

fact sheet #15

for Friends and Foundations

MOVING TO CENTER STAGE IN THE COMMUNITY & ON CAMPUS

Friends of the Library groups that are visible in the life of the community and on campus increase their ability to raise money and profile for the library. The environment for fundraising is competitive. It's important to keep the work your group and library are doing "on the radar."

1. Inventory the notable organizations and associations in the community and on campus. Identify those that do and do not have a library voice among their leadership. Make it your goal to place a voice on those boards where it is lacking.
2. The library director, or a member of the Friends or Trustees, should participate in the Rotary Club and similar civic groups, raising awareness about the necessity of a good library system and excellent campus services to the business economy.
3. City or campus-wide celebrations should include the library as one of their sponsors. Whether it's a display at the library, or a booth or float at the event, the library through its Friends should participate.
4. The Friends should set up a correspondence committee to write guest editorials about the library for local and campus publications, or a periodic column in local newspapers. Letters to the editor are other opportunities to gain attention.
5. Nurture media contacts. Be sure news outlets receive notices ahead of time when there is a special Friends program. Don't abuse this as TV and radio time is limited.
6. Establish a social media campaign.
7. Local elected government officials or campus officials should be on the Friends regular mailing list even if they're not members. They should receive invitations to library events, followed up with phone calls when there is a good photo opportunity. They should also be invited for occasional private briefings on library issues.
8. Take advantage of any opportunity or venue to bring up the library. The Friends should develop a speakers bureau with individuals who are ready and able to provide information about the library.

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