

A #NovelistConversations Webinar

Promoting Library Card Sign-up Month

FROM INSIDE AND OUTSIDE THE LIBRARY

Novelist



Panelists



John Chrastka

Executive Director & Founder, EveryLibrary



Pam Jaskot

LibraryAware Engagement Specialist, NoveList



Kathy Lussier

LibraryAware Engagement Coordinator, NoveList



Who is
your
target
audience?

Who does your target audience admire?





Build partnerships with area schools



Get your staff involved

- Make it fun
- Offer some competition
- Ask
- Provide tips
- Brainstorm
- Give them the “why”



Get your community involved

- Share personal stories
- Guest workers at the circ desk
- Kids are spokespeople, too!



Who can tell your story?

- Homeschoolers
- Parents
- Genealogists
- Booklovers
- Teens
- Local Authors



“Getting people to talk often, favorably, to the right people in the right way about your product is far and away the most important thing that you can do.”



George Silverman
The Secrets of Word of Mouth Marketing





- First nationwide PAC for libraries
- Set up as a c4 not a c3
- 101 campaigns to date with 84 wins
- \$322+ million in stable tax funding
- Pro Bono approach to helping library teams



everylibrary
Building Voter Support For Libraries

Why go door-to-door?

What we know from library campaigns and voter engagement

Library use
does not
matter



A voter's willingness to support increased library funding is not driven, or limited, by library use.

- OCLC "From Awareness to Funding" p. 7-2

Library as transformative force



[T]he library is not perceived as just a provider of practical answers and information; the most committed supporters hold the belief that the library is a transformational force.

-OCLC "From Awareness to Funding" p. 7-4

Attitude – not demographics



The factors that determine residents' willingness to increase their taxes to support their local library are their perceptions and attitudes about **the library** and **the librarian**.

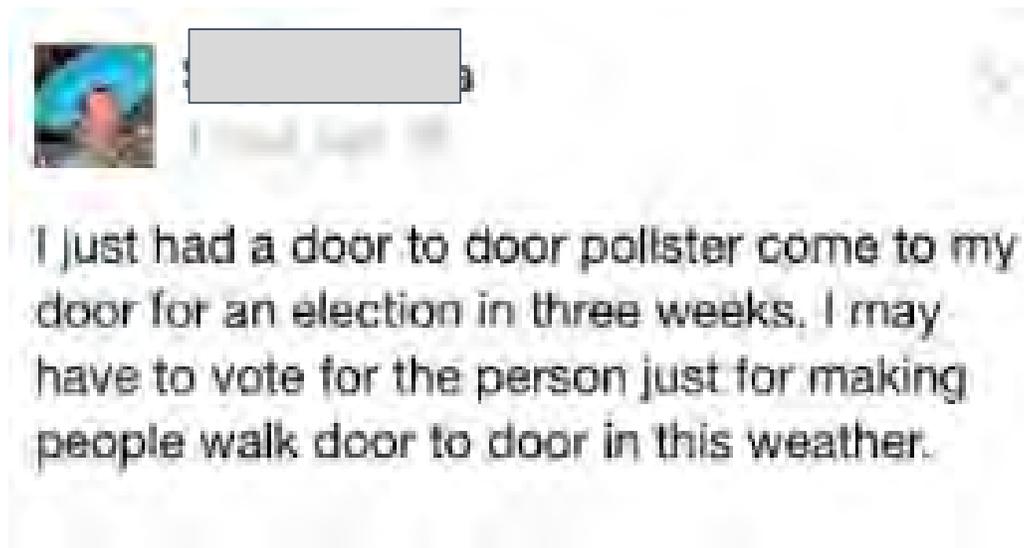
- OCLC "From Awareness to Funding" p. 7-3

Attitude – not demographics

They recognize the value of a 'passionate librarian' as a **true advocate for lifelong learning.**



This guy:



Personal contact with the candidate, their representative (campaign worker), or the “issue advocate” themselves is the biggest motivator for action.



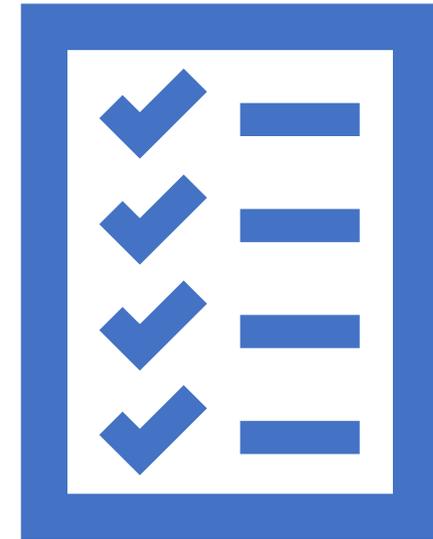
It's time to get out and walk

How to get started at your own library



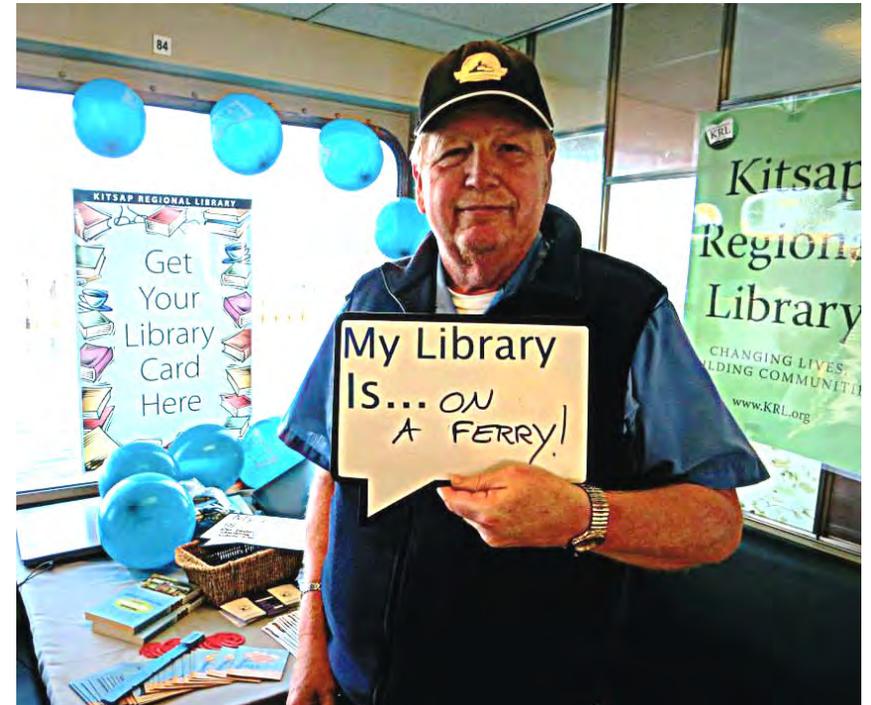
Quick Start Guide

1. Choose your approach
2. Identify your 'big thing'
3. Get your data ready
4. Build your walklists
5. Make up a few flyers
6. Write a short script
7. Plan for safety
8. Publicize your event
9. Training and timeline
10. Start walking!



Choose your approach

- Walking a neighborhood
- Tabling and events
- Special or unusual places



Identify your “big thing”

Newsworthy or noteworthy

Just happened...

Near future...

Partnerships or new access

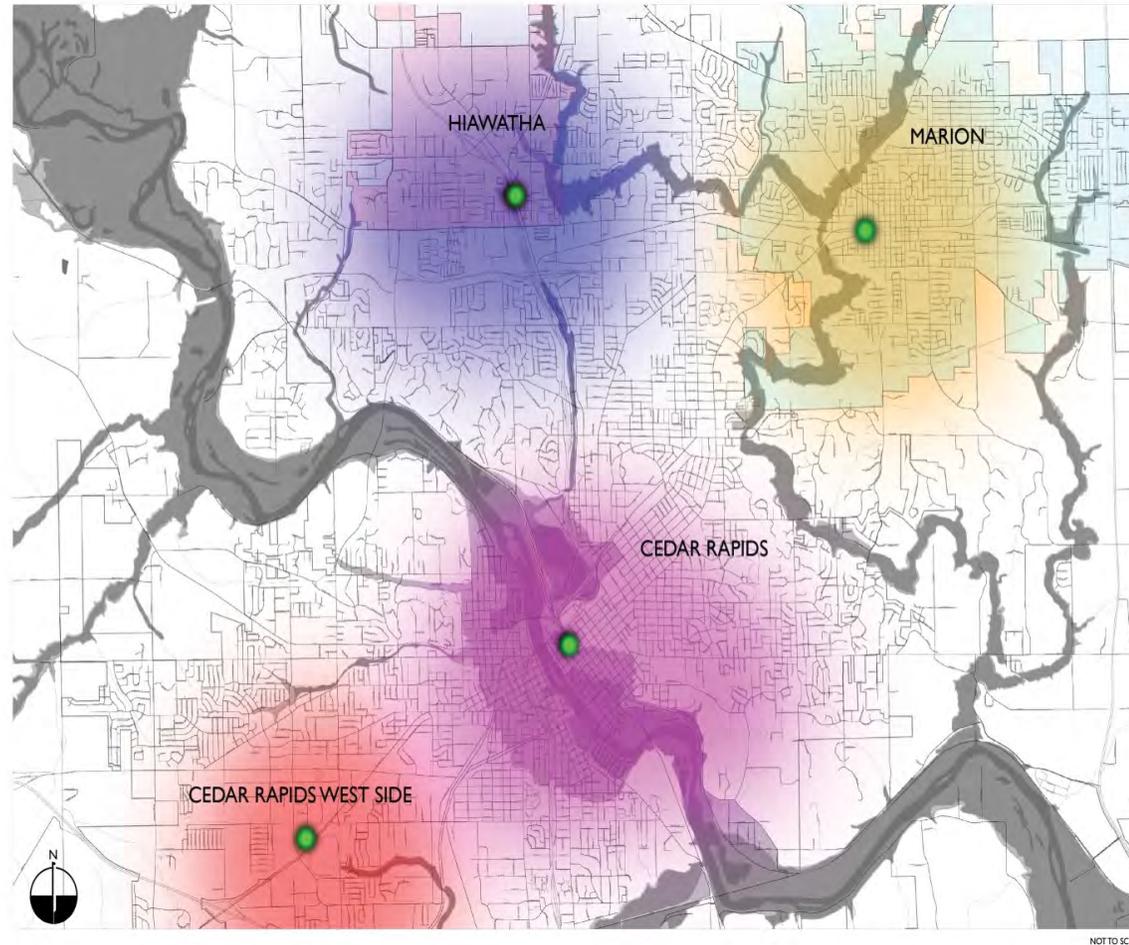
Schools

Funders



Criteria

- Access to the library
- Haven't noticed us
- Leverage



NEIGHBORING PUBLIC LIBRARIES

- Hiawatha Public Library
- Marion Public Library

CEDAR RAPIDS PUBLIC LIBRARIES

- Cedar Rapids Main Public Library
- West Side Branch Library

- Approximate 100 Year Flood Plain
- Approximate 500 Year Flood Plain

Get your
data ready

Current card holders

Potential card holders

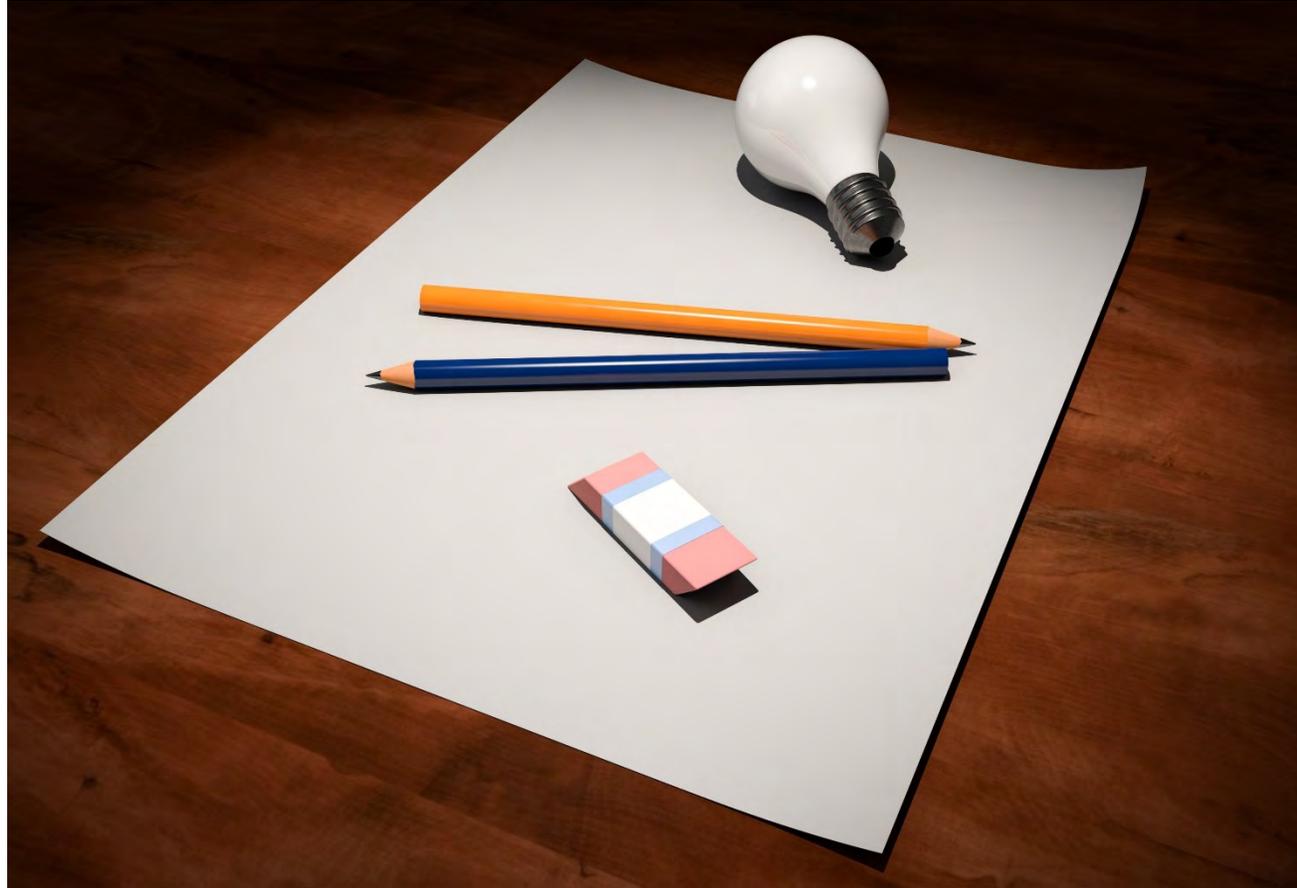
De-dupe the lists

Focus energy and volunteer
time on 'new opportunities'

Make flyers & outreach materials



Write a short script



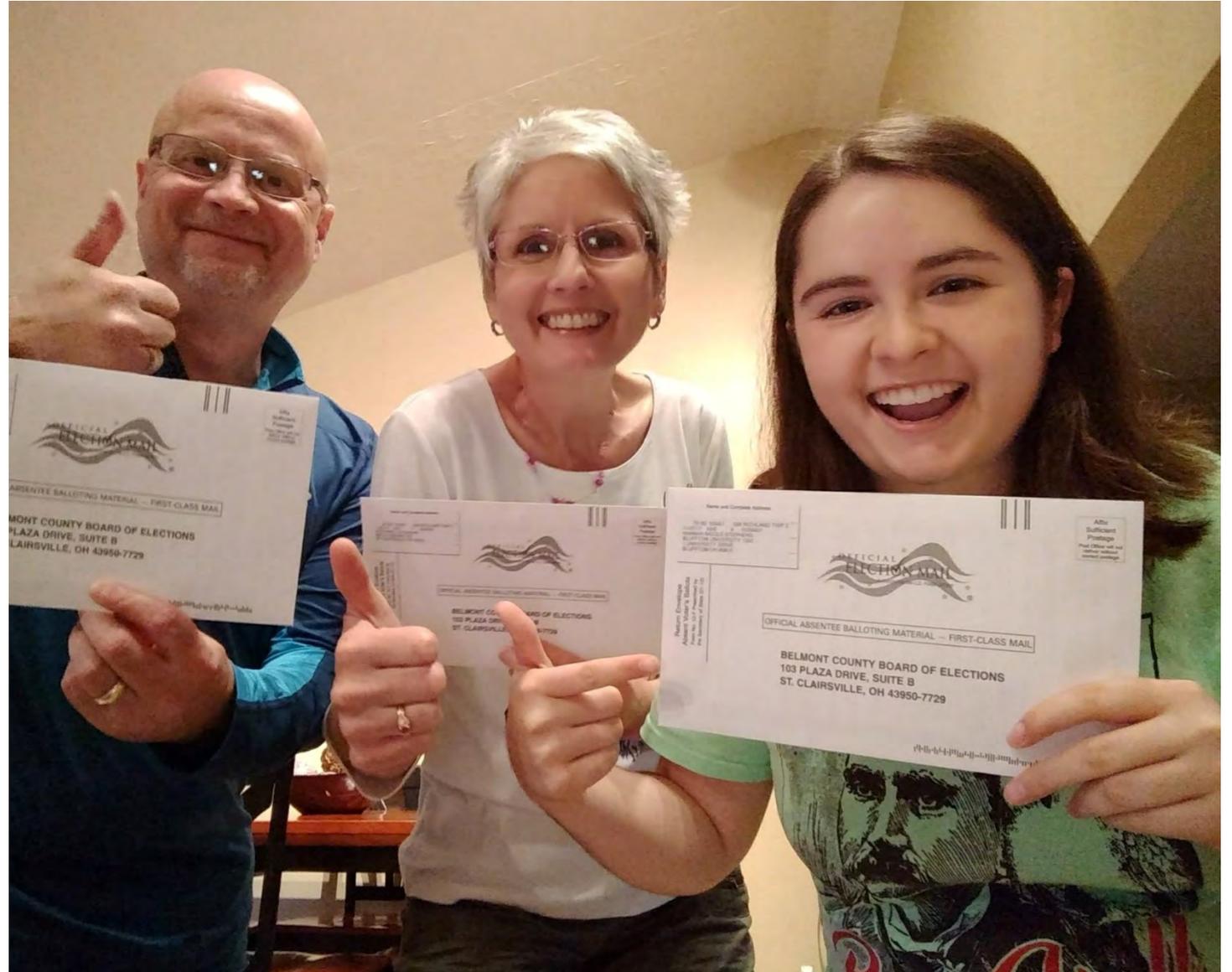
The script should include:

- An introduction
- The staff person or volunteer's name
- The reason for the visit
- A question asking if the potential patron wants to participate or more information
- Anything else you or the library thinks is important

Write a few different scripts, and let staff and volunteers contribute to the process.

Plan for safety

From the planning phase through to check-in every evening after a shift, it's very important for your volunteers and staff - as well as the organization itself - to build a safety plan for any "outside" library card event.



Publicize your event



C.R. Library takes a trip around town



Adam Wesley/The Gazette

Cedar Rapids Public Library employee Heather Meyer-Boothby (right) processes a library card renewal for Mona Myhlhousen as volunteer Jazon Lea talks to her about library services during a door-to-door library card drive Tuesday in the Time Check neighborhood in Cedar Rapids. Six groups of Cedar Rapids library staff and volunteers were out in neighborhoods. September is national library card signup month, which sparked the idea for the direct community outreach. "We decided to go out and meet people where they are," Library Director Dara Schmidt said. "We want to let them know that they can get a library card, that it's part of their taxes, it's already paid for, and they should come and use the amazing resources that are available to them."

Timeline: Library Card Sign-up Month!

- Review safety protocols with staff and volunteers
- Began door-to-door canvassing or tabling
- Take pictures and capture stories
- Live tweets and social media posts



Reporting and Feedback

How to measure the data ROI in a reasonable way

Measurement and Reporting

Conversations: 106

Doors knocked: 180

Leave behinds: 74

Cards made: 36



Pro tips



Be Smart: Use data and maps to drive your activity

Be Friendly: Smiles and eye contact

Be Comfortable: Train your volunteers and staff

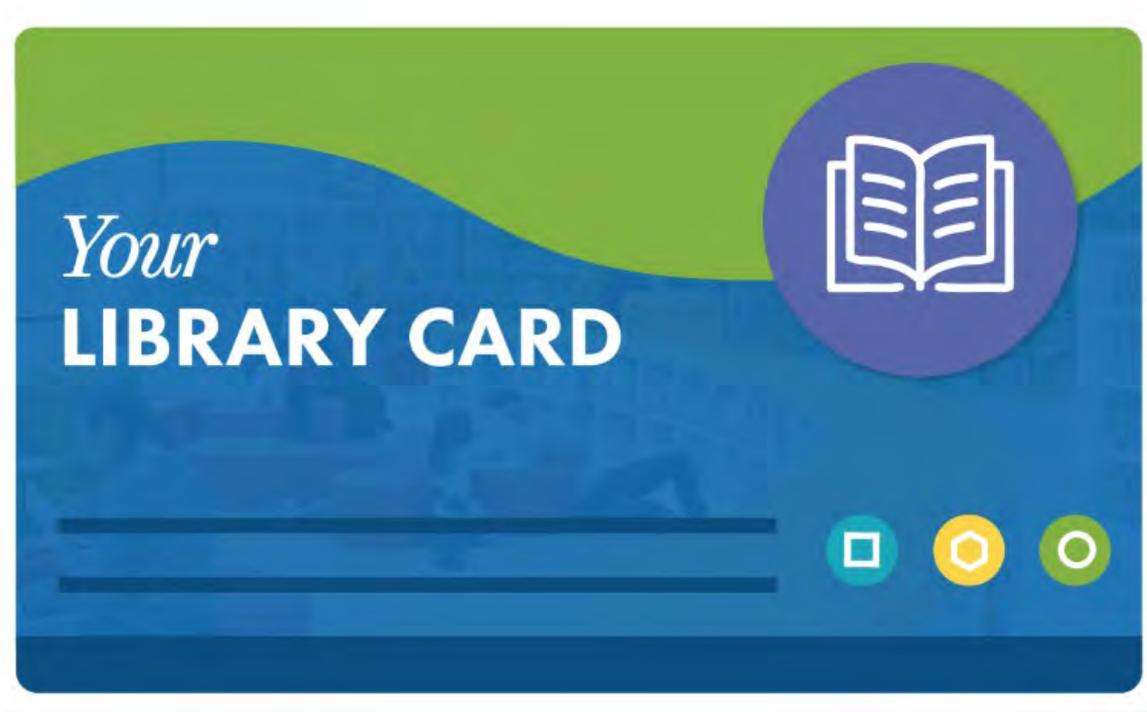
Be Official: Wear a nametag or an official shirt

Be Prepared: Dress for the weather

Be Safe: Know what happens when

Marketing materials

Supporting your efforts; expanding your reach



Multi-channel promotions

repeat, repeat,
repeat

Sign up
FOR A
**LIBRARY
CARD**

Learn More

Made with In LibraryAware • libraryaware.com

Sign up for a
LIBRARY CARD

It's FREE and easy!

*Connect, learn,
and transform!*
A library card opens
a world of possibilities.

WHY GET A LIBRARY CARD?

- 24/7 online access to eBooks, movies, and more!
- Free Internet access, WiFi and computers
- Books and expert reading recommendations

Sign up! Stop at the checkout desk or go to [enter website].

Your
LIBRARY CARD

Sign up
FOR A
**LIBRARY
CARD**

Learn More

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It's free and easy!

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A library card opens a world of possibilities.

I love I love cheesecake croissant. Dessert pastry sweet cake I love powder gummies donut apple pie. (strawberry) love croissant truffle roll caramel lollipop lollipop popping cookie.

PARENTS

Raise a Reader.
Want to instill a love of reading in your children that will benefit them for a lifetime?
Get a library card.
A library card means you can fill your home with new reading material as often as you'd like, for free.

WHY GET A LIBRARY CARD?

- 24/7 online access to eBooks, movies, and more!
- Free Internet access, WiFi and computers
- Books and expert reading recommendations

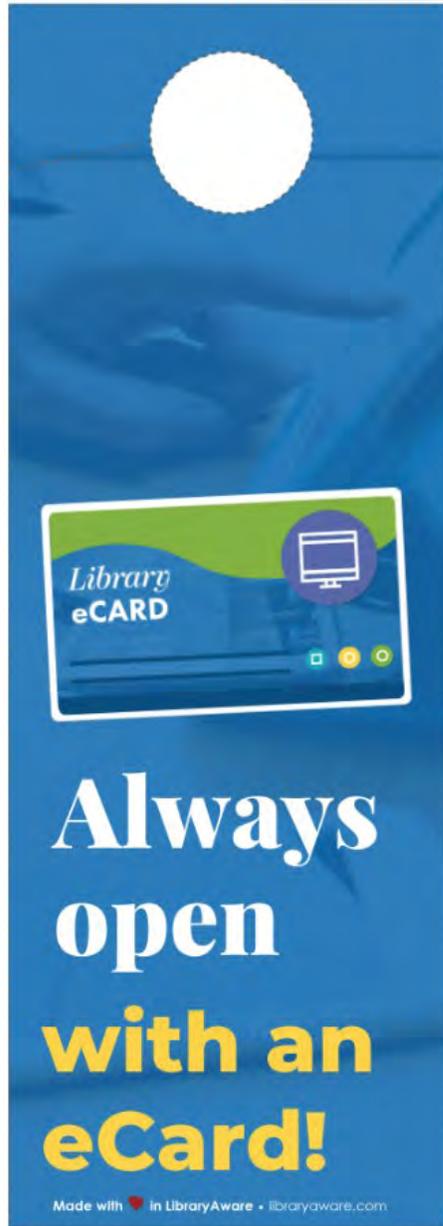
eCARDS

With an eCard, your library is always open.
Access hundreds of free online resources 24/7 including e-books, e-magazines, downloadable videos, music and audiobooks, and more.

Sign up here! (NOTE: hyperlink the word "here")

Stay in touch:

When you head outside, leave something behind.

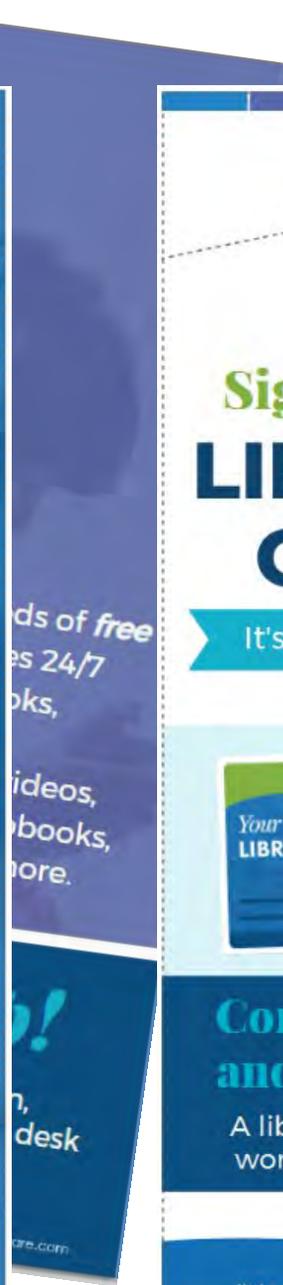


Library eCARD

Always open with an eCard!

Made with  in LibraryAware • libraryaware.com

This poster features a blue background with a white circular punch hole at the top. It displays a digital library eCard with a computer icon and the text 'Library eCARD'. Below the card, the text 'Always open with an eCard!' is written in white and yellow. At the bottom, it says 'Made with LibraryAware in LibraryAware • libraryaware.com'.



ds of free
es 24/7
ks,
ideos,
books,
ore.

! desk
re.com

This poster has a purple background. It shows a digital library eCard with a book icon and the text 'Your LIBRARY CARD'. The text 'ds of free es 24/7 ks, ideos, books, ore.' is visible on the left, and '! desk re.com' is at the bottom.



Sign up for a **LIBRARY CARD**

It's FREE and easy!

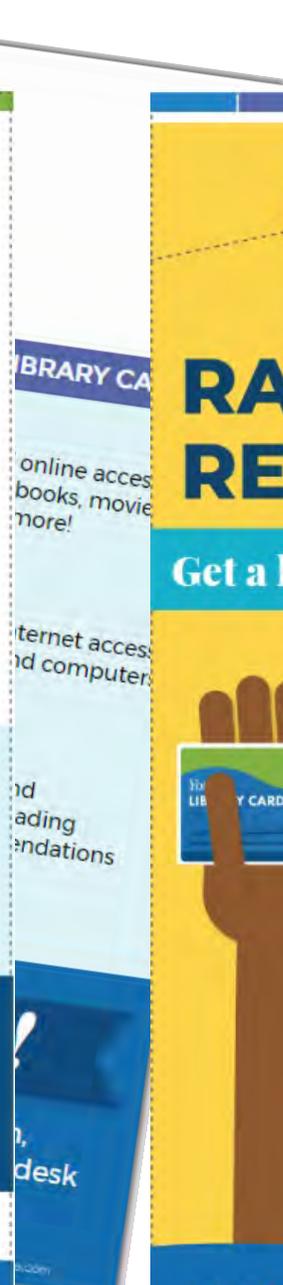
Your LIBRARY CARD

Connect, learn, and transform!

A library card opens a world of possibilities.

Made with  in LibraryAware • libraryaware.com

This poster has a white background with a dashed circular punch hole at the top. It features the text 'Sign up for a LIBRARY CARD' in green and blue, followed by 'It's FREE and easy!' in a blue banner. Below is a digital library card with a book icon and 'Your LIBRARY CARD'. The bottom section has the text 'Connect, learn, and transform! A library card opens a world of possibilities.' and 'Made with LibraryAware in LibraryAware • libraryaware.com'.



BRARY CA

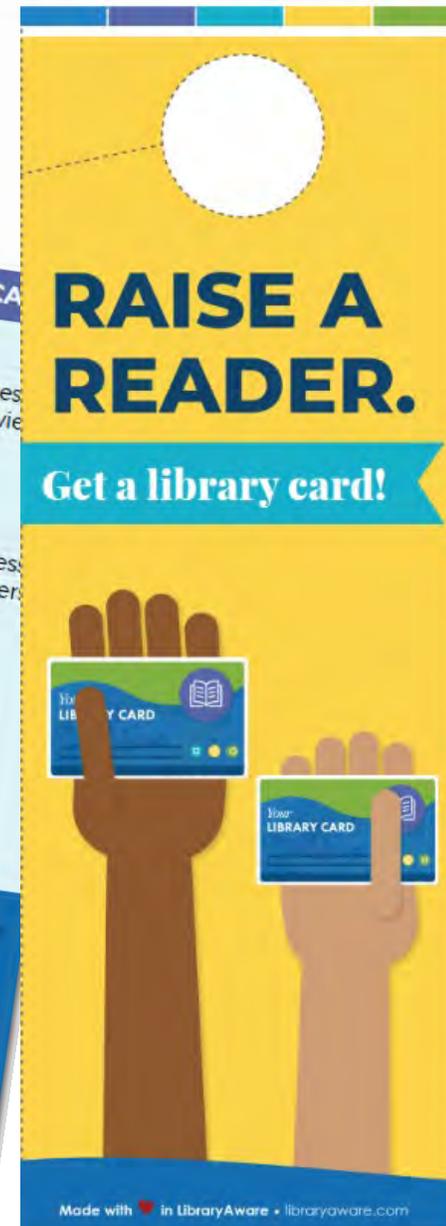
online acces
books, movie
more!

Internet access
nd computer

nd
ading
ndations

! desk
re.com

This poster has a light blue background. It shows a digital library card with a book icon and 'Your LIBRARY CARD'. The text 'BRARY CA', 'online acces books, movie more!', 'Internet access nd computer', and 'nd ading ndations' is visible.



RAISE A READER.

Get a library card!

Your LIBRARY CARD

Your LIBRARY CARD

Made with  in LibraryAware • libraryaware.com

This poster has a yellow background with a dashed circular punch hole at the top. It features the text 'RAISE A READER.' in blue, followed by 'Get a library card!' in a blue banner. Below are two hands holding digital library cards with book icons and 'Your LIBRARY CARD'. At the bottom, it says 'Made with LibraryAware in LibraryAware • libraryaware.com'.



love of hildren
them

ns
me with
ial as
or free.

! desk
re.com

This poster has a white background. It shows a digital library card with a book icon and 'Your LIBRARY CARD'. The text 'love of hildren them', 'ns me with ial as or free.', and '! desk re.com' is visible.

Made with in LibraryAware



Sign up for a
LIBRARY CARD

Raise a Reader.



Want to instill a love of reading in your children that will benefit them for a lifetime?

Get a library card.

A library card means you can fill your home with new reading material as often as you'd like, for **free**.

[Learn More](#)

Sign up for an eCard!

Stay in touch:




LIBRARY CARD SIGN UP

[Learn More](#)



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[Sign up today!](#)

Marketing to parents and caregivers

Don't forget e-cards!

Made with in LibraryAware

With an eCard, your library is always open!



Access hundreds of **free** online resources 24/7 including e-books, e-magazines, downloadable videos, music and audiobooks, databases and more.

[Learn More](#)

Sign up for an eCard!

Stay in touch:



Always open with an eCard!

[LEARN MORE](#)

Made with in LibraryAware • libraryaware.com



Library eCard ALWAYS OPEN!

With an eCard, your library is always open. Access hundreds of **free** online resources 24/7 including e-books, e-magazines, downloadable videos, music and audiobooks, databases and more.

Sign up! For more information, stop at the checkout desk or [enter website].

Show your value in dollars and cents

Advertisement for library cards. The background is blue with a white banner at the top that says "Made with in LibraryAware • libraryaware.com". The main text reads: "[community name here] residents SAVED \$XX last year with their library card. Do you have one? It's free!". Two hands are shown holding library cards. The source is listed as <http://www.ala.org/advocacy/library-value-calculator>.

Library Value Calculator

How valuable is your local library? Use this handy Library Value Calculator, created by the Massachusetts Library Association.

Value of Your Library Use

Input Your Use	Library Materials & Services	Value of Your Use
<input type="text"/>	Adult Books Borrowed	\$0.00
<input type="text"/>	YA Books Borrowed	\$0.00
<input type="text"/>	Childrens Book	\$0.00
<input type="text"/>	...	\$0.00
<input type="text"/>	Young Adult Program Attended	\$0.00
<input type="text"/>	Childrens Program Attended	\$0.00
<input type="text"/>	Museum Passes Borrowed	\$0.00
<input type="text"/>	Computer Use (per hour)	\$0.00
<input type="text"/>	Database Searches	\$0.00
<input type="text"/>	Reference Assistance	\$0.00
<input type="button" value="Calculate The Value of Your Library Use"/>		\$0.00
<input type="button" value="Clear Form"/>		

This worksheet has been adapted from the Massachusetts Library Association and Chelmsford Library. How the values were calculated.

What can you do with a LIBRARY CARD?

Made with In LibraryAware • libraryaware.com



Read any way you like
Printed books, magazines and newspapers, e-books, and audiobooks



Listen at home or on the go
CDs and music to stream or download



Get online and get going
Free WiFi and WiFi Hot Spots



Watch movies, documentaries, TV series and more
DVDs and videos to stream or download

Learn something new 24/7
Online classes and research materials ready when you are

Borrow instead of buy
Check out a bike, telescope, cake pans, and more (list your unique items here)

Entertain your kids – or yourself!
Get museum passes, zoo passes and more (list your unique items here)

Flip through magazines on your phone, tablet or laptop
E-magazines are free with your library card



DISCOVER MORE AT YOUR LIBRARY!

Public Libraries

About the Library

- Annual Reports
- In the News
- Let's Talk CK
- Library Administration
- Library Board
- Library Master Plan
- Library Update
- Work For Us
- Strategic Plan
- Book Survey

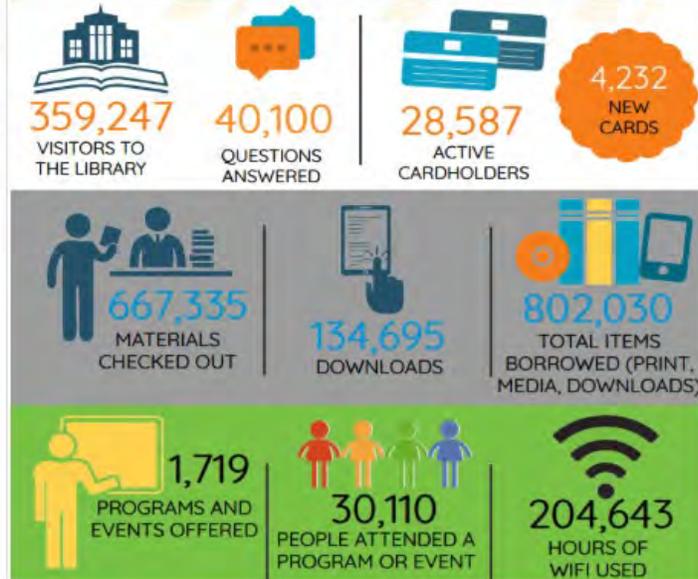
- Hours & Locations
- Library Catalogue
- Kids
- Programs & Events
- Book Bash
- Reading
- Research
- Genealogy
- Using Your Library
- Support Your Library
- Frequently Asked Questions

Annual Reports

A lot happens at Chatham-Kent Public Library every year! Read all about it in our annual reports!

CKPL's Annual Reports is available by request at cklibrary@chatham-kent.ca.

CHATHAM-KENT PUBLIC LIBRARY BY THE NUMBERS 2017



CHATHAM-KENT PUBLIC LIBRARY YEAR IN REVIEW 2017

CKPL'S MOST POPULAR
FICTION NON-FICTION

CKPL introduced
Community Navigators!



 Jacksonville Public Library
March 20 · 🌐
DJ Easy E hanging out at our University Park Branch Library last week representing DUUUVAL!



Share your customers' stories



Houston Public Library

Linking YOU to The World

Meet Faye Powers



Faye Powers wanted to cook for a living – and she was a good cook. A friend of her husband's once jokingly told her, "look, if it doesn't work out for you two, you can marry me – just for the red beans."

But being a good cook and cooking for a living are two different things. Powers had no formal training – no chef's school. Yet her dream was to work for herself as a caterer, and while she didn't know exactly how to make that happen, she did know where to start: the library. She headed to the Scenic Woods Regional

Library on Homestead Road near her home in North Houston and looked to librarian Jane McNair for help.

Powers started her research by poring over books on home-catering businesses and the rules and regulations of operating a healthy commercial kitchen. She studied City of Houston regulations at the library, and eventually moved on to videos that showed her everything from proper chopping techniques to advanced food presentation. Armed with new skills and knowledge, Powers launched Faye Powers Culinary Creations. That was seven years ago, and today it's just Faye's – a successful business that caters events from big bank conferences to large weddings.

Powers' relationship with the library didn't stop once her business got off the ground. The Houston library remains a source of recipes to inspire her own creations and for business advice on issues like controlling costs, staffing smarter and using purchased food more efficiently.

The passion for cooking, talent and creativity – those came from Faye Powers. But the confidence and insights she needed to turn them into a career? That came from the library.

The passion for cooking, talent and creativity – those came from Faye Powers. But the confidence and insights she needed to turn them into a career? That came from the library.

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Questions?

Novelist



everylibrary



Learn more at everylibrary.org and
ebSCOhost.com/novelist

Thank you!

NoveList

