



Money and marketing issues: why are there so many *RULES*?

Money issues

Library Fiscal Office

If your branch group has made a purchase for your library, you are probably aware that there are lots of rules and regulations that have to be followed. Why is this?

- SAPL is a tax-supported institution. That means that there are laws, policies, regulations and rules in place to be sure that YOUR taxes are used fairly, equitably, and honestly. Once your money is given to or expended on your branch library, it essentially becomes library funds, so it is subject to all those limitations. This protects us too – we want our efforts to pass all the “smell tests.” That could mean, among other things:
 - Following city contracting rules – the city and the state have contracts set up for certain types of merchandise, and the library is required to purchase under those contracts. This can also mean a huge savings on your purchases.
 - Be guided by library Fiscal Office staff – they are the experts.
 - Providing complete documentation – price quotes, purchase orders, receipts – of your transactions.

Reporting and requesting funds

FOSAPL is registered with the IRS as a 501(c)(3) non-profit organization. Because of our status, we are also subject to rules and regulations. These require us to keep complete, accurate records.

- There are really only two basic required forms:
 - Report of Funds Deposited – this tells the FOSAPL Treasurer when you collected money, and what the source was (membership dues, book sale, donation, etc.)
 - Request for Funds – this documents on what money was spent, and why.
 - **PLEASE FILL OUT FORMS COMPLETELY AND CLEARLY, AND SUBMIT ON A TIMELY BASIS.**
- It's simple: we're trying to be honest and transparent about keeping track of your money – and keep us all out of jail, or at least out of the headlines.

Marketing Issues

The library's Marketing Department provides public relations, advertising, social media, and graphics and printing services for the library. They can help Friends with some of these items.

- If you are looking at a major printing project – a branch brochure, display banners, posters, etc. – the library's graphic designers could be available to help out with design and sometimes even sourcing and pricing printers. This is especially important if your project is going to involve heavy graphic design. It's important for our work to look clean and professional.
 - **The availability of library staff to work on Friends projects depends on their regular library workload. Give the most notice possible.**
 - If you are starting or sponsoring a major program at your branch, or making a major donation – anything newsworthy – consider making a media announcement together with the library.
 - **Always make your library marketing request through the FOSAPL president. This will help ensure that library staff are not overwhelmed, and that your project gets the consideration it deserves.**
- ★ One last piece of helpful advice: always check the Friends of the San Antonio Public Library website, www.friendsofsapl.org. There is so much useful information available to you there. Need to double-check Bylaws? Need a copy of a financial form? Want to know where book sales are scheduled? All that and so much more is available on the website.