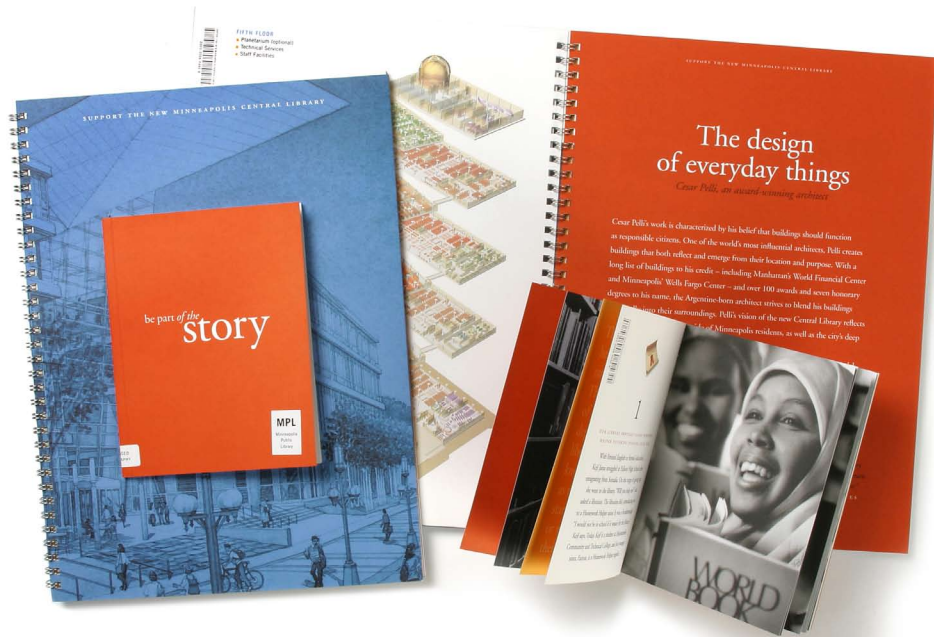


Minneapolis Public Library
capital campaign literature



How a major urban library motivated involvement in a critical \$15 million capital campaign

situation

The Minneapolis Public Library, a source of information and learning since 1885, embarked upon a capital campaign to upgrade its central library.

As the fourth largest central public library collection in America, the library needed to communicate the reach of its services to a diverse, international, and urban population — including children, teens, students, job seekers, teachers, and business professionals.

Capital campaign literature needed to communicate the need for increased space and services, the importance of the collection to the community, and the urgent necessity of involvement.

challenges

Competition for donor dollars.

The library was seeking donor funding during a period when multiple Minneapolis cultural institutions were launching major capital campaigns.

Multiple stakeholders.

The campaign steering committee was composed of multiple influential stakeholders from public and private institutions, each with strong points of view.

Prominent philanthropists.

The library represented “the jewel in the city’s crown,” and campaign literature needed to appeal to prominent philanthropists — with a sophisticated, yet accessible, design and tone.

results

The Library achieved its financial goal of raising \$15 million, and the architecturally significant building — designed by Cesar Pelli and Architectural Alliance — opened to great public acclaim in 2006.

The campaign materials successfully combined hard financial facts with powerful stories, inspiring donors and recipients.

A small perfect-bound book of stories spoke to the emotional theme of the campaign — “Be Part of the Story” — while a larger wirebound book presented facts and figures outlining the monetary need.