



Effectively
Communicating
Your Nonprofit's
Financial Needs to
Local Government

Focus on Value, Not Need

Effectively communicating your nonprofit's financial needs to city and/or county government is directly tied to the ability to communicate the value that a strong library adds to the local community.

Know the Community Stakeholders

- Nonprofit Governing Board
- City & County Government
- Local Businesses & Organizations
- Individual Donors
- Community Members
- Library Users

Demonstrate Value

- ROI (Return on Investment)
Demonstrate efficient use of current funds
- Statistics
Community engagement
- Anecdotal evidence
Success stories are vital and so are challenges faced
- Partnerships
Demonstrate diverse community funding and support