MISSION STATEMENT

Brandeis National Committee is dedicated to providing philanthropic support to Brandeis University, a distinguished liberal arts and research university founded by the American Jewish community. Its membership is connected to the University through fundraising and through activities that reflect the values on which the University was founded: academic excellence, social justice, non-sectarianism and service to the community.
Dear Book Fund Chair,

Thank you for your commitment to the Brandeis National Committee (BNC) and to Book Fund. Your efforts and your chapter’s success in promoting Book Fund will continue to assure the greatness of the Brandeis University libraries.

This handbook is a guide and can be used as a reference for Book Fund Chairs, both new and experienced. Please read it thoroughly to become familiar with the material.

**Book Fund is a gift for knowledge**

Funds raised for General Book Fund and Book Collections are used to purchase books for the libraries. Contributions for Journal categories purchase subscriptions to research journals in all fields of study.

**Book Fund provides an ideal opportunity to honor, memorialize, or celebrate**

Book Fund has many advantages. It offers BNC friends and members a way to benefit scientific and medical research; it enriches the students and libraries of Brandeis; and it provides a meaningful and thoughtful tribute for every occasion. Book Fund tribute cards and folios are attractive and unique to BNC. A Book Fund tribute upholds the tradition of giving to a charity to honor someone, and it remains as a memento from the donor.

**A chapter’s success with Book Fund depends on you**

It requires enthusiasm, dedication, cooperation, and creativity on your part to make your chapter aware of the importance and rewards of using Book Fund.

**If you still need answers to your Book Fund questions**

Don’t hesitate to contact your Region Book Fund Chair, the National Book Fund Chair, or the National Center. We are all working together to continue building “a miracle, book by book.”
Book Fund — Our First Fund

BNC began its work in 1948, the same year that Brandeis University was founded. The organization agreed to undertake the complete support and maintenance of the Brandeis University libraries. Book Fund was conceived as the basic vehicle for direct giving to support library acquisitions.

The libraries at Brandeis grew from humble beginnings in a converted stable to the sophisticated library complex that it is today. The needs of the library were ever increasing to keep pace with a constantly expanding body of knowledge. In its initial years, Book Fund had no categories or levels of giving. Within five years, Special Book Collections and Major Book Collections were created as categories to respond to the requirements of “the young University in a hurry.”

Milestones:

1959 — The Bertha and Jacob Goldfarb Library was dedicated at a special convocation of November 8th. That same year, the Samuel and Rieka Rapaporte Treasure Hall was dedicated and houses our Special Collections Department.

1962 — The Learned Research Journal program was established and later expanded to include Medical Science Journals, Research Journal Files, and Named Research Journal Files.

1965 — A science complex was completed. It included a special library of science named for the donor, Leo Gerstenzang.

1983 — Named in honor of Leonard L. Farber, the Farber Library was completed. The Brandeis National Committee Tribute Wall was dedicated at that time.

1996 — The Millionth Book was acquired through the efforts of BNC.

2000 — The BNC endowed the University Librarian’s Chair, making Brandeis one of the few universities to have an endowed chair for the chief librarian.

We are all justifiably proud of our accomplishments in the development of the libraries at Brandeis. Each gift to Book Fund lends support and enrichment. The thousands of acquisitions made possible each year by Book Fund are indispensable to the Brandeis community of scholars. At this time when information is exploding exponentially, our support is needed more than ever to assure that the libraries are always current.

We look to you as a chair of Book Fund to help carry on our mission and our tradition.
The role of the Book Fund Chair

You, the Book Fund Chair (and your committee, if you have one), are the vital link to the libraries at Brandeis. You make the chapter and the community aware of the libraries’ needs and the importance of strengthening their resources.

Our members will support Book Fund if:

They know about it
They understand its importance

And we make it:

Convenient and rewarding to give
A joy to receive

Keys to a successful year

❖ Know ALL Book Fund categories. Refer to page 7 for information on viewing our tribute cards and folios.

❖ Promote the use of Book Fund for all occasions: birthdays, holidays, memorials, sympathy, graduations, weddings, anniversaries, B’nai or B’not Mitzvah, confirmations, congratulations, thank-you’s, appreciation.

❖ Give PROMPT, ACCURATE service. Always have supplies on hand. Order what you need from the National Center.

❖ Always have Book Fund cards and stationery for sale at all meetings and events. Use a Book Fund Display Board or Album. *

❖ Always include Book Fund information – advertisements, tributes – in all chapter bulletins and other mailings.

❖ Tell the Book Fund story at chapter meetings and new member teas.

❖ Plan at least one Book Fund event each year.

* Book Fund materials can be ordered at no cost to chapters, except for shipping and handling. Contact Debbie Labarge at dlabarge@brandeis.edu or 781-736-7588.
Book Fund Categories of Giving

BOOKS (funds for immediate purchase of books)

**General Book Fund**
- Ten All Occasion Card
- $5 Tribute Card
- $10 Tribute Card
- $18 Tribute Card

**Book Collection**
- $100 Special Collection (*facsimile bookplate in album*)
- $100 Special Collection in Judaica (*facsimile Judaica bookplate in album*)
- $500 Major Collection (*facsimile bookplate in album*)
- $5,000 Master Collection (*name on Tribute Wall in library*)
- $7,500 Library Collection (*bronze plaque placed in library and name on Tribute wall*)

JOURNALS (funds for annual subscriptions to research journals)

**Learned Research Journals**
- $35 Learned Research Journal (*maroon leatherette album*)
- $55 Learned Research Journal Folio for Medical Science (*blue leatherette folio, facsimile bookplate in Journal*)
- $5,000 Master Research Journal File (*name on Tribute Wall*)

**Journal Guarantor (endowed funds)**
- Assure purchase of research journal subscriptions in perpetuity
- $500 and more Guarantor in Humanities or the Sciences
- $3,000 and more Guarantor in Humanities, Science, or Judaica
- $7,500 and more Guarantor in Humanities, Science, or Judaica (*bronze plaque placed in appropriate Library and name on Tribute Wall*)
Conveniences for your contributors

Deposit Account

- Set up a Deposit Account for members – *Banking With Book Fund*. Member establishes a Deposit Account with advance payment against which she/he may draw for future giving.

Charge Account

- Set up a Charge Account. At the end of each month, send a bill to members who order tributes during any given month. One check will then cover several transactions.

Toll-Free Number

- A Toll-Free number to call for making a donation: 1-888-to-BUNWC (1-888-862-8692). This assists chapters and those with no ready access to a Book Fund volunteer. In communities where there are BNC chapters, Book Fund donations generally are handled by the chapter’s Book Fund Chair. The 888 toll free number is an added convenience for times when the Chair may be unavailable or your member is away on vacation. Full financial credit will be given to chapters. In parts of the country where there is no Brandeis chapter, and for unaffiliated individuals who wish to help support the libraries, the 888 number is an easy way to make a Book Fund gift.

The 888 number is a 24-hour service. If a staff person is not available to answer the phone, the call can leave a message stating a convenient time for her/his call to be returned. Orders can be charged to a credit card. Orders will be filled and sent promptly.

Online Donations

- Using our BNC website to donate to Book Fund is as easy as 1, 2, 3.
  1. Click on ‘Philanthropy’
  2. Click on ‘Making a Gift’
  3. Click on ‘Online’
How to process a Book Fund contribution

1. When you receive a Book Fund contribution, record it on a receipt. (Receipt pads (B019) are available from the National Center.) A separate receipt is to be issued for each contribution.

2. Send the money and the white copy of the receipt to your chapter treasurer. Be sure that all entries are legible and that spelling of the names and addresses is accurate.

3. The donor will receive the yellow copy. For checks of $75 or more, you may advise the donor that the University will issue a receipt for tax purposes.

4. Keep the pink copy for the chapter records.

5. The chapter treasurer will then forward the white copy along with the money and the Chapter Monthly Financial Report to the National Center. The total for submitted receipts must be consistent with the funds reported and transmitted.

6. Prepare the appropriate tribute and send it to the designated recipient.

Brandeis policy requires that the University process all individual donations of $75 or more not associated with an event or Study Group, including Book Fund, so that donors will receive appropriate tax receipts. This means that chapters must NOT deposit these checks into their bank accounts, but must send the checks directly to the National Center. To ensure timely processing, checks should be sent every two weeks.

All other Book Fund receipts for amounts less than $75, such as LRJ receipts and Folio receipts, can continue to be deposited by the chapter into its account and submitted on the chapter’s Monthly Financial Report to the National Center. You will facilitate the processing of Book Fund receipts by legibly printing the donor’s name and address.

How to prepare a bookplate for LRJs and collections

Bookplates are placed in journals and books for gifts of $55 and above.

**DO** type all bookplates in duplicate neatly and carefully. The bookplates that are sent to the National Center are the ones that actually are placed in a book or journal. The library requires that these be typed. Otherwise, they cannot be used.

Contact the National Center for special instructions and templates to use on a computer.

One bookplate should be placed in the appropriate album and sent to the designated recipient. The other will be sent to the National Center along with a separate receipt.

**DO** use the bookplate appropriate to the category of the gifts listed in this manual. Each bookplate should bear the name of the recipient, the name of the donor, and a notation “In Honor of,” “In Memory of,” or “Gift of.” Use white bond paper cut to size if you need to list individuals forming “A Group of Friends.” A message may be added to the bookplate sent to the recipient.

**IMPORTANT - DO NOT** staple or tape the bookplate to the receipt. The library cannot use bookplates that are damaged in any way.
How to see our Book Fund offerings

Photographs of our attractive Tribute Cards and distinctive Journal and Book Collection albums can be easily viewed on our BNC website (www.Brandeis.edu/bnc). Tell your chapter members about this eye-catching display.

Click on ‘Philanthropy’ and go to ‘Giving Opportunities’

What better way to “sell” Book Fund.

How to promote Book Fund and make it easy to use

In Bulletins:

Work with your Bulletin Editor to promote Book Fund in every edition. Be sure to meet all bulletin deadlines.

Remember to include Book Fund categories.

Use camera-ready ads available from the National Center.

Always include the name and phone number of the Book Fund Chair.

List Book Fund contributors, the recipients, and the occasion.

Supply accurate information about a Book Fund event you are planning.

At all Meetings and Events:

Have supplies for display and sale at each chapter event.

Create a decorative Book Fund Basket to hold supplies during events.

At Study Groups:

Assign a member at each session to promote Book Fund.

Honor Study Group leaders through Book Fund.
How to plan a Book Fund event

An event dedicated to Book Fund creates an opportunity to give to Book Fund while enjoying an occasion that is enlightening, educational, entertaining, or a combination of all three!

Any fundraising event can be designated exclusively for Book Fund or include a Book Fund component.

Important things to remember:

1. When you designate a category of Book Fund, promote its function and its importance.

2. The price of the event MUST include the price of the Book Fund category(s) being promoted, PLUS enough to cover all other expenses.

3. There is significant effort involved in planning any event. Think well beyond the $5 category to make it worthwhile. Plan events with Patrons and Sponsors at different levels of giving.

4. Try to get the expenses of the event underwritten by an “angel.”

5. Open the event to non-members as well as to members.

6. Be creative – you know what will work best in your community.

Important Insurance and Tax Information Can Be Found in the Special Events/Projects Manual
Questions? More Answers

Q. Can I prepare bookplates on a computer?

A. Yes. Instructions and templates are available from the National Center.

Q. I am a chapter Book Fund Chair, and I don’t have a typewriter. How can I get our bookplates typed?

A. Usually there is someone in a chapter who is happy to assist you by typing bookplates or preparing them on a computer. Other potential typists are volunteer husbands or teenage children. Other possibilities: make arrangements to use a typewriter at a synagogue or community center, or borrow one from a friend or neighbor.

Q. One of our members does beautiful calligraphy. May she/he do the bookplates in calligraphy?

A. Bookplates that are sent to the library must be typed. However, calligraphy may be used for the facsimile bookplate that is sent to the recipient.

Q. Suppose five or more people join together for a Book Fund contribution. How do I list all the names?

A. The bookplate will simply say, “Given by a Group of Friends.” Use a blank sheet of paper to list the names and addresses of the donors, and enclose it with the album.

Q. Our chapter is planning a Book Fund luncheon. If we charge $35 per person, does everyone who attends receive an LRJ?

A. In order for everyone to receive an LRJ, you must charge $35 PLUS enough to cover the cost of the lunch and all other expenses (invitations, etc.). If possible, set the charge to make a profit over and above the cost of the luncheon plus the $35 cost of the LRJ. (See How to plan a Book Fund event)

Q. We want to give a speaker an LRJ at any event. Can we do this?

A. If a donation is made for an LRJ (by a member or group of members) for this purpose, the answer is yes. If no donation has been made, a complimentary card with suggested wording is available from the National Center for this purpose.