



Fresh Ideas: Check Out these Websites

- Suggestion: Advertise library resources specifically for the group you are trying to reach.
 - Example: Red Hook Car Club – Online Newsletter
<http://midhudson.org/BYB/rhcarclub.htm>
- Suggestion: Do something simple to involve non-user groups – have them make book recommendations. This could work for almost any group.
 - Example: *Off the Beat*: Book Recommendations by Police Officers
<http://www.madisonpubliclibrary.org/booklists/offthebeat.html>
- Suggestion: Sell your library's services effectively on your website
 - Example: Library Highlights: Southfield Public
http://www.sfldlib.org/pages/index.asp?action=show_all_highlights
- Suggestion: Link to magazines of interest to your target group
 - *Boating on the Hudson* Magazine [you can link to the current issue for free!]
<http://www.boatingonthehudson.com/new/index.php>

Build Your Base by Communicating with & Involving your Current Patron Base

- PR Idea: Letter from Director [You can do this online and/or in your print newsletter.]
<http://www.wtcpl.lib.oh.us/fromthedirector.htm>
- Involve Your Patrons:
http://www.skokie.lib.il.us/s_read/rd_best/splgreat.asp
- Put Users in Pictures:
<http://www.cedarfallspubliclibrary.org/>

[Note: If patrons are minors, parental permission is required. You can use this form to obtain permission <http://midhudson.org/news/picturereleaseform.htm>]

- Let Patrons Talk Back:
<http://booklovers.pbwiki.com/Princeton%20Public%20Library>