

AtoZdatabases - a Tool for Library Development and Funding

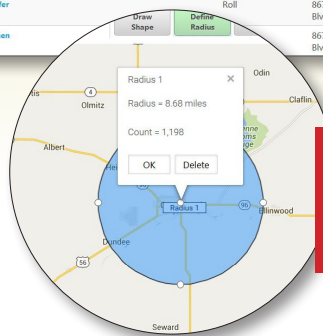


How can a database of businesses, people, and jobs help a library increase their patron base and donor base?
It's limited only by your creativity! Here are three ideas to get you started.

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IDEA 1: Find New Donors

Use the Consumer Database to find people in your community who have an interest in Reading, and in Charitable Donations, and Household Income at the higher end. Send them a postcard to invite them to your next Friends of the Library event!



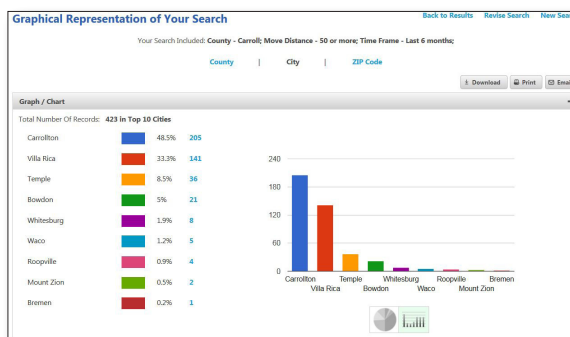
\$100
Donation

IDEA 2: Invite the Business Community

Many businesses are looking for ways to give back to the community. They just need to be asked! Consider sending a letter asking local businesses to contribute just \$100 per year. Use the Business Database to find local companies and send them an invitation to partner with you!

IDEA 3: Increase your Cardholder Base

New people are moving into your community all the time. Do they know about your library? Use the New Mover database and send them an invitation to visit your library.



For more information about AtoZdatabases, or to try a **FREE TRIAL**, call us at 877-428-0101, or email to sales@atozdatabases.com.