

May 22, 1966
(Cont.)

Margaret B. Stillwell (Counsel right)
Chairman, Building Committee and Planning
Board, Greenville Public Library

Building Fund
Drive Comm.
Report

The Greenville Public Library Building Fund Drive to raise \$44,300.00 was officially initiated in November 1964. The drive was made up of four separate phases with detailed preparations, exact timing and supplemental publicity for each phase.

Prior to the drive one benefactor was approached with the result of a \$10,000.00 gift for our fund. This was certainly a blessing and gave us the feeling that our hope for a new wing would in fact become a reality. As the campaign went along five other benefactors contributed the sum of \$6,700.00.

Phase #1 was the solicitation of funds from 156 business and professional people of our town. Letters were sent out and a team of 17 men followed up with personal calls resulting in 72 businesses and professional people donating \$4,215.00. The Town Council of Smithfield was also contacted for assistance with the result that \$5000.00 was given initially and an additional \$5000.00 was approved by the voters at the town financial meeting on May 8, 1965.

Phase #2 was directed to the residents and friends of our town. Some 2000 plus letters were mailed out and an appropriate publicity campaign was started through our local newspapers and the placement of posters in conspicuous places. This phase resulted in the receipt of \$2,987.00.

Phase #3 covered all of our local organizations. 46 social clubs, service, church, school, and town organizations were contacted. The result was that 23 out of 46 gave a total of \$1320.00.

Phase #4 was directed to 23 foundations in Rhode Island, two in New York and one in Arkansas that we felt might be interested in giving to our fund drive. All were furnished with detailed information, drawings and a picture of our model of the library showing the new addition. Out of the 26 contacted, 23 did not reply. Two replied negatively, and one, the Rhode Island Foundation, replied favorably with a grant of \$5,000.00.