Startup Fundraising in 100 Days

Mike Olson
(Dean of Libraries)

Katherine Truxillo
(Development and Outreach Officer)
Loyola, 1912
Monroe Library, 1999
students <-> ML
development void
stand on shoulders
Mike’s immediate goals

meet key people
(IA, ML teams, friends)

learn software
(RE7, social media)

recruit & hire D&O Officer
529 FB likes
3,100 views/week
“high/low” all OK
Monroe Library News & Notes (October 2013)

Monroe Library Progress Report 2013-2014
Challenges (aka Stuff Happens)

$ (travel, postage, supplies, printing, design, cultivation)

$ (FTE)

$ (university deficit)

external: competing priorities

internal: other demands on time/energy
Results

FY 13 $ more than double FY 12

August ’13 $ more than double August ’12
Pending

Comprehensive meeting and greeting

Loyola campaign: ML goal = $2.5M, 2.5%

Grants & more grants
Now & Always

try your ideas *asap*

be able to explain to others what you want to do and what difference it will make to students

solicit input, be accountable, report fully, share credit, play “teamly”
Questions, Comments, Ideas?

olson@loyno.edu
truxillo@loyno.edu