



## IDAHO COMMISSION FOR LIBRARIES

Library Services and Technology Act (LSTA) administered by

The Institute of Museum and Library Services

Advocacy/Marketing Final Report

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1. Date: \_\_\_\_\_
2. Grant Agreement #: \_\_\_\_\_
3. Grantee: \_\_\_\_\_
4. Prepared by: \_\_\_\_\_
5. Telephone: \_\_\_\_\_
6. Email: \_\_\_\_\_
7. Project Name: \_\_\_\_\_

### Instructions:

If you have any questions about filling this out, please contact the Advocacy & Marketing Consultant at the Idaho Commission for Libraries. Refer to your original grant application and complete the following: NOTE: For Marketing Plan Development, complete questions 8-12 and submit a copy of your marketing plan. For Marketing Plan Implementation, complete all the questions.

8. Program purpose (please restate your program purpose or reword your program purpose if your service, intended audience and intended benefits have changed):

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9. After receiving your message, the target audience will have a change in:
  - Attitude
  - Skill
  - Behavior
  - Knowledge

## Program Model

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### 10. Activities

What did you develop or create before you launched your marketing campaign? Attach materials developed to help you measure your success, i.e., survey forms, copies of your web site pages, photos of library display, partnership agreements, etc.)


### 11. Services (What product did you deliver to your customer as a result of your marketing campaign?)

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### 12. Outputs, Indicators, Timing & Goals

Please restate or rewrite your outputs, indicators, timing and goals:

<b>Output:</b> What did you use to measure?	<b>Indicator:</b> What does that measure show?	<b>Timing:</b> When was the measurement done?	<b>Goal:</b> What was your target goal?	<b>Goal:</b> What are the actual results?

Marketing Plan

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13. What was your message?

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14. Who were your partners?

What did they contribute?

Partner	Contribution

**15. Promotion.** Fill in what activities have been completed, by who, when, and the results. Attach copies of printed or published materials.

<b>What</b>	<b>Who</b>	<b>When</b>	<b>Results</b>
<b>Newspaper</b>			
▪ Articles			
▪ Editorial			
▪ PSAs/Ads			
<b>Radio</b>			
▪ Talk shows			
▪ PSAs			
<b>TV</b>			
▪ Talk shows			
▪ PSAs			
<b>Other</b>			
▪ Direct mail			
▪			
<b>Publications</b>			
▪ Flyer/brochure			
▪ Flyer/brochure			
▪ Poster			
▪ Other			
<b>Events/Presentations</b>			
▪			
▪			

16. The Idaho Commission for Libraries is measuring the success of this grant program. Please answer the following questions:

1. How much did your overall circulation change because of your marketing effort? Please give specific numbers:

Baseline circulation	Increase/decrease over baseline	Percentage change

2. How much did your overall patron visits (in person and/or electronic) change because of your marketing effort?

Baseline visits	Increase/decrease of baseline	Percentage change

3. How much did your library card registration change because of your marketing effort?

Baseline registration	Increase/decrease of baseline	Percentage change

4. Did you increase the library's visibility through the project?

5. For city libraries, did your allocation increase over last year? If yes, by how much?

6. Are you planning another marketing/advocacy project? If yes, how will it be funded?