initiatives
3. Support or oppose legislation that impact libraries' ability to serve their communities
4. Conduct national voter education about the importance and impact of libraries through television, radio, print, and digital media.

Our track record speaks for itself. While libraries have lost 20% of their voter support in the last 10 years, EveryLibrary has won 85% of election days supporting libraries. Through EveryLibrary, the resources we provide to libraries and their citizen advocates are unparalleled. With your help, we can continue to make strides in order to protect and preserve libraries.

This Giving Tuesday, we invite you to donate to Libraries 2020 so we can continue to protect this time-honored pillar of society. Please become a champion of libraries today.

Supporter: \$50

Advocate: \$100

Champion: \$250

[DONATE NOW BUTTON]

We would like to add your name to our digital donor wall in thanks and acknowledgement of your support for libraries in America.

Thousands of Americans have come together to embrace our vision that a library funding opportunity—or challenge—anywhere in the United States should matter to every library across the country.

Consider leaving a legacy of libraries, the bonafide anchor on Main Streets across America.

[DONATE NOW BUTTON]

In partnership,

*John Chrastka
Executive Director
EveryLibrary*

You can read more about our impact in our Annual Report or visit our website at EveryLibrary.org.

As a 501(c)4 organization, contributions to EveryLibrary are not tax deductible. If you'd like to make a larger tax-deductible donation to our 501(c)3 EveryLibrary Institute to support our research and training for librarians, please visit everylibraryinstitute.org.

BONNIE THE VOLUNTEER

Libraries as a launch pad for kids' futures

SUBJECT: Support Libraries, Support The Future

Hello [NAME],

We believe that every child deserves a library, and that proper funding for libraries matters.

Libraries are incubators for kids' future success in school and beyond. Library programming boosts children's literacy and provides avenues for early mentorship so that no child gets left behind their peers. Libraries are the only source of free access to books for so many children in need across America.

We are asking for your donation today, Giving Tuesday, so we can continue to advocate for and invest in America's youth through libraries.

Here at EveryLibrary, we hope to raise \$250,000 toward our Libraries 2020 initiative. Led by our non-partisan political action committee with over 350,000 supporters, we are engaged in a nation-wide campaign to support libraries. Our national economy needs a prepared, educated, and literate workforce to create new businesses and keep pace with global technology.

Cultivating a life-long love of reading has to start at an early age. Libraries can make the difference in a child's life.

Everything we do for libraries, we do free of charge. This includes pro bono data access, consulting, contact information for pro-library voters in their community, and even helping them start fun and engaging Facebook fundraisers.

If you also believe that libraries are a launch pad for kids' futures, please consider donating \$25 this Giving Tuesday. Donations to EveryLibrary will support national voter education about the importance and impact of libraries through television, radio, print, and digital media.

With an ROI of \$5 for every \$1 invested in libraries, your \$25 gift translates to \$125 in library programs that directly benefit kids across America.

[DONATE NOW BUTTON]

EveryLibrary's track record of successfully building voter support for libraries means that we can put your donation to good use, fast. We're efficient at scaling our efforts to reach more people who care about their communities, their schools, and their neighbors.

Please join us as we work toward a library in every community and on every school campus.

[DONATE NOW BUTTON]

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ABBIE THE RURAL MOM

Paying forward the gift of libraries

SUBJECT: Pay Forward The Gift of Libraries

Hello [NAME],

Americans are using libraries now more than ever before.

Here at EveryLibrary, we know that libraries are often one of the few free local resources for families. Access to educational programming, fun activities, and connections to our neighbors is a gift worth paying forward.

I am reaching out to you today because we believe that libraries matter and that every community deserves one. Donations today, Giving Tuesday, will move EveryLibrary forward to kick-off a national voter engagement campaign that helps libraries thrive in small towns and big cities, and in every corner of our country.

Our work is focused on ensuring that libraries have what they need to best serve their communities.

This Giving Tuesday, I ask you to consider donating as little as \$1 per month.

For example, when the library in Mary Esther, FL. was on the verge of shutting down due to lack of funding, we were able to organize voters across the country and around town to support the library and protect its resources. Now the community of 4,300 people still has access to a library for their children and families.

The more support we have, the more we can give back to libraries.

[DONATE NOW BUTTON]

For every \$10 we raise, we can reach 1,000 more Americans to talk about the power of libraries. Imagine the impact you could have on families and communities across America. Donations to EveryLibrary allow us to send direct contributions to local library campaigns and elections. They also allow us to provide pro-bono tools and resources to libraries in need.

Please pay it forward this Giving Tuesday. Join the national campaign to ensure that every community has a thriving library.

[DONATE NOW BUTTON]

In partnership,

*John Chrastka
Executive Director
EveryLibrary*

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