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April 27, 2017

RE: Requesting donations to support by for ad buy fees to air commercial in local television affiliates

Dear Library Advocate:

The Rhode Island Library Association (RILA) is currently working in conjunction with the RI Coalition of Library Advocates (COLA) to create a television commercial to air during the month of May 2017 on local television affiliates. The primary goal of this commercial is to show the value of all libraries by highlighting how they impact the quality of lives of all Rhode Islanders. We have contracted with Stephanie Alvarez Ewens Photography and New Flavor Media to help plan, create, and distribute the commercial in the local media market.

RILA and COLA are fully financing the commercial and the hosting of a dedicated page on the RILA website, and we are looking to the broader library community to help make it possible to invest in an appropriate ad buy for airing the commercial in a way that will help us reach the intended audience. The ad buy will require an investment of approximately \$10,000 in order to achieve that goal.

As a result of this lofty goal, we are asking for monetary donations to support this drive. All money raised as part of this drive will be dedicated to the ad buy. We are asking that you share this appeal for support with any individuals, organizations, or groups you think would be willing to contribute to this project. Such advocates might be individual library supporters in your community, Friends groups, or even endowment foundations.

Donations can be made online at <http://rilibraries.org/donate> or checks sent to:

RILA
Cumberland Public Library
1464 Diamond Hill Road
Cumberland, Rhode Island 02864

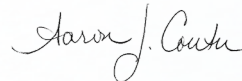
Donors contributing any dollar amount will be recognized on the RILA website.

The following donation categories will additionally include:

- \$50 (name & library logo displayed)
- \$100 (name & library logo displayed)
- \$250 (name & library logo displayed; recognized at RILA Conference)
- \$500+ (name & library logo displayed; recognized at RILA Conference)

RILA hopes to receive donations before June 3, 2017. Please feel free to contact myself or any of the other RILA Executive Board Members if you have any questions. I can be reached at (401) 333-2552 x128 or acoutu@cumberlandlibrary.org. We thank you in advance for your support!

Best wishes,



Aaron J. Coutu
President, Rhode Island Library Association

