



MFOL NEWS

MASSACHUSETTS FRIENDS OF LIBRARIES

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NEWS FROM THE WORKSHOPS

Friends Sharing with Friends Newburyport Public Library March 21, 2015

About 30 members of Friends of Libraries groups met on Saturday, March 21 for a “Friends Sharing with Friends” event at the Newburyport Public Library. **Nancy Peace**, president of the Newburyport Friends and **Alice Welch**, president of the statewide Friends, gave welcomes and explained the morning’s agenda.

The main speaker was **Celeste Bruno**, Communications Specialist at the Massachusetts Board of Library Commissioners. Celeste’s topic was “Getting Your Friends-Group into the Spotlight” and she held everyone’s attention with her very practical tips. She emphasized that marketing must be an everyday activity and urged that Friends develop a message that is be “clear, concise and consistent”. In order to do effective marketing, you must plan. Celeste suggested asking the following questions: Are you ready for a campaign? Are your stake holders on board? Have you checked for accuracy? Does your group have a “look”? Is everything you publish consistent with your message and your look? Do you have a means of evaluating your efforts?

Building your team is an important part of your Friends’ outreach. Decide who will be on your

Your Friends group must always work with the library director and should ask the director to make sure the staff is aware of the Friends’ activities and is prepared to answer questions from the public and to support the activities. But your Friends must have its own identity. Celeste suggested creating an identity around a

word, such as “celebrate”, and then put that word on everything you do. Using the same colors and the same fonts on all your publications helps solidify the identity. Be sure that all activities connect back to the library.



Celeste Bruno

Celeste also talked about getting attention from local newspapers and media outlets which she acknowledged is often

difficult. Media outlets look for items that are local, unusual, have human interest, might have some conflict, are timely, have impact/significance, or feature persons of prominence. Connecting to topics outside libraryland often provides media interest.

Another valuable part of the day was a presentation by **Erin Williams Hart**, Trustee/Friends Information Specialist at the Board of Library Commissioners, on using social media. Erin projected images from Tumblr, Twitter, Pinterest, and

and Facebook and talked about the advantages and disadvantages of each. She answered many questions about the use of social media and various people shared their experiences.

Celeste also took questions and there was time for a sharing session when the attendees were able to talk about the status and activities of their individual Friends groups. The session ended with a drawing for a hockey stick, beautifully packaged, and signed by Boston Bruins players and which could be used as a fundraiser by a lucky Friends group. Friends of the Boylston Public Library was that lucky group.



Friends of the Boylston Library with their hockey stick and Cindy Roach of MBLC

The second “Friends Sharing with Friends” meeting of the spring was held on Saturday, April 11 at the new South Hadley Public Library.

Those in attendance heard from **Mary Ann Cluggish**, member of the Massachusetts Board of Library Commissioners, about ways to raise money and also about the importance of contacting state legislators about funding for libraries.

Alice Welch, president of the Massachusetts Friends of Libraries, welcomed the attendees and Katherine Dibble, MFOL board member, introduced Ms. Cluggish who has a background as a consultant in sales and marketing to high tech companies and extensive volunteer work in her home community of Wellesley as, among

among other activities, a town meeting member, trustee of the Wellesley Free Library, administrator of a construction grant for the Free Library, and chair of the Natural Resources Commission.

Ms. Cluggish began her talk by saying that Friends groups are more important for libraries than ever. Library use is up 40% in Massachusetts in the last few years but budgets have not kept pace. Money raised by Friends enables libraries to provide services that otherwise they could not afford. She warned about depending too much on book sales, since those receipts may decrease as the numbers of printed books decrease. But while doing a book sale, why not consider adding other items such as educational toys, childrens’ clothing, kids’ sports jerseys.



Mary Ann Cluggish talking about fund raising and demonstrating the kinds of sports jerseys that are much in demand.



Keep a swap file of good ideas and don't hesitate to use some that have worked for others. Events held by Massachusetts Friends' groups include: mini-golf, Downtown Abby tea, murder mystery night, Scrabble contest, tour of local craft brewery, drawing for a painting by a local artist.

Publicity is paramount. Don't let your Friends work very hard on an event and then find that very few people attend because others didn't know about it. At your very first planning meeting, set up a publicity budget. The objective of your publicity effort should be to reach each person six times. Use all means of publicity that you possibly can.

Ms. Cluggish finished up her talk about urging calls to state legislators to support funding for libraries. She quoted Representative Kate Hogan who said the first thing she does every morning when coming in to her office is to ask her staff how many telephone calls have been received and on what topic. Friends of Libraries throughout the Commonwealth can have a huge impact if we contact our legislators.

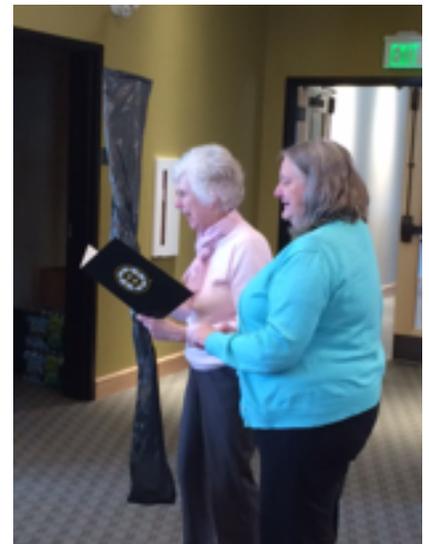
After Ms. Cluggish's talk and before the break, Cindy Roach, MBLC liaison to Friends, held a drawing for a hockey stick autographed by Bruins players and donated by the Bruins for possible use as a fund raiser. Jean White from the Athol Friends was the lucky winner. After a short break, Alice Welch encouraged each group in attendance to tell about their group. Several mentioned problems with recruiting members and the issue that just a few people do all the work in their group. Some ideas for encouraging new members were to offer them a preview before book sales and to include a stamped return envelope on membership renewal notices. Fund raising ideas offered were bake sales; selling local products, such as honey; a tea and travelogue; a lottery tree; a donation bucket; the Amazon Smile program; and drawings for gift baskets.

It was a worthwhile and energizing program.

Thanks to Katherine Dibble for sharing her notes from the conferences with us.



Mary Ann Cluggish and Katherine Dibble role playing a telephone call to a legislator to ask for library support.



Cindy Roach presenting the hockey stick to Jean White from the Athol Friends.



Attendees at the workshop sharing their ideas for successful fund raising programs.

You can't have a group of Library Friends together without having the subject of fund raising come up. Some of the successful events that were shared by attendees included:

- Sale of clean used toys in good condition
- Sale of children's clothes
- Mini golf in the library
 - Several libraries have done this successfully. Google Library mini-golf for companies that provide this service
- Mystery night at the library
- Commissioning a painting with a town theme
 - These have been made into puzzles which were sold with the original being raffled off
- Dalton Abby tea - hats for the ladies obligatory
- Art sale
- Bake sale
- Flower show of arrangements with the arrangements being sold after the show
- Honey sales
- Beer Tastings
- Amazon smiles (% of purchase goes to your organization)
- Auction with dinner before the auction
- Trivia night

Because we like to share, a successful program done by **Geraldine Barbeau** from Agawam - *A Visit with Emily Dickinson* - was recommended. Contact info: 413-821-9236
gmbarbeau@gmail.com

Why not think about joining the board of the Massachusetts Friends of Libraries? You've already proven your belief in the importance of libraries by being active in your local Friends group. The board of MFOL needs new members.

It's not a big time commitment – the board meets only five times a year, usually on Saturday mornings and usually at the Westborough Public Library. Meetings last about two hours. The major responsibilities of board members are to plan the Friends Sharing with Friends events each spring and fall ,to act as judges for the Friends Group of the Year award and to provide support to local Friends groups..

Serving on the board is a way to meet others who share your love of libraries and your desire to keep libraries in the Commonwealth strong and able to continue serving their communities.

Call or email **Alice Welch** at 978-534-2934 or alicewelch@verizon.net if you're interested or for further information.

Thank you to former Board Member Donna Forand

Donna was founding president of the Friends group at her Acushnet Library in 2001. She held that post for 13 years during which the group sponsored many fund raising events such as three *Secret Gardens of Acushnet* tours and their *Men with Looks for Books* calendar. The long range goal of the group was to move to a new and larger location and Donna was an integral part of making that happen. She is currently working with them on a Acushnet 1,000 campaign to furnish a children's room and young adult area that has raised \$50,000 so far.

She began attending MFOL conferences in 2005 and joined the board in 2007 because she has a strong attachment to libraries and all she learned there. She enjoyed the conferences and left with many ideas her group could use. As a board member, she managed membership and was treasurer. She was also instrumental in creating the Fantastic Friends Award Program and managed that from beginning to end. She has also participated in fund raising presentations at our conferences and visited Friends around the state who asked for specific assistance from MFOL concerning the organizational aspects of forming a new group and reorganizing a current group. MFOL was fortunate to have had such a dedicated volunteer and the Fantastic Friends Award is being renamed the **Donna Forand Fantastic Friends Award** in her honor.



Donna with John Tavares, another former board member, working for their Friends group

What's happening in my Southeastern Mass Corner of the woods?

by Carol Gafford

Believe it or not Spring is here and many of our Friends groups are planning events with the coming of the nice weather. So what is happening in our neck of the woods?

The Friends of the Seekonk Public Library are always busy. Besides the year round book sale in their lobby, they will be holding a paper-shredding day on June 13th, followed by the annual meeting on June 15, 2015 at 7PM where new board members will be voted. The evening will include a guest speaker and all are invited to attend. There is also a full summer concert schedule in the works.

The Friends of the Somerset Public Library are working on a Community Cookbook and planning their Monday Night July Jaunts program. July Jaunts is a summer program held on the Mondays in July and will include a travel talk on the Grand Canyon, a Somerset History program and a travel program on Russia. They are also planning a summer concert. There's nothing like music in the summer!

The Friends of the Swansea Public Library have been active planning their annual Plant Sale on Saturday May 30th. This is one of the biggest fundraisers of the year and great fun for the community. The plant sale includes a raffle, a table of trinkets including ladybug rocks that the Junior Friends sell, and lots of gardening help from the local Master Gardeners and other experts. A fall wine tasting fundraiser is also in the works. Much of the money raised helps pay for summer reading events and adult summer programs too!

The Friends of the Fall River Public Library run the Friends Bookstore. Now open year round, it offers gently used paperback and hardcover books, music CDs and movies along with children's items. It's a great way to pick up some bargains and support the library

The Friends of the Dartmouth Public Library just finished their book sale last week and will be supporting many of the Summer Reading Program.

Friends organizations help libraries in so many ways. Keep up with future events that are planned by visiting and liking the Facebook pages or check out the websites at:

Friends of the Fall River Public Library, <http://fallriverlibrary.org/friends.htm>

Friends of the Somerset Public Library, www.somersetpubliclibrary.org/friends-of-spl.html

Friends of the Swansea Public Library, www.swansealibrary.org

Friends of the Seekonk Public Library, www.seekonkpl.org/friends/

Friends of the Blanding Public Library (Rehoboth), www.blandinglibrary.net/friends.htm

Friends of the Dighton Public Library, www.dightonlibrary.org/

Friends of the Dartmouth Public Library, www.dplma.org/?page_id=2585

Friends of the Westport Public Library, www.library.westport-ma.com/fowl

QUESTION OF THE DAY:

We notice that the **Thomas Crane Public Library** is planning their Friends Annual Meeting in May with a program. Does your library have a special program for the annual meeting? If so, what do you do? Send us a note at dotmac@verizon.net and we'll put some of the most interesting on our Facebook page - <https://www.facebook.com/mfolnews?ref=hl>.



JUST A FEW OF THE REALLY GREAT THINGS THAT FRIENDS GROUPS ARE DOING FOR THEIR LIBRARIES.

The **Friends of the Goodnow Library** in Sudbury have a Garden Committee that maintains the library lovely entry gardens. Looking for more members for the committee, they posted this enticing picture.



The **Friends of the Weston Library** include a Friends Picks in their newsletter with recommendations from Board Members. Titles that have been listed in the past include *The Storied Life of A. J. Fikry* by Gabrielle Zevin and *Wild* by **Cheryl Strayed**. They tell you who is reading them so you can follow readers that match your taste.

The **Friends of the Clapp Memorial Library** in Belchertown warmed up this long winter with their annual wine tasting in February. This was a successful fund raiser with wine tasting, music and door prize giveaways.

Members of the **Friends of the Chelmsford Public Library** are already planning their 4th of July activities which include working at a booth at the town fair.

The **Friends of the Dartmouth Libraries** have an ambitious book sale schedule which provides funds for their support of the Molly Little Film Series in Jan and Feb, their underwriting of the summer reading program, the museum passes and Patron Select Collection and the purchase of two library carts for the Children's Room.

Friends of the Boyden Library in Foxborough have created a Friends Rental DVD collection. It features the most popular and in-demand releases. The funds raised from the rentals will be used to establish a sustainable rental DVD collection. All DVDS in the Rental collection are copies of DVDs in the library's regular circulating collection but renting may help you avoid the long wait list.

They have also initiated a program at their local Food Pantry. The Pantry provides shelves to display both children's and adult selections. This is a test program to reach more Foxborough readers.

Free Comic Book Day was celebrated by the **Grafton Public Library** who gave away free comic books while their supplied lasted. Books were available for all ages and interests and opportunities were provided to caption a cartoon or draw a panel. Guest were invited to come dressed as their favorite comic book character.



Friends of the Waltham Public Library are celebrating the library's 150th birthday in 2015. The festivities will include a Books in Bloom fund raising event, a free Mother's Day Tea and a fall concert by the Waltham Symphony Orchestra.

**Is your Friends of the Library group an MFOL member?
Did they do something fantastic this past year and deserve to be recognized?**

MFOL (Massachusetts Friends of Libraries) is now accepting nominations for this year's "**Donna Forand Fantastic Friends Award.**" This award, presented to a current MFOL member Friends group, is based upon a single creative activity that the Friends did in the past year, other than the traditional friends activities such as the annual book sale.

Any library Friends group that is a current member of MFOL can be nominated either by their Library Director, by the Board of Trustees or by self-nomination for the honor and becomes eligible for a commemorative plaque and a cash award of \$300. The affiliate library of the winning group will also receive a cash award of \$200. A review committee made up of the MFOL Board of Directors will judge nominations and select the winning group based on the following criteria: the impact of the friends group's activity on the library's ability to better serve the community the degree of creativity involved in the activity the cost effectiveness of the activity the extent of community involvement.

To nominate a Friends group for this year's award, please send a letter of nomination to:

Alice Welch, President, Massachusetts Friends of Libraries
700 Brooks Pond Rd. Apt. 303
Leominster, MA 01453

All nominations must be postmarked by September 1, 2014. The winning group will be announced at the annual meeting in the fall. Further questions may be directed to Alice Welch at alicewelch@verizon.net or by phone at 978-534-2934.

This is the fourth annual Fantastic Friends Award. MFOL presented awards to the Friends of the Maynard Public Library in 2012 and the Friends of the Pollard Memorial Library (Lowell) in 2013 and Friends of the Boxford Public Library in 2014. Activities awarded included a community read activity concluding with a book festival that has become an annual event, a holiday shopping experience for young patrons with donated gently used items that has also been planned as an annual event, and a Flavors of the Farm day that capitalized on the farming community in their town.

Remember to like us on Facebook and check receive notifications if you want to be sure you don't miss any of the postings. You can also post your activities on our page. Look for us as **Massachusetts Friends of Libraries**

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FIRST CLASS

← Your expiration date

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