

Friends Support Group

October 22, 2008



“As Others See You”

“The key to effective public relations is the same as the key to friendship – two-way communication.”

[Friends of Libraries Sourcebook, Sandy Dolnick]

Public Relations

A planned and sustained effort to establish mutual understanding between an organization and its public.

The organization has something to say, but it also asks questions, listens carefully and waits for answers.

But you say...

“I don’t want a ‘planned and sustained effort,’ I just want a poster and newspaper story that will get people to our book sale.”

“Friends groups exist to bring visibility and support to the library.”

[Friends of Libraries Sourcebook, Sandy Dolnick]

Strategy

- Working with all the players
 - Friends
 - Library Board
 - Director
- What are the library's objectives and how can the Friends help?
- How to coordinate PR plans with the library?

Model Friends' Cooperative Network

	Library Director	Trustees	Friends
General Administrative	Administer daily operations of the library, including personnel, collection development, fiscal, physical plant, and programmatic functions. Act as technical advisor to the Board and ensure staff representation at all Friends board meetings.	Recruit and employ a qualified library director; maintain an ongoing performance appraisal process for the director.	Support quality library service in the community through fund-raising, volunteerism, and serving as advocates for the library's program.
Policy	Apprise board of need for new policies as well as policy revisions; implement the policies of library as adopted by the board; keep Friends apprised of all library policies.	Identify and adopt written policies to govern the operations and program of the library, including personnel, general operating, and collection development policies.	Support the policies of the library as adopted by the library board; adopt a constitution and bylaws for the Friends.
Planning	Coordinate and implement long-range planning process with board, Friends, staff, and community. Long-range plan coordination will include preparation of appropriate status reports.	Ensure the library has a long-range planning process with implementation and evaluation components. Process should include input from Friends, community, and staff. Support the librarian, staff, and Friends in carrying out the library's program.	Provide input into the library's long-range planning process and remain knowledgeable as to the status of the plan.
Marketing	Coordinate and implement an ongoing marketing program.	Ensure that the library has an active marketing program.	Promote the library program to the public.
Fiscal	Prepare an annual budget for the library in consultation with the board and Friends; present current report of expenditures against budget at each board meeting; make the Friends aware of the special financial needs of the library.	Secure adequate funds to carry out the library's program, assist in the preparation and presentation of the annual budget.	Conduct fund-raising that complements the library's mission and provides funding for special library projects.
Legislative	Educate board and Friends regarding current local, state, and federal library laws and pending library legislation.	Be familiar with local, state, and federal library laws as well as pending library legislation.	Serve as advocates for local, state, and national library issues; represent the library program to legislators.
Meetings	Provide written reports at and participate in all board and Friends meetings; ensure that there is a staff liaison to the Friends.	Attend and participate in all board meetings and see that accurate records are kept on file at the library; comply with Freedom of Information regulations; appoint a liaison to the Friends board to attend their meetings.	Maintain a liaison to the board of trustees to attend all their meetings. Executive board members should attend and participate in all Friends executive board meetings.
Networking	Affiliate with the state and national professional organizations and attend professional meetings and workshops.	Attend regional, state, and national trustee meetings and workshops, and affiliate with the appropriate professional organizations.	Affiliate with state and national Friends organizations and attend their meetings and workshops.

Audience

- Who is your audience?
 - Members
 - Potential members
 - Library staff & board
 - Local media
 - Library nonusers

Message

- Can depend on where you are as a group in terms of development.
- Should dovetail with the library's message.
- Should convey the type of group you are.

What else?

The Basics

- Logo
 - Professionally designed
 - Tied to the library's logo
- Membership Brochure
- Email list
- Mailing list
- Press Releases
- Announcement template (for book sale / program / event flyers)
- Web site
 - Linked to the library's site
 - Kept up-to-date

Midhudson.org → Fundraising → Friends → **Membership Resource Center**

<http://midhudson.org/funding/fundraising/friends/membership.php>

1) Let people know who you are and why they would want to join your group.

Sample Friends Group Mission Statements:

- [Friends of the Clifton Park - Halfmoon Public Library \(NY\)](#)
- [Livonia Public Library \(NY\)](#)
- [Friends of Appleton Library \(WI\)](#)
- [Friends of the Multnomah County Library \(OR\)](#)

2) Let people know how to join your group:

Sample membership forms:

- [Friends of the Flint Memorial Library \(MA\)](#)
- [Friends of the Henderson County Public Library \(NC\)](#)
- [Bethel Public Library \(CT\)](#)
- [Westport Public Library \(CT\)](#)
- [Friends of the Haverhill Public Library \(MA\)](#)
- [Friends of the West Bloomfield Library \(MI\)](#)

3) Put it all together into a PR piece:

Samples:

- **NEW** [Brochure Gallery](#)
- [Web Sites](#)
- [PowerPoint presentation](#) [Julia L. Butterfield Library in Cold Spring].

4) Managing Membership

Article:

["A Few Good Databases for Membership Organizations - Eight nonprofit technology professionals recommend membership databases"](#) [TechSoup]

Technology Solutions:

- [Free Databases from TechSoup](#)
- MS Access [Microsoft Office]
 - [WebJunction Course Catalog: MS Access](#)
- Fee-based Membership Management Resources
 - [eTapestry](#) [discount available through [TechSoup Stock](#)]
 - [MemberClicks](#)



Friends Groups Brochure Gallery

[Back to the Membership Resource Center](#) | [Gallery](#) | [Books and Web Sites](#)

Click on a thumbnail to view images at full size.

NEW New Brochures:

[Friends of the Starr Library \(Rhinebeck\)](#)

[Friends of the Kingston Library](#)

[Friends of the Pine Plains Library](#)

[Friends of the Heermance Memorial Library \(Coxsackie\)](#)

example 1 | Bethlehem



[full size](#)

example 2 | Chatham



[full size](#)

example 3 | Johnson County



[full size](#)

example 4 | LaGrange



example 5 | Newburgh



example 6 | Olean



10 Easy & Free Ideas to Promote Your Library & Your Friends Group

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Thank you for coming!

Next Friends Support Group:
Wednesday, February 11th, 2009