

# Appendix A—Central Branch Campaign Overview Plan

## Overview

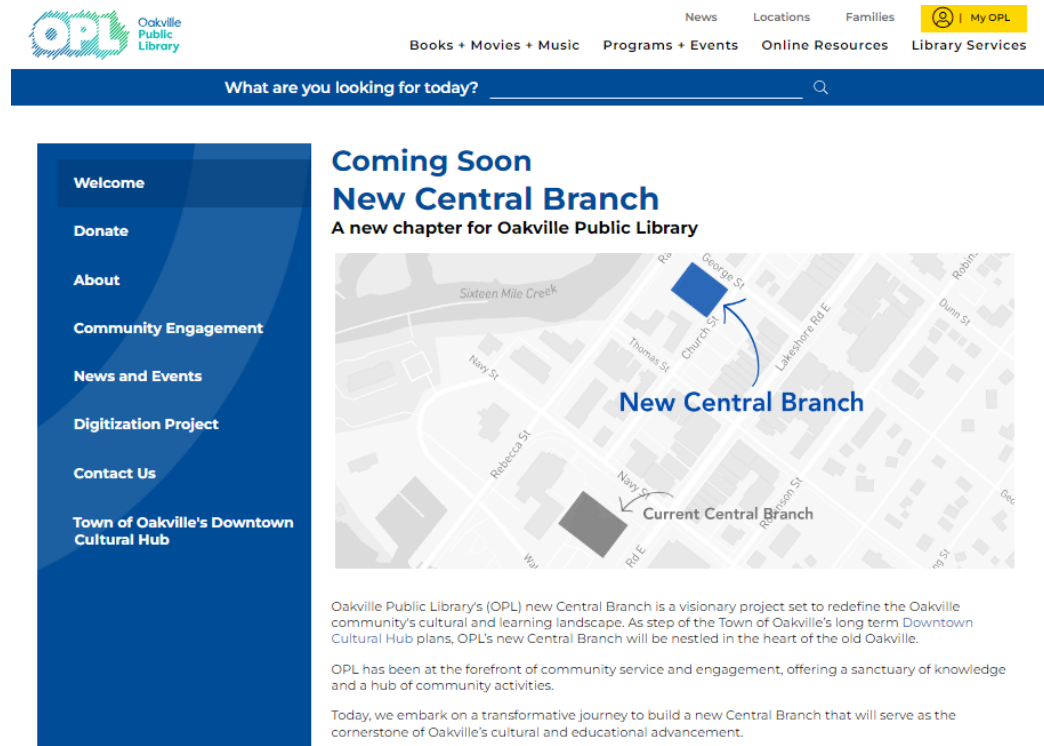
The Central Capital Campaign is designed to enhance the Oakville Public Library's (OPL) new central library branch. This comprehensive campaign will be executed by OPL staff in distinct phases over a multi-year timeline, ensuring meticulous planning, community engagement, and strategic partnerships to maximize opportunities. Additionally, the campaign will include a fundraising initiative for the digitization project, focusing on preserving the local collection within a dedicated area of the Central Branch.

OPL aims to raise \$1 million through this multi-year campaign, which will supplement our regular annual fundraising efforts. The campaign is structured into six key phases, each aligning with specific stages in the planning and development of the Central Branch.

## Phase #1: Early Engagement (February - July 2024)

The early engagement phase is critical for laying the groundwork for the Central Capital Campaign. During this phase, OPL has focused on several foundational tasks to ensure a strong start.

First, the OPL Board of Directors reviewed the updated fundraising policy, which includes increased threshold approval totals. With all the information available regarding New Central, a dedicated campaign website (<https://opl.ca/About-OPL/newcentral>) was launched, serving as a central hub for all campaign-related information and engagement.



The screenshot displays the Oakville Public Library website. At the top left is the OPL logo. The navigation menu includes: News, Locations, Families, My OPL (with a user icon), Books + Movies + Music, Programs + Events, Online Resources, and Library Services. A search bar contains the text "What are you looking for today?". On the left is a vertical menu with links: Welcome, Donate, About, Community Engagement, News and Events, Digitization Project, Contact Us, and Town of Oakville's Downtown Cultural Hub. The main content area features a "Coming Soon" announcement for the "New Central Branch", described as "A new chapter for Oakville Public Library". Below the text is a map of downtown Oakville showing the location of the "New Central Branch" (marked with a blue square) and the "Current Central Branch" (marked with a grey square). The map labels streets including Sixteen Mile Creek, Navy St, Rebecca St, Thomas St, Church St, George St, Lakeshore Blvd E, Roblin, and Dam St. Below the map, there is introductory text about the project and its role in the community.

**Coming Soon**  
**New Central Branch**  
A new chapter for Oakville Public Library

Oakville Public Library's (OPL) new Central Branch is a visionary project set to redefine the Oakville community's cultural and learning landscape. As step of the Town of Oakville's long term Downtown Cultural Hub plans, OPL's new Central Branch will be nestled in the heart of the old Oakville.

OPL has been at the forefront of community service and engagement, offering a sanctuary of knowledge and a hub of community activities.

Today, we embark on a transformative journey to build a new Central Branch that will serve as the cornerstone of Oakville's cultural and educational advancement.

OPL has coordinated its communications strategy with the town to align with the broader progress surrounding the Downtown Cultural Hub. This coordination ensures a unified message and maximizes community support and awareness.

All existing fundraising materials are being updated to highlight the new Central Library as the primary focus. This includes revising brochures, handouts, and digital content to ensure consistency and clarity in our messaging.

A specific mailing list option has been created to keep potential donors informed and engaged with all developments related to the new Central Branch. This targeted communication strategy will include regular updates, event invitations, and exclusive insights into the campaign's progress.

These key tasks have built a solid foundation during the early engagement phase, setting the stage for successful future phases.

### Phase #1: Early Engagement Timeline:

PHASES / External Cost Estimate	TASK	Details	Completion Date	Status
1) Get Info Started	Starting Point without Fundraising team in place	> February - July 2024 (Early Engagement)	4 MONTHS	In-Progress
	Update current fundraising Policies	> Increase threshold totals	May-24	Complete
	Website (Launch May; Fully Up June)	> Joe to provide offline template (Complete) > Desire to design online (Complete) > Naveen to update Text On-Website (Complete) > Team - Make final changes prior to launch (Complete)	Jun-24	Complete
	Launch of Website	> Communications plan to launch Central Website > Need to coordinate with the town	Jun-24	Complete
	Present Capital Campaign to Board	> Present this plan in report form to board > Cost out extras (align with Tara) to see if we want to achieve > Confirm fundraising target with board	Jun-24	Complete
	Update all fundraising materials we currently have	> Update all existing Donation Material to verify that Central is the 1st option: (Central, Digitization, Current Needs) > Website, Handouts, Materials, etc.	Jul-24	In-Progress
	Create structure for Mailing List	> Separate flag in CEP for Central related Mailing list > Feature in current newsletter. Social, etc. for people to register	Jun-24	Complete

### Phase 2: Building The Foundation for Success (July - December 2024)

The building phase is crucial for setting the stage for a successful campaign. During this phase, the team, guided by clearly defined roles, will focus on conducting thorough prospect and donor research, with a particular emphasis on identifying and engaging corporate and individual donors.

As the RFP process nears completion and the architect is awarded, our attention will turn to understanding the digital assets and renderings provided by the architect, as well as determining what additional materials we need to develop. This ensures we have a comprehensive visual and strategic toolkit to engage potential donors effectively.

A central launch event will be organized to mark the official kickoff of the campaign, creating a platform for initial donor engagement and public awareness. This will be

followed by a series of public consultations designed to gather valuable community input and foster a sense of collective ownership and excitement about the new Central Library.

In parallel, we will formulate a comprehensive fundraising strategy that outlines specific targets, audience segmentation, messaging, and a detailed campaign plan. This strategy will be supported by the development of a gift pyramid to identify and highlight various naming opportunities within the new library and digitization project, offering donors the chance to leave a lasting legacy.

Additionally, we will build compelling support cases and stories to illustrate the tangible benefits of donations. These narratives will be crucial in demonstrating the impact of donor contributions, both in terms of financial benefits and the broader community enrichment they will facilitate.

## Phase #2: Building Timeline:

TASK	Details	Completion Date	Status
Team set, planning for success	> July - December 2024 (Begin Executing Plan)	6 MONTHS	In-Progress
Avengers Assemble - Build Team & Identify R&R	<ul style="list-style-type: none"> <li>&gt; Confirm with Tara/Marcus</li> <li>&gt; Joe - Project Lead</li> <li>&gt; Marcus - Sales Closure</li> <li>&gt; Alison - Admin Support / Event</li> <li>&gt; Tara - Sales Closure</li> <li>&gt; Naveen - Marketing Content / Communications</li> <li>&gt; Elise - Historic / Digitization Info</li> <li>&gt; Town Communications - ?</li> <li>&gt; Caitlyn - Construction / Asset Contact</li> <li>&gt; Anyone Else???</li> </ul>	Jun-24	In-Progress
Effective prospect and donor research	> Corporate & Individual List	Jun-24	Not Started
RFP Rewarded - Understand what is being provided from Architect	<ul style="list-style-type: none"> <li>&gt; Once RFP has been rewarded, need to understand what digital assets their package contains and what they can help with regarding this capital campaign</li> <li>&gt; Add in elements for donor recognition (all, pillars, etc.). Not just for New Central--but major donors for years to come to be recognized</li> </ul>	Jul-24	Not Started
Develop Timeline for Gaps	<ul style="list-style-type: none"> <li>&gt; Identify all other assets needed that the architects will not provide</li> <li>&gt; Add in their timelines to the strategy</li> </ul>	Jul-24	Not Started
Central Launch Event	<ul style="list-style-type: none"> <li>&gt; George Farrow and Ron Bar</li> <li>&gt; Should take place before public consultation</li> <li>&gt; Branded as Kick-off to "new Central"</li> </ul>	TBD	Not Started
Public Consultations	> Need to confirm via Architect's schedule	Fall	Not Started
Comprehensive fundraising strategy	<ul style="list-style-type: none"> <li>&gt; Formulate a comprehensive campaign strategy</li> <li>&gt; Outline fundraising targets, audience segmentation, messaging, and timeline for Central and digitization</li> <li>&gt; Detailed campaign plan with strategies and tactics.</li> <li>&gt; Feasibility Study (Includes Community Needs Assessment)</li> </ul>	Jun-24	Not Started
Create Gift Pyramid > Identify naming opportunities within the new library and digitization project for donors who have the means to leave a legacy	<ul style="list-style-type: none"> <li>&gt; Include sponsor wall &amp; many additional options</li> <li>&gt; Walls, areas, interior, exterior, tables, chairs, trees, etc.</li> <li>&gt; Can Matrix transform to other branches</li> </ul>	Sep-24	Not Started
Build Support Cases/Stories	<ul style="list-style-type: none"> <li>&gt; Not just feel good</li> <li>&gt; Develop Financial Information - Benefits of Donation. I give \$10,000, I get <u>xx</u> off my taxes</li> </ul>	Oct-24	Not Started
Fold in Digitization as B-Option if they don't want to donate to Central	<ul style="list-style-type: none"> <li>&gt; Same Matrix but for Digitization</li> <li>&gt; Selling years/decades - total collection branding</li> </ul>	Oct-24	Not Started
Solidify Goals	> Assets in Branches sharing goals and progress	Nov-24	Not Started

### **Phase 3: Campaign Launch (2025)**

The official campaign launch is a pivotal phase, focusing on engaging major donors and securing sponsorships to drive the campaign forward. We will intensify major donor solicitation efforts with the goal of reaching out to high-potential donors and engaging them in personalized discussions about Central. Regular updates will be sent to those on the mailing list, ensuring continuous engagement and keeping potential donors informed about the campaign's progress. These updates will include news about milestones, upcoming events, and opportunities for involvement.

A significant fundraising event will be hosted to galvanize support and attract new donors. This event will be an opportunity to showcase the campaign's progress, share success stories, and highlight the impact of donor contributions. Additionally, rebranding efforts will be undertaken to align with the new Downtown Cultural Hub (DCH) if it becomes available, including updated marketing materials, a refreshed campaign logo, and a consistent visual identity that resonates with our target audience.

OPL will look to create a virtual library experience, featuring 3D renderings and interactive tours of the new Central Library. This innovative tool will allow potential donors to visualize the future space and understand its significance. Depending on budget availability or the architect's provision, this experience will be developed to offer an immersive and engaging way to explore the new library.

A recognition plan for milestone donations will be implemented to acknowledge and celebrate the contributions of major donors. This plan will include various levels of recognition, such as naming opportunities, donor walls, and exclusive events. Ongoing meetings with major donors will be scheduled to ensure continuous engagement and maintain strong relationships. These meetings will provide updates on the campaign, discuss donor preferences, and identify further opportunities for support.

All potential grants, partnerships, and corporate sponsorship opportunities will be thoroughly explored and pursued. We will leverage these opportunities to secure additional funding and resources, maximizing the campaign's reach and impact. No stone will be left unturned in our quest to find innovative and mutually beneficial partnerships that align with the goals of the new Central Library.

### Phase #3: Campaign Launch Timeline:

TASK	Details	Completion Date	Status
Line up with DCH & officially Launch the campaign	> All 2025 (Major Donors and Sponsorship Focused)	12 MONTHS	Not Started
Regular reports for all who joined mailing list	> CEP segment for all people who join through central portal > Begin regular updates > monthly? Or Bi-monthly? Updates, Fundraising opportunities, Central Stories, History--many topics we can communicate		
Major Donor Solicitation - (Pre Public)	> Reach out to all major donors > See which ones we can schedule to come in and speak with Joe/Tara > Opportunity for people to help determine the features of the space	Mar-25	Not Started
2nd Central Fundraising Event	Host official Kick-off (reveal design, etc.) > Joe crazy thought - Party/gala/event in the post office. > Abandon warehouse look/feel	Apr-25	Not Started
Re-Branding to match DCH Hub if available	Create 1st round of marketing material. Update all communications with Design drawings and DCH Material > About turning new page on Central > Previously this was OPL Branded - Create Central Campaign	Apr-25	Not Started
Virtual Library Experience	3D rendering and tour of new Central Space > Showcasing the design and features of the new library > Consistently add/change when new renderings are available > Need to see if this is something the architects can do of	Apr-25	Not Started
Implement a recognition plan for Milestone Donations	> How do we recognize major donations as they are happening	Apr-25	Not Started
Ongoing meeting with major donors	> Alison, Marcus, Joe, & Tara	Ongoing	Not Started
Complete any grants, Partnerships and corporate sponsorships opportunities	> No stone untuned (Place a car in the lobby for Ford, All Mac for Apple--anything is on the table for the right price)	Ongoing	Not Started

### Phase 4: Public Donation Phase (2026)

In this phase, the campaign will be relaunched to the public, focusing on securing many smaller donations to build widespread community engagement. Updated marketing materials will highlight the final designs and attributes of the new Central Library, ensuring that the public has a clear understanding of what the project entails and its benefits of what a true Central Branch could deliver to all of Oakville. Updated materials will include detailed features, timelines, and visual elements such as thermometers to track fundraising progress.

To engage the community and provide comprehensive updates, several key events will be organized. Donor and central information sessions will be held to inform the public about the campaign's progress and the new library's features. These sessions will offer an opportunity for community members to ask questions, provide feedback, and become more involved in the campaign. Additionally, a main central event will be organized, serving as a significant public engagement opportunity. This event could include interactive activities, presentations, and tours to generate excitement and support for the new Central Library.

Major donor discussions will continue throughout this phase, with a focus on incorporating final designs and presenting new opportunities for involvement. These discussions will ensure that major donors remain engaged and that their contributions are recognized and integrated into the project's evolving plans.

By relaunching the campaign to the public and emphasizing smaller donations, this phase aims to create a broad base of community support. Through updated marketing materials, informative events, and ongoing major donor engagement, we will work to secure the necessary funds and build strong community connections for the new Central Library.

**Phase #4: Public Donation Phase Timeline:**

TASK	Details	Completion Date	Status
<b>Public Launch</b>	<b>&gt; All 2026 (Public Donation Phase)</b>	<b>12 MONTHS</b>	<b>Not Started</b>
Every branch & Location with Physical material/Central Updates	> Update all marketing material with final designs and attributes of Central > timing, what it will have, features, etc. > Tools Launched (Thermometers, etc.)	Jan-26	Not Started
Campaign is relaunched to the public	> Different than 2025 (more tailored partnerships) > This phase will see us develop the material for the public-getting many smaller donations will be the focus	Jan-26	Not Started
Host Donor/Central information Session	> General Session about New Central	Feb-26	Not Started
Host Main Central Event	> Something fun in Central (example: Escape Room)	May-26	Not Started
Host Donor/Central information Session	> General Session about New Central	Nov-26	Not Started
Ongoing major donor discussions	> Layer in final designs & new opportunities that are confirmed > 2025 - donors had a chance to help discuss what they would have in their donated space > 2026 - we are actively seeking the right fit for whatever is left and presenting opportunities	Ongoing	Not Started

**Phase 5: Final Push (2027-2028)**

As the new Central Library nears completion, the final push phase will focus on maintaining donor engagement through ongoing marketing campaigns and milestone events. These efforts will ensure that the momentum of the campaign is sustained, and that the community remains involved and excited about the project.

A series of closing events for the old Central Library will be meticulously planned to honor its legacy and provide a sense of closure for the community. These events may include fundraisers, community gatherings, and special programs that celebrate the history and impact of the old library. These activities will not only serve as a farewell to the old facility but also as a bridge to the new Central Library, fostering a sense of continuity and progress.

Throughout this phase, we will continue to execute targeted marketing campaigns to highlight the journey and achievements of the campaign. These campaigns will showcase key milestones, donor contributions, and the overall impact of the project on the community. By sharing success stories and project updates, we will reinforce the value of the new Central Library and encourage ongoing support.

In addition to public events and marketing efforts, we will also ensure a smooth transition to the new facility. This includes logistical planning, finalizing operational details, and preparing the new library to welcome the community. By meticulously managing this transition, we will create a seamless and positive experience for all stakeholders.

By maintaining a strong focus on engagement, celebration, and transition, the final push phase will bring the Central Capital Campaign to a successful and impactful conclusion. Through a combination of closing events, marketing campaigns, and careful planning, we will ensure that the new Central Library opens with the full support and enthusiasm of the community.

**Phase #5: Final Push Timelines:**

TASK	Details	Completion Date	Status
Continue on push - final days of Old Central	> 2027 - 2028 (until new Central is open)	New Central	Not Started
Host Donor/Central information Session	> General Session about New Central > Twice a Year	TBD	Not Started
Ongoing marketing campaign - all elements (mailers, digital, in branch)		TBD	Not Started
Plan a series of milestone events and regular updates		TBD	Not Started
Old Central Closing Events	> Evening in the stacks? > \$150 a ticket fundraiser? Food, drink, entertainment? > Friday evening -- official last event before dismantling Central > Could be the day after we close--giving us 1 day to setup before we start moving everything over	TBD	Not Started

**Phase 6: Follow-ups (New Central Open + 12 months)**

After the new Central Library opens, follow-up efforts will focus on fulfilling all promises made during the campaign, ensuring continued donor satisfaction and engagement. A pre-opening event will be hosted to highlight areas of need and recognize the invaluable contributions of donors and staff. This event will serve as a final opportunity to address any outstanding fundraising gaps and celebrate the collective efforts that made the new library possible.

Final reports on the capital campaign will be meticulously prepared, detailing the outcomes, financials, and impact of the campaign. These reports will be shared with all stakeholders, providing transparency, and acknowledging the contributions of all supporters. This documentation will not only serve as a record of success but also as a valuable resource for future fundraising initiatives.

Ongoing support will be established to ensure a smooth transition from the capital campaign back to regular fundraising processes. This includes setting up mechanisms for continuous donor engagement, recognizing contributions through naming opportunities and special events, and maintaining open lines of communication with all donors. By integrating these efforts into the library's regular operations, we will sustain the momentum built during the campaign and continue to foster a strong culture of support.

Through these follow-up efforts, we will honor our commitments, celebrate the achievements of the campaign, and lay the groundwork for ongoing success in our fundraising endeavors. This phase will ensure that the new Central Library remains a vibrant and supported community asset for years to come.

## Phase #6: Follow-up Timelines:

TASK	Details	Completion Date	Status
<b>Follow through on all promises made</b>	<b>New Central Open</b>	<b>Dec-28</b>	<b>Not Started</b>
Event hosted on 1st week we receive space - Highlight all areas of need	> Donor / Staff / Pre opening event > Recognition - 1 last push to fill all remaining Gaps	TBD	Not Started
Final reports on capital campaign		TBD	Not Started
Thanking all donors (Naming's, recognitions, special events, etc....)		TBD	Not Started
Ongoing Support Setup	> Moving away from the capital campaign and into the regular process	TBD	Not Started

## Conclusion

The Central Capital Campaign is a well-planned initiative to enhance Oakville Public Library's new central library branch. Structured into six phases, the campaign aligns with the library's development stages to maximize community engagement, strategic partnerships, and effective fundraising.

By following this plan, we aim to raise \$1 million to ensure the new Central Library becomes a vibrant and supported community asset.