

BOOK SALE TOOLKIT



TURN YOUR BOOK SALE INTO A STORY OF IMPACT



Looking for a fun and meaningful way to give back this summer? Rally your friends, neighbors, and community by hosting a used book sale in support of The Fifth Book campaign!

Collect gently loved books, set up a cozy sale space, and help us raise funds for Library collections. It's a simple yet powerful way to get involved, make a difference, and share your love of reading! *Plus, if you raise \$2,500 or more, you can name a bookshelf at a Library of your choice!*

HOW DO I GET STARTED?

1. **Connect with us.** Contact Events & Strategic Initiatives Lead Danielle Brbot at danielle@libraryfoundation.ca.
2. **Gather your books.** Collect gently used books from friends, family, and your community. The more variety, the better.
3. **Choose a date and location.** Pick a day this summer and find a spot—your front yard, community centre, or at a local event.
4. **Promote your sale.** Use the social media assets we provide to spread the word online. We can also create a customized donation page for you to share as another way to give.
5. **Host and make an impact.** Set up your sale and bring your community together.
6. **Contact the Library Foundation to submit the proceeds of your fundraiser within 15 days of your event.** Please note that book sale proceeds are not eligible for a tax receipt. For more information on tax receipting, please see below.

FAQs

What are my responsibilities as a fundraiser host?

- You must receive permission from the Library Foundation prior to using its name and/or brand for any promotional activities.
 - » We are unable to provide permission or usage approval for Calgary Public Library's name and logo.
- You may not raise money on commission.
- Your fundraising event cannot involve the promotion or support of a political party or candidate, or those which appear to provide political endorsement.

How will the Library Foundation support my fundraiser?

- The Library Foundation can create a customized donation page tailored to your used book sale. We'll also provide social media graphics to help you promote your fundraiser, along with electronic "tap to donate" devices to make giving quick and easy at your event.
- The Library Foundation is unable to provide reimbursement for any expenses incurred while hosting your fundraiser.

Will you help promote my event?

- If applicable, the Library Foundation will list your fundraiser on its calendar of upcoming events and on social media, as scheduling permits.

What impact will my fundraiser have?

- All proceeds raised will go towards The Fifth Book Campaign. The Fifth Book is a fundraising campaign in support of enhancing and expanding Calgary Public Library's collections. Every \$20 raised can purchase a new book for the Library. In just the first month of the campaign, donors contributed enough funds to enable the Library to add 1,000 paperbacks and hardcovers and 1,000 ebooks to the system!

Want to name a Bookshelf?

- If your fundraiser raises \$2,500 or more, you can name a bookshelf! You can select your preferred Library location and collections area (either fiction, non-fiction, children's books, or teen books) and a plaque recognizing your sponsorship will be installed on a bookshelf for a ten-year term. Plaques can bear your name, honour or memorialize a friend or loved one, or recognize a business, service club, book club, or community organization.

Can I donate my books to the Library?

The Library does not accept book donations for three key reasons:

- Collection needs: The Library purchases books strategically and in large quantities based on trends in the publishing landscape and in response to user behaviour. This method facilitates the development of a collection that is relevant and current.
- Processing: The Library purchases books that are already prepped for the shelf: catalogued, barcoded, and ready to be checked out.
- Condition: The majority of books offered to the Library are used, which are great for passing along to friends and neighbours, but are often unsuitable for circulation due to age or wear and tear.

PARTNERSHIP GUIDELINES

General

Third-party fundraisers for the Calgary Public Library Foundation may not:

- Raise money on commission
- Involve the promotion or support of a political party or candidate, or appear to endorse political activities
- Involve solicitation methods unapproved by the Library Foundation, such as door-to-door canvassing or telemarketing

The Library Foundation assumes no legal or financial liability related to the promotion or execution of any third-party fundraiser.

Tax receipts

Donations made online directly to the Calgary Public Library Foundation receive an automatically-generated tax receipt by email.

Calgary Public Library Foundation can provide tax receipts to any donors who give financially through your fundraiser. Tax receipts for gifts of \$10 or more will be issued following the fundraiser under the following conditions:

- If individuals who donate do so without receiving a tangible item or benefit in return.
- For donations made directly to the Library Foundation (i.e., cheques made out to the Calgary Public Library Foundation).
- Once all funds raised have been delivered to the Library Foundation, along with a list of donors' names, addresses, and the amount of each individual donation.

Cash donations received in bulk (i.e., proceeds from your book sale) or without donor contact information are not eligible for a tax receipt. We are unable to issue tax receipts for administrative or other expenses associated with the event.

Licensing and insurance

- The host of the fundraiser is responsible for securing any required insurance, gaming or raffle licenses prior to the fundraiser, and is responsible for ensuring the event complies with any applicable statutes or regulations.
- The Library Foundation is not responsible for any damage or accidents that occur during an event. We are unable to provide assistance in securing insurance, permits or licenses.

THE FIFTH BOOK CAMPAIGN FACTS

- The average price of a book in Canada has risen by 20% since 2019. This means for every five books that Calgary Public Library could previously afford, today, it can only buy four. This means the fifth book doesn't make it to the Library's shelves.
- Calgary Public Library receives funding from various public and private sources to cover standard annual operating costs. However, due to rapid membership growth and rising book prices, there is a shortfall in funding for collections items.
- Calgary Public Library Foundation's goal is to raise \$1 million this year to expand and enhance Library collections.
- Tax receipts for online donations made through the custom used book sale donation link are emailed within 48 hours to the address provided.
- All funds raised through The Fifth Book Campaign will be directed to the area of greatest need by the Collections team.

CALGARY PUBLIC LIBRARY FOUNDATION

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