

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

By Robin Gard

Poudre River Friends of the Library, Fort Collins, Colorado.

1. Recruit a talented member or local firm to help design an attractive logo and brochure. Most community minded businesses are happy to give a price break to deserving nonprofits.
2. Make it easy for folks to join — have a web page with Paypal membership/renewal options.
3. Submit an op-ed piece to your local newspaper during National Friends of the Library Week (Oct. 16-22, 2016; for more information, visit [http://www.ala.org/united/events\\_conferences/folweek](http://www.ala.org/united/events_conferences/folweek)).
4. Make a big poster to display during Friends-sponsored events: “If you like this event, we invite you to join the Friends!” and display your brochures.
5. Consider doing a Friends membership table once or twice a year in the library.
6. Set up a Facebook page — it’s a great vehicle to advertise book sales and events and send around fun reading-related posts.
7. Collaborate with a community partner in presenting a program and make sure your logo is part of all promotional materials and posters.
8. Establish a relationship with a local newcomers club. Joining Friends of the Library is a great way to introduce yourself to a new community.
9. If your Friends help sponsor the library’s summer reading program, consider a membership booth, children’s book sale, or discount book sale coupon at some of the summer reading program’s events.
10. Talk to local service clubs about the Friends of the Library and all the programming they support. You can tag team with your library director to put the spotlight on libraries and Friends.
11. Bookmarks are cheap, useful and eye-catching. Use them to advertise sales and events and use one side to invite folks to join. Distribute them in area businesses, bookstores, and around the library.

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