



## ***Top 10 Ways to Amplify the Friends' Message***

Kathy Dooley-Smith, FOTL President

- 10. Develop a clear mission and/or guiding questions.**
  - Does the project **provide benefit** to the community?
  - Is it **patron-focused**?
  - Does it **promote Friends**?
- 9. Open your meetings to everyone.**
  - Hold regularly scheduled meetings, hopefully in the library.
  - Always invite the director, library board, and foundation.
  - Reciprocate. You attend library board, foundation, & funding body meetings and report on Friends.
- 8. Publicize Friends' projects and funding, both inside and outside the library.**
  - Ask for credit on social media, in newsletters, on calendar listings, at in-person programming, and any time possible.
  - Label projects, such as book club bags, technology, & library of things.
  - Develop relationships with local media and grow your social media presence.
- 7. "Get your ask on."**
  - Ask city and library to include your book sales on their calendars.
  - Ask to be included at Rotary, Farmer's Market, summer concerts, & parades
  - Ask for naming rights.
  - Ask leaders in the community to join Friends.
- 6. Share information with staff about goals, budgets, and needs.**
  - Speak at a staff meeting, inventory day, or other gathering.
  - Ask staff to wear buttons supporting Friends.

- Close the circle. If Friends are supporting the library, the library should support Friends.
5. **Foster relationships with your funding body and elected officials.**
    - We are the community. We are voters, volunteers, patrons, & constituents.
    - Attend meetings when any library-related funding or issue is on the agenda.
    - Email updates about what Friends are accomplishing.
    - Friends may be the largest civic group in your community. Use that!
    - Develop relationships when things are good. It's too late when you need it.
  4. **Request a proclamation celebrating Friends and their contributions.**
    - Celebrate
      - Founding date or anniversary.
      - National Friends of Libraries Week (3<sup>rd</sup> week of October).
    - Bring small token and membership form.
    - Provide statistics of how much was raised, how it was spent, how many citizens were served, and how it saved taxpayers' dollars.
    - Include your yearly total of volunteer hours and the value of those hours. \$26.02 in TN or use the average salary of a library staff member.
    - Invite them to an event or for a tour of the library.
  3. **Create a dedicated Friends information area.**
    - Have one designated place for all things Friends.
    - Include interactive element, such as free books.
    - Add photos of events, membership forms, book sale bookmarks, and info about how funds are allocated.
  2. **Partner with organizations outside of the library.**
    - Work with other community agencies to create a network of supporters.
    - Develop a list of agencies that can shop the leftover book sale items.
    - Host events all your own.
  1. **Become an essential part of the library ecosystem.**
    - Request a seat at the table.
    - Provide a monthly written report to the Library Board about Friends activities, issues, and balance sheet.
    - Participate in strategic planning.
    - Cultivate a good relationship among all.