“Libraries change lives for the better.”

Sidney Sheldon
Library Presence at Festivals

Programs Outside the Library

Promotional Excursions

Web 2.0/Electronic Programs

Community Partnerships
Festivals & Events

If the event is a good “fit,” plan on...

Minimum Investment

- Staff Hours
- Signage
- Tent
- Tablecloth
- Materials

Suggested “Extras”

- Talking Points
- Game
- Crafts/Coloring Pages
- E-book or other Demo
- Drawing or Giveaway

Visit OCPL at oconeelibrary.org. This library is doing great things!
Invite Them To Go With You!!!
Outreach by Proxy

- Cross-promotion
- Branding
- Contests
- Prizes
- Verbal Marketing

A summer reading champion lives here!
• Be consistent
• Remember the 80/20 Rule
• Understand social media currency
• Provide simple services online
• Reward your “regulars”

• Begin hosting e-events
Building Community Partnerships

Listen carefully • Focus your questions • Tell library success stories
Shared goals • New patrons • Targeted services
Sustainable Community Partnerships

- Listen
- Add value
- Thank

Sustainable Community Partnerships
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