Promoting Library Card Sign-up Month

From inside and outside the library

A #NovelListConversations Webinar

NovelList  everylibrary
Panelists

John Chrastka  
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LibraryAware Engagement Specialist, NoveList

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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
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:

I just had a door to door pollster come to my door for an election in three weeks. I may have to vote for the person just for making people walk door to door in this weather.

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
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

Cedar Rapids Public Library employee Heather Meyer-Bodhuy (right) processes a library card renewal for Monia Mylinhussen, who is a volunteer at 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 Dana 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
When you head outside, leave something behind.
Marketing to parents and caregivers
Don’t forget e-cards!

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 an eCard!

LEARN MORE

Always open with an eCard!
Show your value in dollars and cents

[community name here] residents SAVED $XX last year with their library card.

Do you have one? It's free!

Source: http://www.mla.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

<table>
<thead>
<tr>
<th>Input Your Use</th>
<th>Library Materials &amp; Services</th>
<th>Value of Your Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult Books Borrowed</td>
<td>$0.00</td>
<td></td>
</tr>
<tr>
<td>YA Books Borrowed</td>
<td>$0.00</td>
<td></td>
</tr>
<tr>
<td>Childrens Books</td>
<td>$0.00</td>
<td></td>
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<tr>
<td>Adults Program Attended</td>
<td>$0.00</td>
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<tr>
<td>Childrens Program Attended</td>
<td>$0.00</td>
<td></td>
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<tr>
<td>Museum Passes Borrowed</td>
<td>$0.00</td>
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<tr>
<td>Computer Use (per hour)</td>
<td>$0.00</td>
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<tr>
<td>Database Searches</td>
<td>$0.00</td>
<td></td>
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<tr>
<td>Reference Assistance</td>
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</tbody>
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Calculate The Value of Your Library Use

$0.00

Clear Form

This worksheet has been adapted from the Massachusetts Library Association and Chelmsford Library. How the values were calculated.
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.
Questions?
Learn more at everylibrary.org and ebscohost.com/novelist

Thank you!

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