



MFOL NEWS

MASSACHUSETTS FRIENDS OF LIBRARIES

May 2014, Volume 23, No. 1



Photos from
the spring
workshops



FANTASTIC FRIENDS

Once again MFOL will be holding a Fantastic Friends contest. Initiated in 2012, this program is designed to honor the work done by Friends groups throughout the state. Nominations for the award are based on a particular program that the Friends did in the past year. Judging criteria includes the impact of the Friends group in better serving its community, the degree of creativity involved in the activity, the cost effectiveness of the activity and the extent of community involvement. It is open to all Friends groups that are current members of MFOL.

Nominations must be postmarked NLT 1 September 2014 and should be mailed to Donna Forand, 835 Main Street, Acushnet, MA 02743.

The Winner in 2012 was the Friends of the Maynard Library for a 3-month Maynard Reads Together program that concluded with a full day book and author festival. In 2013 the winning program from Pollard Memorial Library in Lowell was a kids holiday shopping opportunity which collected items donated from the community, provided teenage shopping helpers and gave the children in the community an opportunity to buy gifts on their own. The Friends of the Pollard Memorial Library raised about \$1,000 with this program and plan to make this an annual event.

This year the award will be presented at the October 25 conference in Middleboro. The Friends Group with the winning entry will receive \$300 for their Friends group and \$200 for their library and a handsome plaque.

SUCCESSFUL WORKSHOPS

Celeste Bruno (MBLC) gave an excellent presentation on Communication at two workshops held this spring in Agawam and Wilmington. These workshops were free and offered members of Friends groups an opportunity to talk with colleagues at other libraries.

FALL WORKSHOPS SCHEDULED

On September 27 a workshop in Townsend will focus on fundraising. On October 25 a workshop, including lunch, will be held in Middleboro. As we get closer to these events, details and registration information will be posted on our website:

<http://mla.memberlodge.org/mfol>

FEEDBACK FROM THE TWO SPRING WORKSHOPS

If you weren't able to attend the spring workshops, Celeste Bruno, Communications Specialist at the Massachusetts Board of Library Commissioners (MBLC) has put together a brief look at what was discussed.

The workshops focused on how Friends could increase their membership and also offered practical tips on getting more media attention for Friends-sponsored programming.

Ms. Bruno encouraged participants to take a campaign-like approach to recruiting new members. She suggested that Friends Groups do the following as part of such a campaign:

Understand key audiences (people that Friends would like to recruit for membership)

- Develop clear, concise, consistent messaging geared to those audiences

- Determine what forms of communication are most effective in reaching them: social media, email, brochure...etc.

- Provide them with interesting, accurate and timely information that they will find valuable.

She also suggested that Friends coordinate efforts with the library whenever possible.

During the second part of her presentation, Ms. Bruno highlighted ways in which Friends can work with local media to get more coverage of library programming. The discussion centered around what makes something newsworthy and ways in which libraries can connect with things like pop-culture, anniversaries of important events, current news and more to broaden interest in library issues and activities. Ms. Bruno encouraged libraries to use more than press releases to publicize library events but also offered practical tips on writing press releases for local news outlets.

The workshops were developed by MBLC Commissioner Alice Welch and MBLC Head of Library Development & Advisory and Government Liaison Cindy Roach, and former MBLC Trustee/Friends Specialist April Mazza.

“We wanted to offer small workshops on a topic that we knew interested our Friends, but it was also important for Friends to have the opportunity to get together and share successes and ideas,” said Ms. Welch.

Each session left time for Friends groups to share with each other. “The response has been overwhelmingly positive,” said Ms. Roach. “We’ve already planned new workshops for the fall.”

Friends shared ideas on fundraising, such as gift baskets, art shows, and appeal letters. Attendees at the Agawam program spoke on how much they relied on book sales to raise funds and that it would be great to find other fundraising ideas – a discussion that led to making a fall program about Beyond the Book Sale.



Members of the MFOL executive board are available to attend friends meetings throughout the Commonwealth to answer any questions friends may have or to speak on fund raising or advocacy or how to help revitalize friends groups. You can contact Alice Welch or any member on the executive board. We would like to visit and hopefully be helpful.

WELCOME TO ERIN WILLIAMS HART AS TRUSTEE/FRIENDS INFORMATION SPECIALIST

The Massachusetts Board of Library Commissioners (MBLC) is pleased to welcome Erin Williams Hart as Trustee/Friends Information Specialist. “Erin has the qualities we hoped for. She will be an asset and support to trustees and Friends as they work to strengthen our libraries,” said Cindy Roach, Head of Library Advisory and Development and Government Liaison at the MBLC.

Most recently Erin was a Reference Information Librarian at Brookline Public Library where she frequently collaborated with colleagues to enhance library serves and excelled at helping patrons access the information they needed. At the MBLC, Erin’s reference skills will be to use in assisting public library trustees, librarians, municipal officials, and Friends organizations in matters relating to the administration, maintenance, and development of public library services in Massachusetts.

Ms. Williams also served as the Staff Liaison to the Friends of the Brookline Public Library. “Working with the Friends was one of the highlights of my time at Brookline,” she said. Erin also worked closely with library trustees on various initiatives including Brookline’s town-wide reading program. Having worked with both Friends and trustees, Erin understands the different purposes that each serves, and that each is important to the overall operation of the library. You can reach Erin at erin.williamshart@state.ma.us.



For many libraries, music and books seem to go together

Carol Gafford

Many Friends groups are great supporters of concerts that bring entertainment to their community and support local musicians. On March 8, 2014 the Atwater-Donnelly Band visited Swansea and performed a program of Irish Music in America. Bringing their instruments, dancing shoes and talent, Aubrey Atwater, Elwood Donnelly, Cathy Clasper-Torch and Kevin Doyle entertained a

full house with their appealing and engaging music and Irish dancing. Sponsored by the Swansea Cultural Council and the Friends of the Swansea Library, people clapped and toe tapped to the entertaining foursome. Starting off with a marvelous rendition of Spanish Lady (always a crowd favorite) and featuring the fine fiddle playing of Cathy Clasper-Torch, the step dancing of Kevin Doyle and the guitar, pan flute and dulcimer playing of Atwater –Donnelly, the concert was a wonderful mix of Irish folk music. “We could not have hoped for a better turnout” stated Friends member Joann Johnson. Volunteers were kept busy selling pastries and refreshments. The performance enriched, educated, entertained and inspired the audience. Concerts at libraries have become a popular event for fundraising and community building.

The Somerset Public Library offers a Concert Series run by Michael Rezendes. Started as a way to bring live music to the community, Michael, who was a trustee at the library, brought the idea before the Board and with financial help from the Friends the concert series was born.

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What are your Friends doing? Here's what's happening at some libraries

MAYNARD: As part of their annual book festival, the Friends of the Maynard Public Library created a Story Walk. Maynard is a very walkable town with lots of downtown stores. The book selected was *Lost* by David McPhail. With his permission, they took apart a copy of the book putting one page on each sheet along with directions on finding the next page. The pages were displayed in store windows throughout town.



The walk began and ended at the library. It was kicked off with a parade led by children's Librarian Mark Malcolm the week of the festival. The children read the stories as they walked around town and ended back at the library for

refreshments. The walk was up for 3 weeks with maps at the library for a self-guided walk and a big bear at the library to find and read a story to. The initial parade drew over 75 children and parents.

AGAWAM: The Friends of the Agawam Public Library are holding their first juried 3D Art Object Show in June. Judges include oil painter Kris Ludwig and Don Blanton, the owner of Distinctive Art Studio. A reception and the presentation of awards will be held on June 13.

WORCESTER: The Food for Thought Bookstore and Cafe, is located on the first floor of the Main Library. The store sells high quality used books and other media, book-related gifts, office supplies, and Worcester-related items. The café offers a selection of delicacies including muffins, sandwiches and cookies catered by Eric's LaPatisserie, as well as coffee, tea and delicious all-fruit smoothies provided by Good as Gold Coffee, in a charming seating area.



Food for Thought Bookstore and Café is operated by The Friends of the Worcester Public Library. All profits from the store, and the majority of profits from the café, support programs at the Main Library and its branches. Friends of the Worcester Public Library get 10% off purchases in the store.

BELCHERTOWN: The Friends of the Clapp memorial Library are holding their 6th annual community tag sale in May. Community members can rent a space and while they enjoy a spring cleaning decluttering, the Friends raise money for the Library.

WILBRAHAM: The Friends of the Wilbraham Public Library sponsored a fall foliage tour to Old Bennington Vermont. In addition to the spectacular scenery, the trip included a lunch at the Historic Bennington Station Restaurant & Lounge and an afternoon at the Bennington Museum.

CHELMSFORD: A One Book Chelmsford program focused on *The Art Forger* by **B. A.**

Shapiro. Activities included a visit by the author, book discussions and a reception for an exhibit featuring the artists of the Western Avenue Studios in Lowell.

WAKEFIELD: The Beebe Boutique is run by the Friends of the Lucius Beebe Memorial Library. Year round gift items include e-book/tablet covers and book bags, honey, Fris-Beebes and umbrellas.

CLINTON: Friends of the Bigelow Free Public Library celebrated spring with a judged flower show "What's Bloomin' at the Library." Patrons could vote for the "People's Choice Award" and the show featured both teen and adult categories.



TAUNTON: Fund raising projects by the Friends of the Taunton Public Library include collecting empty inkjet cartridges that they recycle and a paper retriever dumpster that recycles paper. And - like most Friends groups - they collect and resell used books. Their Friends membership structure offers different ranges of membership including Patrons and all Business Friends are listed on their webpage.

DRACUT: In addition to their annual book sale and a year-round Friends' Store, the Friends of the Dracut Public Library hold a Holiday Auction and a Santa's Letter drive for children in the community.

VINEYARD HAVEN: The Friends had Display Cases built for the Library to provide a showcase for Island non-profits. In January, The Island Boy Scouts filled the cases with uniforms, badges, books and activities. Other displays featured Biodiversity, Otter mapping and Osprey Migration.

NATICK: We are often asked what happens to the funds raised by the many Friends groups and what activities they perform. While that answer varies for each library, the list of activities of the Friends of the Morse Institute Library is pretty comprehensive:

- Sponsor passes to area museums
- Sponsor the Speed Read program
- Sponsor various library programs for children and adults
- Sponsor the Natick Reads program
- Sponsor the library's Natick Days mini-golf event
- Provide Welcome Packets for new library patrons
- Write and publish semi-annual newsletter
- Sort and organize donated books
- Manage and staff 3 two-day book sales annually
- Conduct various member development mailings
- Maintain their website
- Maintain their member database
- Support the bookmobile
- Underwrite many library enhancements that would be otherwise unaffordable
- Work with library staff and trustees on the state-mandated Strategic Plan

HINGHAM: Last fall Dianne-Marie Hervey, the daughter of the last Lt. Col Henry "Hand" Hervey, one of the original Tuskegee Airmen, a bomber pilot in the 477th Bomber Group, spoke at the Hingham Library in a presentation called Black Eagles: The Tuskegee Airmen Experience.



COTUIT: Friends of the Cotuit Library had two impressive events in 2013. In March, they hosted a fund raising Midwinter Mystery Dinner that featured live jazz, dancing, fine dining and eleven mystery writers. In the spring, they released Artists of Cotuit, a museum-quality book showcasing the works of 60 Cotuit artists at a gala reception and gallery showing at the Cotuit Center for the Arts.



STURBRIDGE: The Friends of the Joshua Hyde Public Library held their 7th annual Swirl & Curl Wine Tasting in April. This event pairs wine with a book they suggest you curl up with. For example, A Tutidi Brachetto from Piedmont, Italy was paired with *Me Before You* by Jojo Moyes.

EAST LONG MEADOW:

The annual Spring Baskets and Beyond is the biggest fundraiser of the year for the Friends of the East Long Meadow Library. This is a raffle of baskets donated by organizations/businesses in the town. The Friends donate their very popular gift card basket each year.



CHICOPEE: Silk Celebrations (lovely silk scarves) are for sale by the Friends of the Chicopee Public Library as a prelude to the Friends 10th annual Art Exhibit and the Library's 10th Anniversary of the Emily L. Partyka Central Branch. These scarves are designed and signed by artists from the Friends organization. They are also preparing for the 12th annual Friends Golf Tournament at the Chicopee Country Club in June. The golf tournament features Hole in One Prizes and the chance to win a car.

GREENFIELD: In Greenfield, the Friends are responsible for the gardens and landscaping of the library grounds. They also run the annual Poet's Seat Poetry contest. They fund their activities with a membership campaign, semi-annual book sales, various raffles and a major annual fundraising event.

DUXBURY: No need to despair if you forget to take your book to the Duxbury beach - the Friends offer Books at the Beach on a help yourself basis.



They also helped fund their Children's Summer Program with a raffle to guess how many jelly beans were in the rainbow pot o' gold - the prize being the rainbow pot of gold.



BOYDEN: The Friends of the Boyden Library Author series features local authors. In May they presented Anthony Amore discussing his book *Stealing Rembrandts: The Untold Stories of Notorious Art Heists*

LOWELL: Friends of the Lowell Public Library offer social events for their members in addition to their regular meetings and fund raising activities. These include annual picnics and a holiday tree trimming party and potluck. Their fund raisers have included quilt and Kindle Fire drawings, Scholastic book fairs and bake sales.

FITCHBURG: Dine around Fitchburg with participating restaurants The Great Dane, Veranda, Funk's Roman Candle, Papa Murphy's and Pizza Hut raised \$1,811 for the Friends of the Fitchburg Library.

METHUEN: Events by the Friends of the Nevins Memorial Library include afternoon teas with performers, a Lowell Spinners Game, A Barnes & Noble Book Fair and Dinner Fundraisers. To provide an extra incentive for people to join the Friends, they give members a 10% discount on all Nevins Library merchandise and they forgive fines 4 times during the membership year.

MATTAPOISETT: Thanks to generosity of donors who sifted through their jewelry, scarves and purses and donated those items they could spare, the Friends of the Mattapoisett Library had a very successful and fun Jewelry and Accessory Sale last summer.

NEEDHAM: Regular Sunday afternoon events are offered by the Friends of the Needham Library. These events include lectures, demonstrations, performances and recitals - all open to the public and free. So far this year, the events have included author **Larry Tye** with *Superman: The High-Flying History of American's Most Enduring Hero* and author **Anthony M. Sammarco** and *A History of Howard Johnson's: How a Massachusetts Soda fountain Became an American Icon*.

LEXINGTON: The Cary Memorial Library has designated 2014 as its Year of Discovery: Science, Technology and You. In partnership, the Friends of Cary Memorial Library will host two programs that encourage community interest in science and technology.

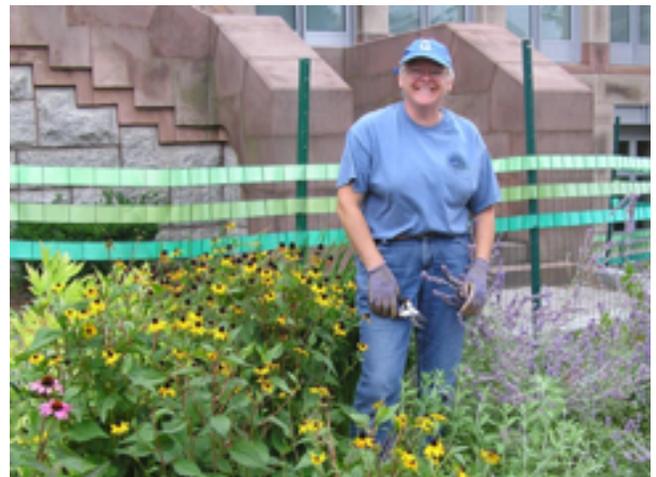
SWANSEA: An annual plant sale and Raffle is held on the front lawn of the Swansea Public Library by the Friends. Held rain or shine, they offer annuals, perennials, herbs, shrubs and what they describe as other surprises.

WESTON: *The Flavors of Weston Cookbook* from the Friends of the Weston Public Library was introduced this spring at a tasting party at the library. They also provide a book list of Friends Picks in their newsletter. They had a goal to add 300 new members this year and - as of the last newsletter - were close to achieving that.

WILMINGTON: Like many libraries, Wilmington has a book store - The Book Store Next Door. One of the benefits they offer in their store is private shopping for book groups. Book group members can set up an appointment with a book store volunteer who will help them shop.

WELLFLEET: Wellfleet's website lists the many benefits they provide for the library which include contributing \$45,000 toward furniture, a Steinway piano, a system for exhibiting art, and a lectern, projectors, and sound equipment for the meeting room. Those contributions to their building fund are in addition to the regular support they provide in sponsoring the Distinguished Speakers Series, children's programs, museum passes, computer purchase and user support and audio visual materials for documenting the life and times of the community.

QUINCY: Claire Fitzmurice, a member of the Quincy Friends and the Wallaston Garden Club wrote and received two grants to beautify the library grounds. She created a Peace Garden at the end of the parking lot and developed an Atrium Garden with perennials, shrubs and a granite stone. She was recognized by the Patriot Ledger as a Good Neighbor and received the Virginia Thurston Landscape design Award to the WCG from the Garden Club Federation of Massachusetts. The Friends, library patrons and anyone going by the library can appreciate and enjoy her work.



Claire Fitzmurice working on the Quincy library gardens

NORWELL: Fred-the-Shed Opened for the Season with a Plant Sale

Fred's spring opening this year was on Saturday, May 5th. Along with the opening of Fred, the Friends held a plant sale from 10 am to 2 pm with a collection of donated houseplants and outdoor plants. This was their first plant sale and everyone had a lot of fun raising money for the Library with Spring Flowers.



Fred-the-Shed is the little building in the woods, along the side of the Norwell Library. From early May to early October, Fred is open for business with volunteers selling gently used books, books on tape, videogames, CDs, and DVDs. The Friends of the Norwell Public Library raise over \$1,000 each year from Fred-the-Shed, and that money funds Library Programs and Museum Passes available at the Library.

HOLYOKE: The Friends of the Holyoke Library participated in the 23d annual Future Begins Here gala held at the Holyoke Mall. The event is a major fundraiser for local children's services including the Children's Room of the Holyoke Public Library. Every year the Friends help gather auction items and provide volunteer labor. They are enjoying their newly expanded library opened in November.

FRAMINGHAM: Among their many donations to the library, the Friends purchased hearing loops to be used by those who need assistance hearing their programs. The loops work with their assistive devices and personal hearing aids and are available to anyone who needs them.

DO YOU KNOW THAT THE MFOL FACE BOOK PAGE IS A SPACE YOU CAN USE TO ADVERTISE YOUR EVENTS AND ACTIVITIES. SIGN IN TO FACE BOOK AND LOOK FOR MASSACHUSETTS FRIENDS OF LIBRARIES. ADD YOUR INFORMATION IN A POST - INCLUDE PHOTOS IF YOU HAVE THEM.

SUDBURY:

The Goodnow Library in Sudbury has added a Browse & Brew coffee station as a pilot program in response to focus group requests.



The initial cost of the station was paid for with a donation from the Goodnow Library Foundation but going forward they will be asking patrons to pay \$1 per pod on an honor system. To facilitate the browse part of the test, they are featuring book and magazine displays in the area and the paperback bestseller collection will be moved close to the station.

They are also starting a new Book Discussion/Flower Arranging Group that will meet once a quarter. In addition to talking about the books, each participant is asked to bring a flower to contribute to an arrangement. Called Books in Bloom, the group will meet once a quarter.

Books and Music (continued from page 3)

Concerts started in June of 2011 and since that time there have been 12 concerts. Although not a major moneymaker, the idea was and is to keep the ticket prices reasonable for the public, and bring music to the people. *Since the beginning, SPL Concerts has had a simple core tenet - to provide high quality musical entertainment at affordable ticket prices. In partnership with the Friends of the Somerset Public Library, SPL Concerts has been able to realize this goal.* As Michael says, you win some, you lose some but everyone who attends has a great time and many people return. Michael has also created a Facebook page and website to promote upcoming concerts. The next concert is Peter Janson and Larry Pattis, which will take place on Friday June 27th. As Michael says, they are the best guitarists you will ever hear!

The Somerset Concert Series information can be found at <http://www.splconcerts.com/Index.html> , or on the Facebook page at

<https://www.facebook.com/pages/SPL-Concerts/243159895766708>

Contact the Swansea Library for details on the performers.

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