

Authors Night

Development of a Major Fundraiser
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Start Small (or at least manageable)

- Budget
- Income expectations
- Staff/Volunteer mix
- Event Features
- Event Partners

Evaluate Accomplishments and Failures

- What is the event really meant to do for the Library?
- What are we really capable of doing?
- Do we want to do this again?
- What manageable changes should we make for year 2?

Growth of the Event Years 3-6

- Add as many authors as possible.
- Include any press that are interested.
- Partner with local book stores.
- Use a large number of volunteers.

Make More Difficult Decisions

- Consult with Staff.
- Consult with Donors
- Consult with Top Authors.

Growth of the Event Years 7-13

- New Location
- Security and other paid staff.
- All Library employees involved.
- Focused Press involvement
 - Media Partners
 - Credentialed Press Only.
- Corporate Sponsors
 - Books Donated by Publishers
 - Corporate Donations of Money and Products

Current Status of the event

- 94 Author Limit
- 2,500 guests
- Gross Income \$350,000 – Net Profit \$275,000

Future Development of the Event

- Figure out how to Gross \$500,000
- Bigger and more complex Corporate Sponsorship
- More Guests
- More donated product to give away
- Bigger Dinners
- Sister Event during the year (possibly in NYC)