

MORE Directors Council meeting information

January 21, 2022

10. IFLS Marketing Committee report, discussion, and approval

MARKETING COMMITTEE REPORT

for January 21, 2022 MORE Directors Council Meeting



LIBRARY LOVE STORY

The *Tell Your Library Love Story* campaign was launched to give libraries a way to collect and archive testimonials from library users. These stories are a powerful advocacy tool. The initial campaign is a push to create advocacy materials for Library Legislative Day on Feb 8, 2022. The tool will remain active and be used actively throughout the year in conjunction with other library events.

Details and resources are in the [toolkit](#). As of Friday, Jan 17, there were [33 stories](#) collected from 16 libraries. There'll be time for questions at the meeting on Friday. You're also always welcome to email me with questions at kilde@ifls.lib.wi.us.

EXPLORE MORE PASSPORT SYSTEM-WIDE INITIAL CAMPAIGN, APRIL – JUNE 2022

Why? Polk county librarians were looking for a way to get people back into the library and came up with the library passport idea. They wanted to see if other libraries would be interested in this as a system-wide promotion, and Cricket brought it to the marketing committee.

Primary Goal: Increase visitor traffic in libraries.

Secondary Goals:

- Demonstrate the MORE system: you can check a book out from Rice Lake and return it to Ellsworth!
- Lead up to Summer Library Programs.
- Promote the MORE app.
- Increase circulation, expand the number of card-holders.
- Cultivate partnerships between libraries and local businesses.

First year

This is not a one-time campaign; we envision this as a yearly campaign that would become a major library promotion. For this first year we want to keep it **very simple**.

Specified period for this campaign: National Library Week to beginning of June, drawing for prize(s) date TBD.

For this first year, we would

- Create the passports (double-sided on 8.5x14 sheets) and a toolkit for library promotions and support. IFLS would send press releases and arrange for some earned media spots (public radio, tv news). Depending on the budget, IFLS could do some regional publicity.
- Each library would be asked to identify 3 things about their library and community that are unique and noteworthy. For instance, Pepin might share that it:
 - Is on the shores of beautiful Lake Pepin
 - Has beautiful, restored historical maps on display in the library
 - While you're in Pepin you could also visit the Laura Ingalls Wilder Museum
- Each library would get a passport kit that would include passports, a unique rubber stamp, a stamp pad, a highlighter.

How it would work--the "rules"

- Visit a library on the list and check out at least one item from that library. You can return that item at any other MORE library on the list.
- Get a stamp on your passport as you check out your item. (note: Libraries would keep the stamp at the collection desk--not self-serve)
- Once you've collected 10 stamps, present it at any MORE library for an entry into the grand prize(s) drawing.
 - Note: Library would mark those 10 stamped libraries with a highlighter so that people could continue to collect stamps.
 - Note: Libraries would collect completed entry forms and return them to IFLS for the drawing.

Opportunities for Add-ons during the pilot campaign

- Let local businesses know that you're doing this and offer to hand out coupons to passport explorers. Create a poster for those businesses to display.
- Hand out info about and promote your summer library programs (even if it's just a general "We do summer programs: check here for updates") or other programs at your library.
- Have bookmarks, brochures, flyers, merch available (In retail, this is called Point of Purchase)
- Create a swag-bag prize for your library and do a parallel drawing.
- Invite people to sign up for your newsletter and follow you on Facebook.

Future Expansion Opportunities

There are a lot of exciting ideas for future expansion, and there might even be grant opportunities. Some models that we could look at are the [Ice Age Trail Mammoth Challenge](#), [The Fresh Air Art Tour](#), or even the [Nebraska Passport Program](#).

- Develop itineraries that allow for partnerships: Quilter's tour, microbrewery tour, Lake Country Tour, River Road Tour
- Expand opportunities for engagement: author visits, progressive art/poetry projects
- Expand official community partnerships/events (museums, parks, schools)
- Scavenger hunts
- Create a public digital landing page

Cost and Budget

MORE has \$3,000 budgeted this year for marketing.

These are estimates based on a preliminary search. A finalized cost would be presented once multiple bids are reviewed. (The guesstimates below get us to \$1293 total plus prizes. That works out to about

\$25/library, although the idea is for that to come out of the MORE marketing budget. The cost of local add-ons would be each library's responsibility.)

- Double-sided folded brochures on legal size paper start at about 15¢ each. We'd be printing a lot, so that per-piece cost might go down. I would get multiple bids. (For 2500 passports that would be \$375)
- Stamps cost anywhere from \$7-\$20. (52 stamps at \$12/library \$624)
- Stamp pads are generally about \$5. (\$260 for 52 libraries)
- Highlighters are about 65¢ each. (\$34 total)
- Prizes: depend on the prizes we decide we want and how many prizes to offer. Some ideas:
 - For the drawing: Grand prize ideas: [Kobo Libra 2](#) ereader: \$180; [Kindle](#): \$160; Maybe a night at a B&B in one of our library communities? Park passes?
 - Also for the drawing: Runner-up prizes [Hooga Book Light](#) \$13; [Himimi Store Bamboo Laptop Desk](#) \$40; [Genius Writers Playing Cards](#) \$11; [bookends](#), [TurnOnSport](#) compass \$10
 - Prizes to hand out when people get a passport stamp: [stickers](#), bookmarks, window clings

Measurements

We'll ask libraries to keep a count of how many passports they hand out and we'll have a count of how many entries there are in the drawing. That'll give us a count of how many people participated. It's possible we could come up with an easy way to count how many times we stamp the passports, if we want to get a very accurate participation number. We can extrapolate circulation from those numbers.

11. 2021 Annual Report notes and discussion

MORE staff will compile and pre-fill circulation, collection, and some other data into libraries' electronic annual report forms.

In 2021, a renewal tracking error means online renewals in September, October, and November were not credited to the original checkout location, and have been proportionally distributed among libraries, and among places of residence. These renewals account for approximately 5% of libraries' total circulation.

Watch for an email with your library's "other materials," circulation by place of residence ("Act 150 Loc"), and notes about prefilled data.