

SUPPORT **Wisconsin Libraries** *Keep Us All In A Better State™*

Support the Campaign for Wisconsin Libraries.

The WLA Foundation needs your help in supporting our multi-media publicity campaign to promote a wider understanding of the value and importance of Wisconsin Libraries. Together, we have the power to ensure that libraries continue to be essential institutions in our democratic society, but only if our voices are heard.

With your help, the collective voice of libraries will be heard.

We're rallying behind a strong campaign theme and taking our message to the streets, starting with public service announcements designed to break through the clutter in print, broadcast and Web media throughout Wisconsin.

Campaign messages communicate the impact libraries have on the State's economy, the importance of libraries to education and lifelong learning, and the contribution libraries make to the quality of life in Wisconsin.

Your support will make a real difference in the future of all libraries.

The Campaign is an ongoing, statewide effort that provides a collective voice for Wisconsin libraries of all types, focusing on developing and disseminating effective messages about the importance of Wisconsin Libraries. By centralizing promotional activities at the state level, the Campaign benefits all Wisconsin Libraries, including those with limited resources.

The time for our Campaign is now!

Libraries are life-changing institutions, but their ability to continue playing such an important role is increasingly threatened.

- Public libraries have grown to the top ten nationally for circulation and visits, while funding has slipped to 19th in the country.

- School libraries in communities across the state are seeing their schools reduce professional library staff, at the expense of student achievement.
- Academic libraries are faced with mounting challenges. A University of Wisconsin System initiative to enhance library service has not been funded, despite the increasing challenge of maintaining world class information services to students and faculty, as well as Wisconsin businesses, government agencies, and citizens.
- Special libraries are providing vital services behind the scenes that keep business, medicine, law, and other fields on the cutting edge, yet librarians are some of the first positions cut in a fiscal crisis.

Be part of something big!

The WLA Foundation has made a commitment to raise a minimum of \$100,000 each year to fund this Campaign. Significant funds are necessary to maintain our effort, which utilizes professional assistance in the planning, design and implementation of the Campaign. Funds will not be used for lobbying or political advocacy. Fundraising activities include recruitment of Supporting Partners, solicitation of contributions from individuals and organizations, and special events.

Give to the Campaign

Organizations, corporations, foundations, friends of libraries groups, libraries, and individuals are encouraged to support the Campaign with a tax deductible gift.

Supporting Partners

- Leadership Partners: \$10,000 or more
- Sustaining Partners: \$5,000 - \$9,999
- Contributing Partners: \$1,000 - \$4,999



Individuals and Organizations

Individuals and organizations may also support the Campaign by making an annual gift to WLA Foundation and becoming a club member. Eighty percent (80%) of all undesignated contributions go to support the Campaign for Wisconsin Libraries. For a listing of club members please visit: www.wla.lib.wi.us/wlaf

- Diamond Club (\$500 - \$999)
- Platinum Club (\$200 - \$499)
- Gold Club (\$100 - \$199)
- Silver Club (\$60 - \$99)
- Bronze Club (\$30 - \$59)

Become a partner in the Campaign for Wisconsin Libraries by making a tax deductible gift to the Wisconsin Library Association Foundation.

For more information call the WLA Foundation office at 608-245-3640 or visit the Campaign Web site at: www.WisconsinLibraries.org. Please give generously. So we'll never have to ask our librarians to be quiet.

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YES! I would like to support the Campaign for Wisconsin Libraries with a tax-deductible donation. Please find my check enclosed in the amount of \$ _____.

I would like to support the Campaign but need more information. Please contact me.

I am not in a position to support the Campaign at this time but please keep me informed as to your progress.

Name: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

“The Campaign for Wisconsin Libraries could be one of the most important things the library community has ever done. We live in a knowledge-based economy, where life-long learning is mandatory. Public, academic, special, and school libraries are essential institutions and should not be compromised. Yet these valuable institutions are in danger. We are seeing funding cuts, service and staffing cuts, aging collections, and deteriorating physical infrastructure as a growing challenge that must be addressed. A campaign for library advocacy throughout the state of Wisconsin is sorely needed. Please join our effort to give libraries this much needed voice.”



Rick

– Rick Krumwiede, WLA Foundation President

The Wisconsin Library Association Foundation’s mission is to support the role of Wisconsin libraries as essential institutions in a democratic society. WLA Foundation engages in a number of activities, including support for scholarships, awards and honors, and special projects. All members of the Wisconsin Library Association are automatically members of WLA Foundation. However, each organization has a separate Board of Directors and is separately funded. You can support WLA Foundation and the Campaign with tax deductible annual contributions or with planned giving.

PLACE
POSTAGE
HERE

WLA
FOUNDATION

5250 East Terrace Drive, Suite A1
Madison, WI 53718-8345

If you listen, you can hear...

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5250 East Terrace Drive, Suite A1
Madison, WI 53718-8345
608-245-3640
www.wla.lib.wi.us/wlaf

Librarians shouting.



Is this an oxymoron or a cry for help? Librarians have been quietly doing an amazing job of connecting the people of Wisconsin with a world of information. But at a time when the knowledge economy makes libraries more important than ever, funding has not kept pace with demand for services in all types of libraries. No wonder librarians are speaking out. It’s time our libraries got the attention and funding they deserve.

It’s time for the Campaign for Wisconsin Libraries!