



Friends of Tennessee Libraries
a tnfriends resource

**Ideas Kit for
Developing & Revitalizing a Friends of the Library Group
Buffalo River Regional Library In-Service
Columbia, Tennessee
MAY 12, 2017**



At the 12 May 2017 In-Service meeting of the Buffalo River Regional Library, library directors, trustees, and Friends group members met to discuss **Developing & Revitalizing a Friends of the Library Group**. Here are some brief notes about ideas shared by presenters and participants. Summaries of those presentations are included in this booklet to share with folks who could not attend.

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Who does what?

- ✓ The **Board of Trustees** govern the library, setting direction and policy for the organization and hiring a qualified library director.
- ✓ The **Library Director** carries out board policy, leading the organization in the direction set by the board and managing the day-to-day operations of the library.
- ✓ The **Friends** support quality library service through advocacy, fundraising, and volunteering in ways that promote the policies and long-range plan of the library.

Friends of the Library is a group of individuals who value public library services to the community and are willing to volunteer their time, talents, and efforts to promote and support the library's goals and objectives in whatever way will be helpful. **Library Friends are organized to help support the work of the library, not to engage in the work and responsibilities of the library board members or the library staff.** Friends of the Library cooperate with both, but do not interfere with either.

<http://tinyurl.com/ComparisonofResponsibilities>

What should a library be doing?

Value & Vision; Public Libraries Must Create Public Value Through Renewal and Reinvention

<http://tinyurl.com/ValueandVision>

To sustain a stream of public funding, [libraries] must add value in return. Since every public library offers an entire portfolio of services (story hours, business reference, Internet classes, and so on), each service or product must submit to the test of whether it creates public value.

[Libraries need to be] about listening to our communities, not *talking* to them. [There is a] difference between advocates and players. Advocates go out into the community and say "library, library, library." Players go out, listen, and then say "economic development, child safety, literacy. Here's how we can help."

WELCOME to the FOTL 2017-18

<http://tinyurl.com/WelcometoFOTL2017-18>

Tool Kit for Building a Library Friends Group

<http://tinyurl.com/BuildingLibraryFriendsGroupToolKit>

Tennessee Library Support

The most recent statistics show that the national average of public library per capita operating revenue in the United States is **\$33.51**.

Per capita library support in Tennessee is \$16.57, #47 in the nation. [Illinois is #1 at \$61.20]

Value of Volunteer Time Per Hour Latest Estimated

\$24.14 (National) - \$22.16 (Tennessee)
https://www.independentsector.org/volunteer_time

What is the value of all those volunteer hours that folks contribute to non-profit, charitable organizations like Friends of the Library? The most recent national estimate is **\$24.14** per hour, according to the Bureau of Labor Statistics data, indexed by Independent Sector in May 2017.

Tennessee ranks 35th in the nation, at **\$22.16** per hour.

Friends of the Library can use this estimate in their annual reports to quantify the value volunteers provide to their local communities. This estimate also helps acknowledge those individuals who dedicate their time, talents, and energy to making a difference.

Join the Friends of Tennessee Libraries

All local Friends of Libraries groups are invited to join the Friends of Tennessee Libraries (FOTL) to be part of a state-wide network for support and to support Friends around the state.

<http://www.friendstnlibraries.org/support-us/membership-2/>



Friends attend county commission meeting

A member or more of the Friends of the Library in Lewis County attends each meeting of the County Commission and makes a brief report about library happenings.

Join & work with Chamber of Commerce

The Library should join the local Chamber of Commerce. Many Chambers have a reduced or no fee for public library membership. The library director and staff should get involved with Chamber activities and events.

At least once a year, the Library could host the after-hours member gathering to help acquaint business leaders with what's happening in the library.



Library host an open house

Friends of the Library sponsor a community Open House once a year with refreshments, presentations, and tours of the library for all who wish to attend. A special invitation should be sent to local, state, and national elected officials. Make sure newspaper is on hand for photos to be published.

Install value calculator on library web site

*Calculating Value of Services
& Return on Investment (ROI)*
THE TENNESSEE VALUES

<http://sos.tn.gov/products/tsla/tennessee-public-library-statistics>

One of best tools for folks to use to calculate the value they receive by using the library was created by the Maine State Library and can be installed on the local library's web site. Contact the TSLA Network Services Consultant serving your library to arrange for its installation: 855.692.8185.

Create a Logo to promote your Friends Group

Each Friends group should develop a logo and a tagline to help identify itself to the public.

10 Questions to Ask When Designing Your Company's Logo
<https://www.entrepreneur.com/article/243181>

Why Your Logo Really IS Important...

http://brightbluec.com.au/index.php/blog/article/why_your_logo_really_is_important

How to Create a Logo <https://www.entrepreneur.com/article/71902>

Logo creation <http://www.crowdspring.com>

Check FOTL member group list for sample logos:

<http://www.friendstnlibraries.org/wp-content/uploads/Group-Members-of-FOTL.pdf>

Top Ten (+1) ways to attract new Friends of the Library members

Here are some suggestions to help groups attract new members.

<http://tinyurl.com/WaystoAttractNewFriends>



Program Ideas

Annual Meeting 2016 PRESENTATIONS BOOKLET

<http://tinyurl.com/AnnualMeeting2016Presentations>



Additional Program Resources

FOTL has deposited a copy of **Even More Great Ideas for Libraries and Friends** by Sally Gardner Reed in each Regional Library professional collection.



Both it and **101+ Great Ideas for Libraries and Friends** are available as a free PDF file to those who join the United for Libraries of ALA.

<http://www.ala.org/united/membership>

Library Director Time Outside the Library

Each library director (who Friends should support and help) must be prepared to spend at least 10% of work time outside the library building, attending community and civic group meetings, Chamber of Commerce meetings (Library should join Chamber), city/county and economic development committee meetings, civic groups, and visiting with community leaders.

Get on the mailing list for local government notices, minutes, etc. To develop programs, review the

25 Ways Library Can Support Small Business

<http://tinyurl.com/25WaystoSupportSmallBusiness>

Be in steady contact with your local newspaper's editor and/or reporters, telling them about library programs.

Do an Annual Report

Former Fort Loudoun FOTL Regional Representative Barbara Zurl has written **Consider the Annual Report** (reprinted from the FOTL *newsletter*) to guide report construction:



<http://tinyurl.com/ConsidertheAnnualReport>.

As an Annual Report, the Library and/or Library Friends could sponsor a supplement in local newspaper to describe year's activities and future plans.

SAMPLE NEWSPAPER SUPPLEMENTS

Hawkins County Libraries Newspaper Supplement

<http://tinyurl.com/HawkinsCountyNewspaperSupp>

Sevier County Libraries Newspaper Supplement

<http://tinyurl.com/SevierCountyNewspaperSupp>

Be on lookout for the FOTL Tool Kit of Library Friends Group Program Ideas (in preparation)



FOTL Grants and Recognitions

The Friends of Tennessee Libraries offer three \$300 grants a year to help a local library develop a project on advocacy, fundraising, and memberships

FOTL also awards \$100 Recognition Certificates every year to recognize volunteers for their outstanding contributions to their local libraries.

FOTL also recognizes an individual or a group that has made a significant contribution to the advancement of libraries in Tennessee as Friend of the Year (one from smaller service area; one from larger service area).

<http://www.friendstnlibraries.org/awards-grants/>

Financial Basics

What Every Board Member Should Know: A Guidebook for Tennessee Nonprofits 2016
<http://tinyurl.com/WhatBoardMembersShouldKnow>

A Brief Guide to Government Forms Friends Groups Need to Know
by Dwight Shepherd
<http://tinyurl.com/BriefGuidetoForms>



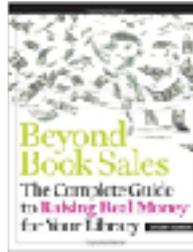
Fundraising Basics for Libraries Webinar

https://www.youtube.com/watch?v=iH2EN_48dXY
excellent low-key, low tech presentation of substantial content about fundraising.



Fundraising Books on R.E.A.D.S.

The following titles are available through the R.E.A.D.S. program <http://reads.lib.overdrive.com>



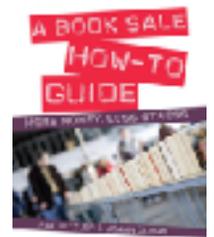
There are many good ideas and strategies for major gift fundraising in this book "every library should own."

Beyond Book Sales: The Complete Guide to Raising Real Money for Your Library.
Edited by Susan Dowd. Neal-Schuman, 2014.

A Book Sale How-To Guide: More Money, Less Stress. Pat Ditzler and JoAnn Dumas. American Library Association, 2012.

The sample documents and guides that appear in *A Book Sale How-To Guide* are provided here as down-loadable, editable documents for use in staging a book sale.

<http://alaeditions.org/web-extra-book-sale-how-guide>



Fundraising Ideas

published by United for Libraries
<http://www.ala.org/united/friends/ideasharing/fundraising>



City / County Proclamation for Friends of Libraries Week

Tennessee Friends of Libraries Week - An Ideas Tool Kit

<http://tinyurl.com/FOLW2016IdeasKit>

Friends Of Libraries Week Proclamations:

In conjunction with National Friends of Libraries Week, local Friends groups request proclamations from city and/or county funders. Contact your local officials a month or two ahead of FOL week to allow time for everyone to prepare. Also, make sure local media is there to cover the signing of the proclamation. With very little effort and no expense, Friends groups enjoy increased visibility with local officials and the public.

Ten Top Tips for Occasional Lobbyists

Professional lobbyist Stewart Clifton offered these Tips at the 2011 Tennessee Library Legislative Day.

<http://tinyurl.com/TipsforOccasionalLobbyists>



Join United For Libraries

Local Friends should join United for Libraries, the national organization that supports the Friends and trustees who govern, promote, advocate, and fundraise for all types of libraries. UFL is a Division of the American Library Association.

A membership gives the group free ebook access to the two best program books:

101+ Great Ideas for Libraries and Friends: Marketing, Fundraising, Friends Development, and More by Sally Gardner Reed and

Even More Great Ideas for Libraries and Friends by Sally Gardner Reed & Beth Nawalinski.

United for Libraries

<http://www.ala.org/united/membership/howtojoin>

859 West Lancaster Avenue, Unit 2-1
Bryn Mawr, Pennsylvania 19010

Rural & Small Library Directors Tool Kit

<http://tinyurl.com/Rural-SmallDirectorsToolKit>

AN INNOVATION INCUBATOR

Everything you want to know about everything there is to know about running a rural and/or small public library.

“To innovate you need more than rote knowledge.
You need a trained imagination.”

~ Martha Nussbaum

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"A joy shared is a joy doubled."

~ Johann Wolfgang von Goethe

"Everything's better when you share it."

~ Oprah Winfrey

Vision Statement

To help and support local Friends groups integrate their library thoroughly into the life and work of their community.

Mission Statement

The Friends of Tennessee Libraries (FOTL) is a volunteer organization of individuals and organizations dedicated to supporting Tennessee Libraries and local Friends of Library groups through:

- Establishing and helping Friends of Library groups succeed;
- Communicating with libraries and trustees about the value of Friends;
- Serving members as communication network and clearinghouse for information;
- Advocating for library funding and legislative support on a local, state, and national basis.

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The electronic version of this booklet can be found at:

<http://www.friendstnlibraries.org>