At TLA Meeting
Speaker To Tackle Raising Money

"Raising Money for Your Library: A Gift Conversation Among Friends and Directors" will be the topic of the featured speaker at the Friends and Trustees Luncheon on Friday, April 7, at the 2017 Tennessee Library Association’s annual conference in Knoxville. David Baker of the Los Angeles firm Giving Design, Inc. will also lead a roundtable discussion on the same topic after lunch.

“I believe everyone will benefit from Mr. Baker’s talk,” said William Sundquist, president-elect of Friends of Tennessee Libraries, who heard Mr. Baker speak to the Chattanooga Friends in July.

The 2016 Friend of the Year Award, jointly sponsored by TLA and FOTL, will also be presented at the luncheon.

Friends attending only the luncheon and roundtable session afterward will benefit from TLA’s Early Bird Registration. They will pay only for their meal ($25) and a $15 exhibit fee. Watch http://www.TnLa.org to register.

The Knoxville Convention Center on the World’s Fair site is the setting for the April 5-7 conference.

In Sevierville on March 24-25
Telling Friends’ Story Focus of Annual Meeting

Love of story is an enduring cultural value. On March 24-25 at the King Family Library in Sevierville, a best-selling author, a retired State Supreme Court judge, and representatives from Friends of Library groups across the state will honor that tradition as the Sevier County Friends host the 2017 Annual Meeting of the Friends of Tennessee Libraries.

Distinguished speakers on the program include writer Sharyn McCrumb and retired State Supreme Court Chief Justice Gary Wade.

Friday, March 24, a reception at the library will welcome attendees with entertainment by the Smoky Mountain Storytellers Association and food. Registration of $25 covers the reception and Saturday’s events. See pp. 4-5 for details.

TN Legislative Day: March 7

The Legislative Committee of the Tennessee Library Association (TLA) is making plans for TLA Legislative Day in Nashville on Tuesday, March 7, 2017! Activities will include updates on library legislative issues, advocacy tips from ALA, and more. Be watching www.TnLA.org for details and registration.
The FOTL Outlook

By Don B. Reynolds, President

And now we welcome the new year, full of things that have never been.” ~ Rainer Maria Rilke

The new year brings with it a sense of new beginnings and new opportunities. In this issue, you will read about FOTL’s past few months and upcoming events. During Friends of Libraries Week last October, FOTL was delighted that Secretary of State Tre Hargett and Governor Bill Haslam joined us with a special proclamation to honor and celebrate Julie Webb, FOTL’s Founding Mother (page 3). Please read Lisa Peet’s interview with Julie from Library Journal: http://lj.libraryjournal.com/2016/11/people/julie-webb-tennessees-friend-of-the-year/

February 21 is the deadline for FOTL’s $300 Grants Application for Advocacy, Fundraising, Membership projects (pages 6-7) and FOTL’s Recognition Certificate (page 8) to recognize extraordinary contributions that have been made to a library by an individual or Friends group.

Library Legislative Day (page 1) will be held on March 7 at the Nashville Public Library, 11:00 AM to 1:00 PM CST (with a light lunch included). The schedule is designed as a day trip so no one need stay overnight in Nashville. Confirmed speakers are State Librarian Chuck Sherrill and Tennessee Secretary of State Tre Hargett. Other speakers will be announced soon. Further information will be posted on the FOTL Listserv when available.

FOTL’s Annual Meeting will be held March 24-25 in Sevierville. On pages 1 and 4-5 is program and registration information. As we celebrate FOTL’s 25th anniversary, we are especially pleased to have best-selling author and storyteller Sharyn McCrumb as our special guest speaker.

The Annual Friends/Trustees Lunch will be held on April 7 in Knoxville during the Tennessee Library Association Conference when we will present the TLA/FOTL Friend of the Year Award. In addition, our speaker will be David Baker with Giving Design in California. Developing effective fundraising campaigns, he has been working in the educational and arts industry most of his career. David is a licensed attorney and graduate of the University of Akron School of Law, having received his undergraduate degree from Bob Jones University in South Carolina. His legal practice includes advising individuals and families on the options for their charitable giving—both gift vehicle and choice of entity. David will speak at lunch and a small group session. His presentations will help all TLA libraries raise funds and support.

Activities of the King Family Library Friends in Sevierville, Putnam County Friends in Cookeville, and Garden Montessori School students (who joined the Friends of Knox County to hug their local Fountain City Branch Library) can be found on pages 9-11.

Please let us know what your Friends group is doing. We’d like to include that information on our Facebook Page http://tinyurl.com/FOTLFacebook and Newsletter. Send your news to editor Martha Gill at marthagill491@gmail.com.

Thank you for being an FOTL member. We appreciate your support for our mission of helping local Friends groups.

And so, “Cheers to a new year and another chance for us to get it right.” ~ Oprah Winfrey
Julie D. Webb Honored by Governor, Secretary of State

To celebrate Friends of Libraries Week, Tennessee’s Governor and Secretary of State joined the Friends of Tennessee Libraries to express gratitude and deep regard for Julie D. Webb by proclaiming her an exemplary volunteer, supporter of libraries, and advocate for education in Tennessee. On October 19 at the state capitol, Governor Bill Haslam and Secretary of State Tre Hargett surprised Mrs. Webb by presenting her the proclamation honoring her leadership and service.

Recognized by Friends of Tennessee Libraries (FOTL) for having founded the organization in 1991, Julie Webb was an early advocate for Dolly Parton’s Imagination Library, and at age 90 she continues to work with FOTL to help local Friends groups integrate their library thoroughly into the life and work of their community. In addition she is active in the Friends of Knox County and the Knox County Public Library Foundation. For these achievements she was named Friend of the Year by the Tennessee Library Association and Friends of Tennessee Libraries in April 2016. She also is well known for having worked closely with her late husband Robert, who founded Webb School of Knoxville in 1955.

LJ Interviews Mrs. Webb

Library Journal carried Lisa Peet’s interview with Mrs. Webb as Tennessee’s Friend of the Year in the November 29, 2016, issue. Here are excerpts:

About Imagination Library: “It’s really a marvelous thing. We stop people in the grocery store—at least I do—and say, “Is your baby enrolled?” Sometimes they are and sometimes they’re not, and all we have to do is go to the library and sign them up.

About the digitization of the Knoxville News Sentinel, funded by a campaign of the Knox County Public Library Foundation, of which Mrs. Webb is a board member:

“It’s going to be just invaluable to people for research.”

Advice for other Friends groups: “You need to be in touch with the funding bodies throughout the year. Be nice to them, not only before they make their budget but all year long, so they’ll know you’re interested. And so they know what you do. We need to keep people aware of... all the kinds of services we offer. People don’t know unless we get the word around.”

Read the whole article here: http://lj.libraryjournal.com/2016/11/people/julie-webb-tennessees-friend-of-the-year/
Two Motels Offer 20% Discounts For Those Attending FOTL Meeting

Two Sevierville motels—Clarion Inn and Comfort Inn—offer a 20 percent discount to travelers attending the 2017 Annual Meeting of the Friends of Tennessee Libraries. They should mention the FOTL meeting in order to take advantage of the special rate.

Clarion Inn Willow River is in the heart of Sevierville at 1990 Winfield Dunn Parkway. It can be reached at 865-429-7600.

Comfort Inn Apple Valley at 2850 Parkway, Sevierville, can be reached at 865-428-1069. It has earned the chain’s Platinum Award (top of the chain).

Sevierville has much to offer the traveler: shops, restaurants, museums, activities for families. So do her sister cities, Pigeon Forge and Gatlinburg. And did we mention the Great Smoky Mountains National Park? Or Dolly Parton, whose Imagination Library is a major contribution to the literacy of young children and who is honored by a life-size statue on the grounds of the Sevier County Court House?

Statue photo: https://media-cdn.tripadvisor.com/media/photo-s/02/da/83/fb/dolly-parton-statue.jpg

Register for FOTL’s March 24-25 Meeting online
www.friendstnlibraries.org
OR
by check and mail (see below).
Registration is only $25. It includes breakfast and lunch.
Registration must be received by FOTL by March 12.
Detach this form and mail it with your check, payable to FOTL, to Martha Gill, 4109 Forest Glen Drive, Knoxville, TN 37919-5214.
Questions? marthagill491@gmail.com

Name__________________________________________Telephone__________________

Address________________________________________________________________________________

City/State/Zip_____________________________________________________________________________

E-Mail___________________________________________________________________________________

_______Check here if you plan to attend the Friday reception at 5:30-7 p.m. in the Grand Reading Room of the King Family Library.
_______Check here if you want a vegetarian lunch on Saturday.
Friends of Tennessee Libraries 2017 Annual Meeting

*Hosted by Sevier County Friends*

**Saturday, March 25, 2017**

‘Telling the Friends of Libraries Story In Tennessee’

8:30 a.m.  Registration and Continental Breakfast (3rd Floor, Maker Space)

9:15      Welcome

9:40      FOTL Business Meeting
          Minutes, Treasurer Report, Election, Announcement of Grants
          and Recognition Awards

10:00     Break

10:10     Luke Copas, Young Author

10:20     SCPLS Teen Advisory Group

10:30     Retired Tennessee State Supreme Court Justice Gary Wade
          “Why It’s Important for Private Citizens to Tell the Library’s Story to
          Funding Bodies and the Public”

10:50     Break

11:00     Twenty-five Years of Library Friendship in Tennessee
          Past FOTL Presidents Julie Webb, Connie Albrecht, and Martha Gill

11:15     Stories to Tell the Government: A Guide to Confusing Forms
          Presenter TBD

11:45     Break

12 Noon  Buffet Luncheon (1st Floor, Burchfield Room)

12:45     Sharyn McCrumb, Best-Selling Author and Story Teller

1:45      Break

1:55      Ways to Tell Your Story
          Presenters TBD

2:30      Sharing Stories With Friends
          Panel Discussion and audience participation led by representatives
          from local Friends groups

3:00      Adjournment
Friends of Tennessee Libraries
Grant Application Extended until February 21, 2017
Send to Dwight D. Shepherd, 10405 Alex Bales Rd., Kodak, TN 37764
or to DeWhiteSheep@hotmail.com.
Or apply online: www.friendstnlibraries.org/awards-grants/grant-application/

GROUP INFORMATION
Friends Group name: ___________________________________ Application Date: ______

Does group have 501(c)3 status from IRS: _____ If No, what is group’s tax status: ______

Is group a chartered, not-for-profit corporation: _____ If No, how is group organized: ______

When was group formed: ______________ Website/Facebook page: __________________________

Library, geographic area and population served: __________________________________________

__________________________________________

Total Membership: ____________________________ Annual Budget: __________

List programs and activities fund and/or carried out by group: ___________________________

__________________________________________

GRANT INFORMATION
Type of Grant requested: ______Advocacy ______Fundraising ______Membership

Project Title: ________________________________________________________________

Budget: ________________________________________________________________

Starting Date: _______________ Ending Date: __________________________

How would Grant be used: _______________________________________________________

__________________________________________

For Guidelines, see page 7

CONTACT INFORMATION
Contact Person: ___________________________________ Telephone: ___________________
Mailing Address: ______________________________________________________________

Email Address: ________________________________________________________________

FOTL USE ONLY
Date Received: ___________ Grant Disposition: ___________________________
Date Check Mailed: ___________ Evaluation Received/Date: ________________________
**FOTL Grant Application Guidelines**

**Minimum Qualifications:** Applicants must be Friends of the Library groups that are in good standing (current on dues) in Friends of Tennessee Libraries. Grants are to fund new projects, not projects already completed.

**Grant Amounts:** Grants are for $300 each.

**Grant Categories:** Groups may submit one application in each category. Submissions can be made in multiple categories.

**Advocacy:** To assist with expenses associated with advocating on behalf of your community library.

**Fundraising:** To assist with the expense associated with fundraising for your Friends group. These expenses could include rental expenses, advertising, fees for speakers or entertainers, purchase of items for resale, or for use in producing items for sale, etc.

**Membership:** To assist with expenses associated with securing new members and/or retaining existing members. These expenses could include mailings, membership brochures, program expenses including speaker's fees, advertising, etc.

**Grant Cycle:** The Application Deadline for all Grants has been extended to February 21, 2017. Winners will be announced at the Friends of Tennessee Libraries Annual Meeting. Grant Evaluations are due 30 days after the end date of the project, but no later than March 1 of the following year.

Additional guidelines can be found on the FOTL website: http://www.friendstnlibraries.org/awards-grants/grant-application/

Submit applications to Dwight D. Shepherd, 10405 Alex Bales Rd., Kodak, TN 37764 or to DeWhiteSheep@hotmail.com.

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**Partners in Learning**

Lawson McGhee Library and L&N STEM Academy

By Paula Hickey

*Communication Committee, Knox County Friends*

Reprinted with permission from *Friends❤KCPL (August. 2016)*

Since its opening in 2011, the L&N STEM Academy has fostered ongoing partnerships with various organizations and institutions around downtown Knoxville that have filled in gaps where the Academy had needs. These alliances have bolstered students at STEM with educational experiences and frequently serendipitous "life lessons."

One integral partnership has been with Lawson McGhee Library (LML). From the beginning, its services have been invaluable to the students at STEM. For example, librarians from LML visit STEM each fall for ninth-grade orientation about library facilities and electronic resources.

Segue into the 2014–2015 school year, when teachers Tressie Norton and Derek Griffin learned they had no meeting space for their co-taught AP Language and Composition/AP U.S. History class. The STEM Academy had outgrown its space in just three years! Not to be conquered by such a miniscule obstacle, these creative minds approached Bess Connally, a reference librarian at LML, with their dilemma.

With Connally obtaining the necessary permission for this never-done-before arrangement, 38 juniors from the STEM Academy attended their co-taught AP English and history class in the meeting room at LML on Tuesday/Thursday mornings throughout the 2014–2015 school year. Their number increased to 43 as they continued this partnership in the 2015–2016 school year.

The East Tennessee History Center (ETHC) and Hodges Library at the University of Tennessee have also shared their resources to provide STEM students essential research for their projects. The McClung Collection housed at ETHC proved a treasure trove of primary documents for student research throughout the year. Norton and Griffin shared that their students became obsessed with primary documents from this exposure!

Using the year’s theme, “Exploration, Encounter, Exchange in History,” student teams created projects for district, state, and national History Day competitions. On March 4, 2016, STEM student teams received numerous awards at the East Tennessee District competition. At State History Day on April 9 in Nashville, STEM students also received several awards. Three teams from STEM participated in the National Competition on June 12–16 at the University of Maryland.

Another positive outcome of their working together is that LML, Hodges, and ETHC each provided an "out-of-school experience" internship for a STEM senior this past school year.

This partnership also received national attention when AP English teacher Tressie Norton and librarian Rebekah Ellis presented "Who Needs a Classroom: Utilizing Resources to Enhance Literacy Education" in November 2015 at the National Council of Teachers of English convention in Minneapolis.

Friends❤KCPL (September 2016) explores the library’s staff’s thoughts on this partnership; the October issue reflects students’ views. See [http://www.knoxfriends.org/newsletter/](http://www.knoxfriends.org/newsletter/) [http://www.knoxfriends.org/newsletter/](http://www.knoxfriends.org/newsletter/)
FOTL To Honor Local Heroes

Who has made a difference in your Friends group or your library in the past two years? At its annual meeting FOTL has honored many of these heroes with Recognition Awards. A recipient is given a certificate of recognition and a cash award of $100. In the past, such outstanding people have included civic-minded individuals who have donated buildings to be used as libraries; library foundations established by generous advocates; Friends groups that have renovated buildings; and individuals who have donated many hours to such tasks as helping libraries extend their hours, teaching classes in computer, raising funds, coordinating book sales, composing brochures or websites, or organizing summer-reading programs.

Nominees may be living individuals, individuals recently deceased, a Friends group, a business, or other groups. Their achievements should have occurred in the past two years.

To nominate your hero, you must have an individual membership in FOTL. (Enrollment may accompany the nomination. See page 12.) Nominations by individuals who belong to FOTL through their Friends group’s membership will be disqualified.

In 100 or fewer words, describe your hero. Then provide FOTL with the appropriate contact information.

If your nominee is an individual, provide FOTL with the following information:

Nominee’s Name
Mailing Address
Nominee’s Phone Number Email
Category (Individual? Librarian? Friend? Benefactor?)
Name of the Library Which the Nominee Has Benefited
Library’s Address Library’s phone number Library’s Email

If the nominee is a local Friends’ group, business, or other, tell us this:

Name of the Group
President of the Organization
Organization’s Mailing Address
Phone Email Category
Library Library’s Address Phone
Library’s Email

To the above information, attach a description, in 100 words or fewer, about nominee’s contributions.

Your Name
_________Check if you have an individual membership in FOTL. If not, include a check for enrollment.
Your Mailing Address
Phone Email

Send to Janis Perry, 63 Executive Drive, Jackson, TN 38305 OR Janis.Perry@tn.gov by February 21.
To Promote Library Card Month

Students Hug the Library They Love

By Jen Wilkinson Cooper
Librarian, Garden Montessori School
Board Member, Knox County Friends

Members from the Friends of the Knox County Public Library teamed up with 60 students and teachers from Garden Montessori School this past September to celebrate library card sign-up month in a unique way: by hugging the Fountain City Branch Library. The students and Friends members joined hands and stretched around as much of the library as they could to show their appreciation for the community center.

Garden Montessori School librarian and Knox Friends Board member Jen Cooper recruited students from the Upper Elementary and Middle School classes for the event. The private school has a happy relationship with their local branch library. Middle School students walk to the library monthly to check out new books as a supplement to their own school library. Upper Elementary students (grades three and four) recently took a tour of the library to see how a public library works.

They were already familiar with branch manager Elizabeth Nelson, who brings them drafts of picture books that are written by Central High School students for the children to review once a year. Additionally, students who are enrolled in the school’s summer camp program participate in the KCPL summer reading program. These are just a few of the ways that schools and libraries can complement one another to increase literacy opportunities for young people.

Cooper thought of the library “hug” in collaboration with Martha Gill, long-time Friends member and former English teacher. The two agreed that children would be the perfect partners for this public show of affection for the library. A few children were hesitant at first, fearing they might be asked to literally hug the building walls. They quickly caught on to the symbolism of the hug, though, and joined in enthusiastically.

In fact, the Fountain City Branch Library is not the first library to be “hugged” by advocates. In 2011 a large group of supporters encircled the New York Public Library’s 42nd Street branch in Manhattan, in protest of proposed deep cuts in funding to the library system. Since 2011, and due in part to an Advocacy Day effort by the New York Library Association, the library has received an additional $12 million in aid.

Although many library goers and librarians are quiet-natured, it pays to be loud and even a little silly sometimes, to show our support!

Sources:

The Putnam County Library Friends hosted its first Books and Brews at a beloved local watering hole, Father Tom’s Pub, on May 2, 2016. The event featured guest author, David Joel Stevenson. A bit of a twist on our group’s established Coffee with an Author, the event was held in the evening on a Monday, when the pub is usually closed, and was billed as a private event.

A $200 deposit was required to reserve the venue, but that deposit was returned. Father Tom’s waived its usual private-event fee as a gift to the Friends. Dinner was Dutch treat, and attendees could order from a special menu that was created for the event. A friend of Friends board member Greg LaPlant designed the Books and Brews logo that will, we hope, be used for future events.

Featured author David Joel Stevenson lives in Murfreesboro and is the author of the dystopian novel *The Surface’s End*, and its 2016 sequel, *The Dirt Walkers*. An energetic speaker, he engaged the audience on a wide variety of subjects. He sold and signed books after his talk.

Approximately 30 people attended, and one new membership came from the event. Because the evening came together quickly, it was advertised primarily by flyers and on Facebook.

Board President Andrea Batson hopes that the event can reach that elusive 21-35-year-old adult demographic group who may be less likely to come to a Saturday morning coffee. The Putnam County Library Friends will probably host another Books and Brews event in the spring.
A Night at the Library
Friends of King Family Library Host Innovative Fundraiser

By Diane Johnson, Past President
Friends of King Family Library

The Friends of King Family Library had a dilemma. Our twice-a-year great big book sales were coming to an end because our great big book storage space had been eliminated during a third floor library remodel. How could we continue to raise money for our library?

Since our Friends group began in 2011, we have raised thousands of dollars each year to pre-fund the following year’s extra materials, programs and services for our library. Book sales were a significant portion of those funds. Part of the remodel included a small Friends used book store, but we weren’t sure we could generate enough money for our projects.

So a new Special Projects Committee was created to plan our way forward. We sent an invitation to any Friend who had noted an interest in event planning or fundraising on the Friends’ membership application. Many of those invited had not been active before. The group’s mission was to plan and execute events (some with a fundraising component), reach out and engage the community, advocate and raise money for the library and increase membership and participation in the Friends.

Beginning in March 2016, we had two idea sessions. We reviewed the purpose and mission of Friends of King Family Library, presented what kind of fundraising and events we have done in the past, and discussed what makes a successful fundraiser/event. All committee members described events they had attended or worked on. Then we made a list of what those events had in common: for example, a regular event (annual), flexible agenda with time to mingle, fun, good food, entertainment, recognition for donors and sponsors and clear information about how the donations will be used.

Then the committee was ready to get down to business. We decided to hold two major events a year—one for adults and one for families. We determined the events should be zero cost (all materials and expenses donated by sponsors), so 100% of funds raised would go to the library. The entire group agreed we would raise $10,000. Gulp.

Using our list of successful event criteria, we decided to hold A Night at the Library! (like A Night at the Museum without the sleepover). It would be an after-hours party for adults with food, wine and music, showcasing every section and department of our beautiful library. We wanted the event to be free and accessible to everyone so, instead of a ticketed event and auction, in advance we sent out 400 letters to previous donors and key community leaders and businesses to raise funds. The letters itemized exactly how the library would be using the money raised. Our local newspaper printed (at no cost) our ad inviting everyone to come see the treasure in our community—the King Family Library.

On August 6 over 100 people came to the party, many of whom had never been to the library! The Friends, library staff, Board of Trustees, members of the Library Foundation and other volunteers hosted the library party together. The food (including a ‘stack of books’ cake, shown below), wine, string trio, decorations and demonstrations were perfect. Generous sponsors provided everything we needed at no cost to us. People toured the facilities, tried something new (like a hip hop class in the Teen Center) and watched staff demonstrate new technology (the 3D printer and green screen in the new Makerspace). Mid-way through the evening, everyone was invited to gather in the magnificent Grand Reading Room for introductions, brief comments on the purpose of the evening and an invitation to contribute to the library. A beautiful piece of book art was given as a door prize. Attendee comments were universally positive. One gentleman even asked if we could have a party every month!

Even better, between the fundraising letters and the event, we raised over $5,200 (every donor was thanked by a personal note or letter). Combined with other money raised during the first part of the year and from our on-going Historical Calendar sales, we are right on track to hit our goal of $10,000 by the end of this year.

The Special Projects Committee is planning on two 2017 major events. One will definitely be A Night at the Library!
The Friends of Tennessee Libraries is a volunteer organization of individuals and groups 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 a communication network and clearinghouse for information
■ Advocating for library funding and legislative support on a local, state, and national basis

Reaching your library from home is easier than ever through the Tennessee Electronic Library. <http://tntel.tnsos.org>

Membership Application

Become a Friend of Tennessee Libraries
(Membership year is January to December.)

INDIVIDUAL or FAMILY
- Individual $15/yr
- Family $25/yr
- Silver $50/yr
- Gold $100/yr
- Platinum $500/yr

ORGANIZATION
- 1-49 Members $25/yr
- 50-99 Members $55/yr
- 100-499 Members $75/yr
- 500 Members $100/yr

Name______________________________________Phone________________________

Address______________________________________________________________

City/State/Zip____________________________________________________________

TN County________________________E-Mail____________________________________

____________________Check here if you want to receive your newsletter electronically.

Make checks payable to Friends of Tennessee Libraries. Send to Connie Albrecht, 1560 Country Club Place, Cookeville, TN 38501-2062.