

10 Easy & Free Ways for Friends to Promote the Library & their Friends Group

- ✔ Supply talking points for the Friends Board & your membership
- ✔ Use a “sound bite” on your email signature
- ✔ Ask your Friends to spread the word
- ✔ Promote positive testimonials
- ✔ Encourage letters to the editor – all year round
- ✔ Distribute Friends PR in unlikely places
- ✔ Piggyback on other groups’ communications
- ✔ Invite key community leaders to Friends’ events
- ✔ Each-Friend-Bring-a-Friend
- ✔ Initiate strategic Word of Mouth through your organization