

## Proposal Submitted to Oregon Library Association

*By Sharon Leighty & Co.*

**July 15, 2014**

**Consultant's Proposed Scope of Work:** The Oregon Library Association is seeking a consultant to work with the staff and board of directors to develop and implement a year-end mail campaign to raise funds for the scholarship fund. The project expenses are estimated at \$5,746.24.

Based on initial conversations with your board president, the consultant proposes approximately 25 hours of services to implement this project.

The mail campaign includes one mailing, a follow up postcard or email to 2662 members and retirees in your data base, and a template thank-you letter. The mailing is estimated at \$2,179.92 and includes a personalized letter, insert, response envelope, and outside envelope. The postcard is estimated at \$1,123.10. If the organization has the capacity to communicate via email, we can reduce the cost of the second mailing or add an email reminder to the mail plan. This estimate assumes that the organization will process the donations and send out the thank-you letters. The budget includes \$50 for postage and assumes 75-100 donations with an average gift of \$25. The tentative mailing is late October 2014.

Contact Information:

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Legal Status: Oregon Limited Liability Company (LLC)

Authorized Contact:



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Date: July 15, 2014

# Qualifications of Sharon Leighty & Co.

## Summary and Firm Organization

Sharon Leighty & Co. brings 28 years of fundraising, nonprofit management, and community-building experience to organizations seeking to manage their limited resources more effectively and creatively. Sharon's company provides services to small- and mid-sized organizations and public entities throughout Oregon.

Services include planning and implementing fundraising and capacity-building campaigns; developing major gifts and annual giving programs; researching, writing, and managing grant programs; building development programs; and developing marketing and public relations campaigns to support an organization's mission. Sharon has extensive expertise and experience securing public- and private-sector funds, including state and federal grants.

She possesses excellent communication skills, has a broad understanding of technology, social media, and fundraising software programs, is familiar with all aspects of volunteer management, and has vast experience developing and implementing project plans and budgets.

Sharon is the president of her company and a sole proprietor. She partners with other professionals to form a qualified team to meet the specific needs of each client. This model provides the most efficient, flexible, and cost-effective services for clients. Sharon is also prepared to work with a team of professional and technical advisors already assembled by your organization.



Mary Oberst is a regular team member with Sharon Leighty. While serving as the First Lady of Oregon, Mary became interested in preservation projects throughout Oregon. Her first statewide projects were chairing the campaign to restore Kam Wah Chung & Co. Museum in John Day and serving as the volunteer chair for Oregon 150, Oregon's Sesquicentennial celebration. Both of these projects afforded Mary the opportunity to meet with community and foundation leaders, write and present speeches, and prepare fundraising materials, brochures, and numerous funding proposals. Mary also has 18 years of experience working as a publications attorney and editor for the Oregon State Bar Continuing Legal Education Department.

## Campaign Experience

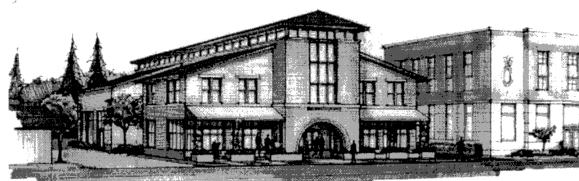
Sharon has served as the lead consultant on a variety of capital campaign projects throughout Oregon. Examples include: the restoration of Kam Wah Chung & Co. Museum in John Day, Vista House at Crown Point in the Columbia Gorge, Peter French's Round Barn near French Glen, and Willamette Mission Ghost Structure near Salem; a preservation fund to restore Oregon's lighthouses; raising funds to expand and enhance interpretive programs at Collier State Park and Logging Museum in Chiloquin and at Sumpter Valley Dredge; and raising funds for Oregon's 150th birthday celebration.

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**Specific public library experience includes** raising funds for new libraries in Lakeview and Canby, and expanding libraries in Creswell and at Oregon Youth Challenge in Bend. Sharon has worked with the Lake County Library District since 2006 to raise \$3.8 million for the new main library in Lakeview. Services included developing the campaign plan, implementing and managing the campaign, coordinating all the fundraising calls, assisting with the donor recognition program and events, public relations, board training, and developing all the proposals. Sharon was hired by the City of Canby to assist with raising \$1.0 million from the private sector toward their \$10.0 million campaign.

Other services included establishing the Canby Library Foundation, assisting with the development of all the campaign collateral materials, implementing the donor tracking system, managing all the fundraising calls, and proposal development. Lane Library District (Creswell) hired Sharon to explore the feasibility of raising \$1.5 million to expand and enhance their library. Sharon is also working the Central Oregon Youth Investment

Foundation to raise \$125,000 to enhance and expand the small, outdated library and media center at the Oregon Youth Challenge Program.



Sharon Leighty & Co.'s fundraising experience includes managing all phases of a capital campaign. Examples include: strategic planning sessions with community groups and stakeholders, forming community-based campaign advisory and fundraising teams, conducting formal and informal feasibility studies, prospect research and cultivation, planning community-based campaigns to leverage public-sector projects, developing and securing public- and private-sector funding, grant writing services, donor recognition, and the public outreach efforts to support the campaign.

From developing relationships with present and future stakeholders to forming public/private partnerships, Sharon has worked with local boards to raise funds through grants, major gifts, fundraising events, and future gifts.

## **Specific Capital Fundraising Projects**

Listed below are examples of other fundraising projects in Oregon that involved extensive fundraising services by Sharon Leighty. All of these projects were funded through both public- and private-sector sources. Examples of public-sector sources include: Save America's Treasures Grant Program, National Scenic Byways Program, National Trust for Historic Preservation, Institute for Museum and Library Services, National Endowment for the Humanities, Oregon Heritage Commission, and Travel Oregon. The private-sector sources include: foundations in Oregon and SW Washington, corporations, civic groups, and individuals.

- Raised \$4.5 million to restore the Vista House at Crown Point in the Columbia Gorge;
- Planned and implemented a \$1.25 million campaign to preserve Kam Wah Chung & Co. Museum in John Day;

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- Raised \$325,000 to implement a new interpretive plan at Collier Memorial State Park and Logging Museum in Chiloquin;
- Raised preservation funds for Oregon historic properties, including Sumpter Valley Dredge, Peter French's Round Barn, Willamette Mission Ghost Structure, and Oregon Lighthouses;
- Worked on the statewide initiative to implement the Willamette River Water Trail;
- Provided development services to the Oregon 150 board to raise the resources needed to implement Oregon's 150th birthday celebration;
- Provided fundraising services to the Hollywood Theatre and Whiteside Theatre restoration campaigns;
- Helped South Salem High School's Wind Ensemble raise funds to participate in the opening ceremonies of the 2008 Summer Olympics in China;
- Provided interim executive director services to the Education Foundation for the Bend-La Pine Schools and Deschutes Public Library Foundation;
- Provided campaign support to raise \$3.8 million to build a new main library in Lakeview and up to \$1.0 million for the enhancements at the Creswell library (project currently stalled);
- Provided development services for local Red Cross chapter;
- Assisted Salem's Riverfront Carousel, Cascade School of Music, Deschutes Historical Society, and Oregon Black Pioneers to expand their organizational and fundraising capacity;
- Helped the Business Education Compact diversify its revenue portfolio;
- Worked with Warm Springs Community Action Team to build infrastructure and systems to support their work;
- Providing in-kind services for Math Counts and Engineers Without Borders PSU chapter;
- Served as program coordinator for the Oregon Century Farm and Ranch Program, including the expansion of their resources and capacity;
- Provided technical assistance to Oregon Main Street Programs;
- Providing capital campaign services to explore funding of up to \$2.0 million for Sunriver Nature Center & Observatory;
- Providing development and capacity-building services to Kids Club of Jefferson County;
- Working with Jefferson County School District 509-J and Black Butte School District to expand resources;
- Assisting Oregon Black Pioneers with raising \$319,316 for their 2015 exhibit, *A Community on the Move*, at the Oregon History Museum;
- Assisting the Central Oregon Youth Investment Foundation with raising \$125,000 to build a new library and media center for the Oregon Youth Challenge Program.

*"From working with our volunteers on fundraising strategies, to writing proposals, Sharon's knowledge, skills and community connections have helped ensure our campaign's success," said Amy Hutchinson, Director of Lake County Library District.*

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