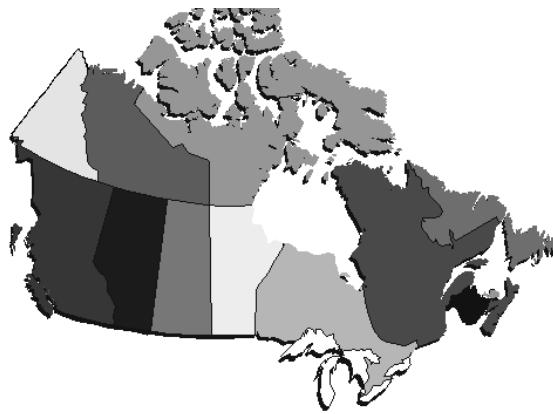




Friends
of
Canadian
Libraries

BEST PRACTICES / INNOVATIVE IDEAS

- - from Friends of Canadian Libraries - -



- ▣ Advocacy
- ▣ Book Sales
- ▣ Events
- ▣ Fundraising
- ▣ Membership / Association
- ▣ Programs and Services
- ▣ Publicity / Promotion

Best Friends @ Your Library
Friends' Day - Ontario Library Association
- February 2, 2002 -

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Introduction

Delegates to the 2002 Friends' Day at the Ontario Library Association will benefit first-hand from the opportunity to exchange ideas among creative and dedicated *Friends*. Within minutes this "Best Practices – Innovative Ideas" document will require updating as new ideas and reports are exchanged.

The content of this document is drawn from FOCAL Point newsletters, and newsletters received over the years from *Friends* groups across Canada. Submissions for the Random House "Friends of the Year Award 2000" were also used.

Our website www.friendsoflibraries.ca will be the future repository of this and additional content.

This collection is divided, rather arbitrarily, into a number of categories. An "event" is a one-time, annual or seasonal occurrence. It may involve the community beyond the walls of the library, and it may or may not be a fundraiser. On the other hand, "Programs and Services" are ongoing in nature, tend to promote library or literacy functions, and may either be hosted or sponsored by the *Friends*.

It was necessary to give "booksales" and "fundraisers" each their own section, due to the multitude of ideas available. Here too, the vast experience of many is evident. Special efforts in the area of advocacy, membership and association business and promotion and publicity complete this document.

Jami van Haften, President
Friends of Canadian Libraries

Advocacy

Brief 109 – *Friends of the London Public Library* presented a Brief to the Legislature on Bill 109, defending the principles of free access to information for all of the citizens of Ontario. (London)

March to the town hall - Talking about “marching”, *Atikokan Friends* showed their public support by actually organizing their own march from the library to the town hall to show the council just how important their library services were to the community. (FOCAL Point, Sept. 1999)

Open House - Host seasonal open houses and anniversary celebrations for particular branches. (London)

Phone Campaign – *Oshawa Friends Advocacy Committee* successfully launched a “flyer and phone campaign” to ask Council to restore the library funding to the 1991 level. The goal was that each councilor receives 30 phone calls. Well, they got at least 100 phone calls and some received 150. The councilors were impressed because the callers identified themselves as constituents, were courteous, informed and had a simple message, “We want you to restore the library’s funding.” When the vote came it was 10 – 0 in favour of a nearly 20% increase in the library’s budget. (FOCAL Point Sept. 1999) *Oshawa Friends* who took the time to call their City Councilor seeking support of the library budget in 2000 were given the credit, as the grant to the library system was increased by \$457,400. (FOCAL Point, Spring 2001)

Political Action Committee - *Friends of the Edmonton Public Library* had a Political Action Committee that became involved in Edmonton’s provincial election campaign in 1993. Candidates were provided with a package of information, which was followed up by a visit during which the candidate was asked about party affiliation, if they were a library user, and if they were supportive of public libraries. The dialogue also included what the candidate thought about public libraries, what information they might need from the library and what questions they might have about the information package provided. *Friends* also attended civic election meetings, and used the opportunity to ask a library-related question and record the candidate’s answer and the audience’s reaction. (Edmonton)

Presentation to municipal council during budget sessions. (Atikokan, London)

Book Sales

Alphabetical arrangement of fiction and categorized non-fiction was felt to make a great difference in a sale of the *Friends of the Lindsay Public Library* that raised \$1141.

Banners - Book sale banners are used to promote event. (Oshawa)

Beach Blanket Paperback Sale - *Friends of the Vancouver Public Library* will be busy this spring with the Beach Blanket Paperback Book Sale.

Book Fair - How do you host an effortless but successful book fair? *Friends of the Brampton Public Library* used the services of Professional Book Fairs Ltd., and hosted two book fairs characterized by no effort on the part of the *Friends*, and revenue of well over \$2,000.

The sale consisted of new books, reproduction art, toys and gifts. The sale was set up, with no work on the part of the *Friends*, in the Brampton Civic Centre. The municipality provided the space and tables.

The sale was timed to coincide with a theatrical production happening elsewhere in the Civic Centre complex. *Friends'* entertainment coupon books and Kids Count Too! coupon books were sold at this event, for an additional \$254 in earnings. (FOCAL Point, Summer 2001)

A **Book Mine** opened within the Sudbury Public Library in September. The *Friends of the Sudbury Public Library* will maintain the Book Mine, a permanent used bookstore open the hours the library is open. Book purchases are paid for at the circulation desk. A display case in the Book Mine will allow *Friends* to conduct silent auctions, post notices and promote their organization. High school students providing community service volunteer hours help to keep the store stocked and tidy. (FOCAL Point, Nov. 2000)

Book Sale Finder - Advertise your book sale – Helen Oram of BOOK SALE FINDER invites you to update your book sale listing on the Book Sales Web site. <www.BookSaleFinder.com> Formerly called Book Sales in America, they have changed the name and extended the boundaries to include Canada. The site is updated every few days and listings are completely free! (FOCAL Point, March 2000)

Christmas Book Sale - In November we have our Christmas Book Sale - "nearly New Books" that make good Christmas gifts - plus we have again added a craft sale component and are partnering with some other groups to make it a "Christmas Market" event with crafts and a silent auction. (Ajax)

Book Sales

Co-ordinator – The *Friends of the Sault Ste. Marie Public Library* has a bookstore co-ordinator who is responsible for ongoing store management. In addition, one person is in charge of each book sale, and there are procedures for pricing and sorting donations. There are criteria for culling, and even box sizing and labeling are standardized. (Sault Ste. Marie)

Dealers - Local dealers pay top dollar for quality used books. (Ajax)

Donations

- Place a large box in the foyer of the library to receive book donations. (Lindsay)
- Write letters to organizations in the community for donations of used books. (Lindsay)

Friendly Finds - *Friends of the Oakville Library* raised \$7,962 from a Reading Room Raffle at Oakville Place Mall. An additional \$5,973 was raised during their April Book Sale. Books are sold a 95 cents per pound, over four days. They have a "Friendly Finds" book area on the third floor of the Central Library, where they have a popular on-going sale. (FOCAL Point, Summer 2001)

Golden Oldies - The Fall Book Sale of the *Friends of the London Public Library* involved 170 volunteers. Profits were \$42,000 for the three-day event. The sale included over 100,000 titles, in categories of non-fiction, hard cover fiction, soft cover/paperback, children's, audio-visual and magazines. A special display of "Golden Oldies" was added - books published between 1850 and 1945. (FOCAL Point, Spring 2001)

The Honour System - Elinor Moyse shares a remarkably successful fundraising idea from the *Friends of the Oakville Public Library*. Hard cover fiction left over from their twice-a-year book sales is sold "on the honour system". The books are displayed on book carts, with a secure cashbox attached to end of one book cart. Books are priced at \$1 each, and by mid-December Elinor reports profits of \$4500. "To say it has been a success is an understatement. And all on the honour system!," she writes. (Elinor Moyse, Oakville < rmoyses3@cogeco.ca >)

National Geographic magazines are donated to schools. (Lindsay)

Ottawa - The *Friends of the Ottawa Public Library* held their 4 day annual book sale in October. People lined up from 9 a.m. to buy old editions, autographed books and other 'specials'. The net profit from the sale was \$3,725. (FOCAL Point, Nov. 2000)

Refreshments are served to those members who volunteer one evening a week to sort books in the storage area. (Lindsay)

Events

Artists in the Garden - People opened their gardens and artists displayed and sold their wares. The Chair of the *Friends of the Oshawa Public Library* served on the planning committee, and arranged for local high school students to serve as guides. *Friends* hosted planning meetings and helped at the Penny Raffle. Proceeds were split between the *Friends* and a local cancer haven. (Oshawa)

“Chocolate, Cookies and Santa” - Again this year the *Coburg Friends* provided hot chocolate and cookies to all the kids who came to visit Santa at the library after the Santa Claus Parade. (FOCAL Point, Dec. 1999)

Christmas Reading - The *Madoc Friends* have done a Christmas reading of some sort every year since the group was formed, which includes readings, apple cider and cookies. “The last 2 years it was done at Terry Pigden’s studio at Radio Shack and Terry filmed it for showing on the cable. “We have come a long way to get to our concert last night!!,” Ron writes. (FOCAL Point, Winter 2002)

Easter Egg Hunt - The *Yarmouth Friends of the Library* sponsor the 3rd annual Great Speckled Easter Egg Hunt on Sat. Apr. 14th. Thousands of eggs will be hidden throughout the library for the half-hour event. Admission is \$2.00 at the door. Participants will bring their own baskets. (FOCAL Point, Spring 2001)

Favourite Book Contest – Based on an idea borrowed from a Regina Public Library newsletter, *Friends of the Sudbury Public Library* conduct an annual promotional to mark Canada Book Day. Children are invited to write in and tell us in 50 words or less about their favourite book. Ten letters are drawn at random, and prizes were books written by a Canadian author. The promotion experienced a regional expansion to public libraries within the regional municipality (which formed the City of Greater Sudbury in 2001). In 2000 we gained Chapters as our local sponsor, and prizes are now a gift certificate for a book of the winner’s choice from Chapters.

Footprints of the Hound - The newsletter of the *Friends of the Arthur Conan Doyle Collection* is called The Magic Door. Of note is their "Footprints of the Hound" celebration Oct. 19-21, 2001. A joint project of the *ACD Friends*, the Bookmakers of Toronto, The Toronto Reference Library and the ACD Society, the weekend features a major exhibition of treasures from the Collection, some unique visiting items, and scholarly and entertaining presentations and events. (FOCAL Point, Nov. 2000)

Patron Appreciation Day – *Strathcona County Library Friends* in Alberta assisted with “Patron Appreciation Day” at the library and hosted an “Open House” in the front lobby of the library. (FOCAL Point, May-June 1999)

Events

Plays and Skits - The *Pubnico Friends of the Library* are getting ready to stage a new play called "Dreadful Doings at the Cider Mill". Their first production "The Scheme of The Driftless Shifter" and a skit called "Alice & the Bookworms" was produced in 1999 and played to a full house at Argyle school for two nights. The first performance of "Dreadful Doings ..." is scheduled to take place in April. (FOCAL Point, Spring 2001)

Poetry Month - In recognition of Poetry Month *Friends of the Lindsay Public Library* will held an "Evening with Lea Harper", a local poet, in April.

River Festival - *Friends of the Lindsay Public Library* participated in River Festival on July 28th and 29th, 2000. We held a book sale both inside the library and on the grounds outside of the library. As well, we had for sale-Tote Bags, Pens, Bookmarks and Hasti-notes. (FOCAL Point, Nov. 2000)

Storytime Tent - Volunteers from the *Friends* and library staff were found in the Storytime Tent at Oakville's Waterfront Festival this past summer. (FOCAL Point, Summer 2001)

Tall Tales - *Coburg Friends* are again enjoying their "Tall Tales" an evening exhibition of library photos and memorabilia - Board members greeted patrons and discussed library plans and issues while the *Friends* were on hand to serve refreshments. (FOCAL Point, Jan. 1999)

"Time Out Evenings" - *Friends of the Belleville Public Library* plan monthly evening meetings featuring guest speakers from the community who are authorities in their field. Home-cooked treats are served and interactive resources from the library collection, relating to the evening's topic, are on display. The examples of sessions hosted in 2001 include travel, care of pets and nutrition. (Belleville)

"True North Strong and Free" - Brave girls in Canadian children's literature, an original art exhibit of artworks created to illustrate books for children and young adults, featured girls and young women in non-traditional roles.. The program, supported by the *Friends of the Oshawa Public Library* and the Millenium Bureau of Canada was accompanied by a two-moth series of programs with popular children's authors and entertainers. (Oshawa)

Word on the Street - The *Ottawa Friends* are participating in the 'Word On The Street' Literacy Festival in Ottawa this September for the first time. The *Friends* are hosting their own booth, and will sell second-hand books and, they hope, some memberships in the Association. The *Ottawa Friends* hope festival-goers will be reminded of how much their library enriches the community." (FOCAL Point, Sept. 2000)

Events

Writers and Readers Symposium – *Winnipeg Friends* held their "Writers and Readers Symposium" in February. In the morning, a panel from different sectors of Manitoba culture discussed the current state of writing in the province. After a Deli-Lunch, their writer-in-residence and another local author engaged in some reflections on writing. (FOCAL Point, March 2000)

"First Annual **Writing Contest**" was a resounding success for *the Brampton, Ontario, Friends*, with 281 participants from Grades 1 through 8. All entrants were invited to attend a reception, receive certificates from the library, and hear the announcement of the 8 winners, runners up and honourable mention. Prizes of Gift Certificates were donated By Chapters Book Store, Grand and Toy, Precidio Inc., and *Friends of the Library*.

Two children's authors and two teachers chose the 16 best stories, which were then published in a special book now available at each Library Branch. Each winner received a copy as a memento, had their names emblazoned on a special plaque, displayed on the Library's Web Site, and published the next day in *The Brampton Guardian*. (FOCAL Point, June 2000)

Yulefest - A Christmas Fair was held at a church located across the street from the Oshawa Public Library. The *Friends* conducted a Silent Auction and had a Christmas gift table. The Artists had a sale of art and a penny raffle of artist-made tree ornaments. Local artists and craftsmen contributed exceptional arts and crafts, and local choirs and soloists performed. Local high school students decorated bird houses crafted by a library staff member. Admission was free and free cider and cookies were served. (Oshawa)

Fundraising

Adopt-a-library - The *Pictou-Antigonish Regional Library* recently learned that they are the winners of this year's Stan Heath Achievement in Literacy Award, one of CLTA's awards. The award recognized the library's Adopt a Library Literacy campaign. RCMP officer Constable John Kennedy initiated the program. (www.parl.ns.ca/adoptalibrary/). (FOCAL Point, Summer 2001)

Beyond Unique Artisan Sale – Belleville's Library Gallery was the setting for a pre-Christmas artisan marketplace. The event raised \$1,000 for the *Friends of the Belleville Public Library*, and it was reported vendors and customers were pleased with the location, attendance and quality of merchandise.

Book Ends Bonspiel – A fundraiser for new books raised \$4,000 in a spring curling bonspiel which saw 72 curlers complete for prizes, glory and a great cause, according to the *Friends of the Brampton Public Library*. A silent auction inspired good-natured rivalry for four art prints, a mystery party basket and collectibles. Extensive planning, generous sponsors, and a co-ordinated volunteer effort made for a successful event, with plans to repeat in 2001.

Book Lover's Calendar - Whitehots has sold the popular Book Lover's Calendar to *Friends* across Canada for the 2001 and 2002 calendar season. The page-a-day calendar can be obtained from Whitehots by *Friends* at wholesale prices. (www.whitehots.com)

Book Lamps - A staff member creates book lamps out of surplus books and lamp parts. Customers place a custom order, specifying the number of lamps required, and their choice of colour and pick-up location. Customers can also supply their own books if they wish. Each lamp is sold for \$45. (Oshawa)

Boutique – *Friends of the National Library of Canada* have an online boutique – www.nlc-bnc/friends/eboutiqu.htm.

Our annual **Christmas Elves Shop** will open Nov. 6, 2001. In previous years this has been our biggest fundraising activity. We ask the library board for a "wish list" so we can inform the public where the proceeds from each event will be directed. We will also be involved in our Dunnville Senior's Fair to work together with our community to promote the Library and the *Friends of the Library*. (Colleen Clayton, *President of the Dunnville Friends* claytons@sympatico.ca)

Donation Boxes – *Brampton Friends* have donation boxes in their four branches – large Plexiglass Boxes with slots for snappy flyers. (FOCAL Point, Jan. 1999)

Fundraising

Evergreen Library Partners - The Coburg and District Library Foundation, the Coburg Public Library and *Friends of the Library* now form the Coburg Evergreen Library Partners, a team of dedicated library supporters who want to help ensure their community has access to a first class collection of books and materials. The fundraising effort will take place over the next 4 years. (Library News, Summer 2001)

Film Circuit - Ajax Film Circuit brings award winning international films monthly. Partner with local arts organizations in your community, and use this fundraiser to fill a cultural need. More information is available from the Toronto International Film Festival. (416) 967-7371. www.torfilmfest.ca.

Fashion Show – The Ajax "Friends Fundraising Fashion Show" included a fashion presentation and tips on wardrobe planning. Attendees were able to try on the clothes and place orders. *Friends* get 15% of the amount ordered. A 50-50 draw, raffle of an outfit, door prizes and refreshment will also raise funds. (FOCAL Point, Nov. 2000)

G.S.T. Rebate - *Friends* groups who have registered with Canada Customs and Revenue Agency for a Charitable number can recover half the G.S.T. they pay during the year. Simply call this number - 1-800-959-2221 and ask for a G.S.T. rebate form. You can total the G.S.T. paid by your charitable organization, and send in a form for a rebate of half the amount. You do not have to submit receipts, but should be able to supply if asked. If you have never done this, you can submit for up to four year's worth of G.S.T. rebates! (FOCAL Point, Summer 2001)

"I Love to Read" "was a "Reading Corner" created by *Cobourg Friends* at their local Mall with the help of generous donors. The raffle for the corner creation raised funds, while the "Celebrity Readers" booth at the Mall the Library raised the community awareness! A great double-play! (FOCAL Point, June 2000)

The lucky winner wins a comfy reading corner, just in time for Valentine's Day. The prize package, worth \$1300, includes a recliner chair, side table, lamp, an area rug, books, a picture, a throw, a magazine basket, picture frames and a table plant. Story tellings and book readings are being arranged at a local shopping mall to draw attention to the "I LOVE TO READ" promotion. (<http://www.cobourg.library.on.ca/friends.htm>) (FOCAL Point, Jan. 2001)

Library Week Draw – A framed painting "By the Rapids" by local artist Ken McDougall was raffled by the *Friends of the Sault Ste. Marie Public Library* as an Ontario Public Library Week Promotion.

Fundraising

Loonies for the Library, sponsored by *Winnipeg Library Foundation, Inc.*, boasts the LARGEST coin bank in the World: 9 feet tall! (FOCAL Point, Jan. 2001)

McLibrary Day Cards, available at several locations, are presented at McDonalds on a specified evening, and a portion of the sale from that purchase is directed towards the library's fundraising campaign. (Ajax) McDonalds in Ajax printed 18,000 cards and posters for the library branches and when these were presented at the restaurants in town on the scheduled evening, 15% of the food bill was donated back to the *Friends*. *Friends* enjoyed “working” a shift at McDonalds and handing out pamphlets and “We Love our Library” buttons. (FOCAL Point, May-June 1999)

Make and bake - Eleven *Friends of the Argyle/Pubnico Library* participated in a marathon pie "Make and Bake" resulting in 140 pies, which netted \$500

Memories - A fund raising initiative for the *Friends of the St. Thomas Public Library* was the publication of a book entitled “Memories of St. Thomas and Elgin”. This book is a collection of articles, short stories, poems, and recollections from local people about their own memories of St. Thomas and Elgin County. The hard-cover editions were sold out, but paperback copies were still available before Christmas. (FOCAL Point, Jan. 2001)

Merchandise

- Merchandise sold includes old Lindsay post cards, *Friend's* pens, tote bags, Hasti Notes, Euchre cards and book marks. At times hand-made pressed flower or crocheted book marks are also sold. A display mounted at the circulation desk resulted in additional sales and memberships. (Lindsay)
- *The Friends of the Brampton Public Library* sell cloth bags at all four library branches as well as through the gift kiosk at the Brampton City Hall. Attractive mugs have been produced and are also on sale at the Branches. They are also developing a line of souvenir items. <http://www.library.on.ca/~brampton/friends.html>.

Million Dollar Campaign for a new central library by the *Friends of the Ajax Public Library* - door-to-door campaign with subsequent household mailers for donations; library quilts with the donor name on the book spine or footprint; builder's bookcase using book spine mold on which donor name is engraved.

Mother's Day Raffle – The *Friends of the Brampton Public Library* raised over \$1100 in 2000 from a raffle featuring prizes from local restaurants. Nineteen winners enjoyed the opportunity to sample a variety of cuisines and soak up the ambiance of well-known restaurants.

Fundraising

Patron Program – The *Friends of the Madoc Public Library* developed of a patron program. A patron is someone who pledges \$50.00 per year for 5 years to have their name on a plaque on display in the library. Name plates are placed on shelves in either the main library for \$25.00 each or the children's library for \$10.00 each. (Madoc, FOCAL Point, Winter 2002)

Perpetual Illuminations - The *Friends of the London Public Library* received a share of the proceeds from the sale of Perpetual Illuminations, a set of 12 posters based on stained glass windows made by a local artist. The series, a poster for each month of the year, was based on the model of a perpetual or reusable calendar. A self-storing frame, with a sliding front panel and fittings for hanging was also sold.

Quilts - *Ajax Friends of the Library* - Mary Peterson and Cindy Kimber have produced a "Children's Millennium Quilt" - This will give the children an opportunity to participate in the fundraising for our new Main Library. The project is a four panel quilt, representing the birds of the Ajax Waterfront bordered by their footprints - with the children's names in them. For \$10 a child's name can be added to the quilt - potential to make \$2500. A book quilt that Mary also designed and completed raised \$6500. It will be on display at the McLaughlin Art Gallery in Oshawa as part of a Quilt Display! (FOCAL Point, Nov. 2000)

Quilt – East Coast version - The Library Quilt idea originating from Ajax has moved east! Paulette Sweeney (*Western Counties Regional Library*) reports the library quilt idea will be used for a fundraiser this year. The quilt is being designed like a bookshelf, complete with knick knacks which will reflect the area. A local radio station wants to be included (perhaps a radio on the shelf tuned to CJLS with the letters embroidered on the radio). In exchange, they will 'talk up' the fundraiser on air. (FOCAL Point, Fall 2001)

Reading Room Raffle – in 2000 \$6,964 was raised from tickets sold over a 13-day period from the Oakville Place Mall. *Friends of the Oakville Public Library* volunteered for three-hour ticket sale shifts, and the prize for 2001 was a computer package donated by the Oakville Place Mall.

Tickets - Sale of local sporting events tickets.

Vendors making fashion and toy presentations at the library donate a portion of their sales to the *Friends*.

Wishing Well – *Friends of the Hamilton Public Library* established a wishing well which netted \$1,028.90 in 1998

Membership/Association

Archives - Collect and compile newspaper clippings and material about your activities. The archives of the *Friends of the Atikokan Library* is updated monthly, and used by the editor of the *Friends'* newsletter to gather news, and by members looking to familiarize themselves with the *Friends'* group.

Benefits - The *Carleton University Library Circle of Friends* was officially launched in October 2000. Member benefits include invitations to all Circle receptions, exhibitions and events, participation in book readings, a book club, behind-the-scenes library tours, virtual travel on the Internet, pre-admission to annual book sale, subscription to Circle's newsletter, voting privileges and volunteer opportunities. Alumni and Patron membership includes an outside borrower's card. (FOCAL Point, Jan. 2001)

Board Development - *Friends of the Ottawa Public Library* held annual Board retreats. Reports from the 1997 and 1999 retreats are in the FOCAL archives, and were available as handouts during the 2001 OLA Friends' Day. With the assistance of a professional facilitator, the one-day retreat was used to identify past accomplishments of the past year, identify issues and goals to work on in the upcoming year and propose means of accomplishing these goals. Strengths and weaknesses were explored, questions to answer were listed, and the year-old timeline helped to review past activities and make projections for the next year.

Board of Directors – The *Friends of the National Library of Canada* formed in 1991. Their board meets 4-6 times a year, has sixteen members and various committees including Program, Acquisitions and Volunteer. An Executive Director deals with financial aspects of the organization, manages public relations with members, the National Library and outside agencies and groups, undertakes membership recruitment, assists the Program Committee and attends *Friends* meetings.

Conference sponsorship - *Friends* are sponsored in conference attendance, and everyone gets a chance to attend. (Oshawa)

Dinner with Friends – An annual dinner meeting proved to be the more successful method used by the *Friends of the Sudbury Public Library* to gather people to one meeting a year for financial reports, prioritizing, meeting a local author, and yes, enjoying food provided by a local caterer. This idea was borrowed from the *Friends* of the former *North York Public Library*.

Membership/Association

Executive/Committees

- An executive position for the Archivist has resulted in a scrapbook of newspaper clippings, photographs and other memorabilia. (Lindsay)
- Four committees formed - Cinefest, special events, book and volunteer. (Oshawa)

Identification tags - Plastic name tag helps to validate a *Friend's* presence in the library, and also serves as an advertisement for the organization. (Lindsay, Sudbury)

Interests – Members of the *Friends of the Lindsay Public Library* were surveyed, and interests were in the areas of forming a book club, general fund raising, home service and book sales.

Member kits - A kit sent to new and renewing members provides recent brochures, handouts, newsletters and other promotional material distributed by the association. (FOCAL)

Meetings

- General Meetings include a recreational or professional presentation, in addition to the business of the association. (Lindsay)
- A “favourite book review” by one of the *Friends* is a special feature at the closing of the monthly meeting of the *Friends of the Atikokan Public Library*.

Parties/receptions

- Board sponsored Volunteer Reception, an annual pot luck super, special luncheon events, and special receptions for significant donors. (Ajax)
- Board Chair hosted a cocktail party at her home to thank volunteers. (Oshawa)
- Chair of the Library Board hosted a luncheon for the *Friends'* executive. (Oshawa)
- June fete - a special dinner held for all volunteers. (Oshawa)
- The Library Board hosts a Christmas Party for staff, *Friends* and spouses of *Friends*. (Oshawa)
- Library hosts a Valentine Party for *Friends* the afternoon of their Annual General Meeting. (Oshawa)

Recruitment

- Provide Welcome Wagon with information letters and membership application forms. (Lindsay)
- Membership campaign - Annual membership campaign, which includes a draw for prizes donated by community business, restaurants and corporate sponsors. (London)
- New members welcomed at an afternoon tea. (Oshawa)

Membership/Association

Recruitment

- *Friends of the North York Public Library* Annual Pizza Party/Membership Drive featured guest speakers from the *Friends of the Osborne Collection* (FOCAL Point, Jan. 1999)
- March is *Friends'* Month at the Oakville Public Library – Time to reflect on the \$75,000 worth of *Friends'* donations and time to renew memberships. (FOCAL Point, March 2000)

Thank you notes are a regular procedure. (Oshawa)

Volunteer recognition

- Presentation of flowers to Book Committee chair following success of the book sale
- Annual meeting includes awards for *Friends* and library staff. (Oshawa)

Programs and Services

Author visits - local authors read from their books and discuss the craft of reading. (London)

Awesome Authors - Do you have a copy of the “Friendship Anthology” by the Awesome Authors of 2000? A joint project of the *Friends of the Nepean Public Library* and the 2000 Millennium Fund, the Awesome Authors Anthology published the work of 14 winners. (FOCAL Point, Spring 2001)

Book Clubs - each session is around a topic, and all participants report briefly on a book they had read which fitted the theme. (Lindsay)

Book for Every Child - The “Book for Every Child” campaign distributes 10,000 books a year to encourage early reading and literacy. (London)

Books are Magic - *Friends of the Library/Mississauga* sponsored a winter reading incentive program. Called "Books are Magic" the program is designed to stimulate reading for pleasure. Children complete a Wizard's Reading Booklet, logging at least 10 books read, and answering 20 Harry Potter trivia questions. Each Library branch will give away one complete set and four individual Harry Potter books in March, drawn from all correct booklet entries. (FOCAL Point, Nov. 2000)

Genealogy - *Friends of the Trail Public Library* introduced a new genealogy service. A \$14,000 Columbia Basin Trust Fund grant resulted in the purchase of a microfilm reader/printer. A genealogy centre was established with Internet access, genealogy CD-ROMs, microfilms, books and newspaper archives. Two introductory workshops were fully registered, and brought in revenues of \$500 for the library. (FOCAL Point, Spring 2001)

Get acquainted with the Library – Brockville/Caledon If you leave your name and phone number at the *Friends' Corner* in the Library in *Brockville and Caledon*, a *Friend* will call you to book an appointment for your "Get Acquainted with the Library" personal tour. (FOCAL Point, Sept. 1998)

Home Book Service initiated by delivering posters and letters to churches in the area. (Lindsay)

Hospitality - assist at library receptions, tours and other events. (London)

International Children's Festival - *Friends of the Mississauga Public Library* were presented with a commemorative plaque honouring their five years of financial support of the International Children's Festival. The *Friends of the Library* donation helps bring children's authors to the Festival each year.

Programs and Services

Internet instruction - Computer literate *Friends* provide instruction on how to use the Internet facilities at the library. (Lindsay)

Joy of Reading - *The Friends of Nepean Public Library* received an Honourable Mention Award from the Ottawa Citizen Literacy Foundation . The award was presented November 27th at the Ottawa Public Library fundraiser. The award was given to honour the "Joy of Reading" program, organized by Gwenne Goodlet for seven years. In the past three years 95 reluctant readers have been helped to improve their reading skills with one-on-one tutoring.

Memory Books - *Friends of the Meaford Public Library* are encouraging people in the community to take advantage of the Memory Books program. This is a means to be sure we have more books in our Library, as well as a way to honour or remember our friends or family. A Memory Book for the Library can be a moving way to remember and honour a loved one or friend who has died; it can honour someone who has just graduated, won a sports award, had an anniversary, birthday, business promotion, etc. What a wonderful idea for a Christmas tribute. (Meaford, FOCAL Point, Nov. 2000)

P.O.W.E.R. Surfers - According to the June issue of LibraryNet Monthly, the *Windsor Friends* and their partners in the P.O.W.E.R SURFERS project won a "Best Practices '99" award. The award recognizes Canadian public libraries for leadership in making innovative use of the Internet. Their web site provides a directory of cancer information web sites developed in partnership with the Windsor Regional Cancer Centre and Hotel-Dieu Grace Hospital. *Friends* provide Internet training for patients and their families.

Puck signing by local NHL hockey player. (Ajax)

Publicity / Promotion

Advertising - One *Friend* created an easel, which stands in side the main entrance to the library which supports a board advertising *Friends* activities. This person also created a sandwich board, used outside to advertise various events. (Lindsay)

Awards - Friendship Award – During the Annual meeting of the *Friends of the Hamilton Public Library* the annual award is presented to an individual, business or organization that actively promotes or directly assists the library.

Newsletters:

- The *Friends'* newsletter is delivered by e-mail to 29 of the 64 members, saving money and time. Other newsletters are delivered by hand, and only five monthly newsletters are mailed. (Lindsay)
- The *Friends* newsletter is published 4 - 6 times a year; a regular information page in the library newsletter reaches the wider public; *Friends* bulletin boards are in all library locations.

Publicity

- The Publicity person creates announcements and press releases, posters and book marks to advertise and promote coming events and meetings. (Lindsay)
- A logo contest involved a member of the town council as a judge and created publicity for the *Friends*. (Lindsay)

Signs - Marketing tactics include signs (lawn signs), news releases, *Friends'* newsletters and posters, and bookmarks for used book sale, Artists in the Garden , Cinefest and Yulefest. (Oshawa)

Resources

FOLUSA - The Best Ideas of 1995-1999 (www.folusa.com/html/best4.html)

Friends of libraries sourcebook / Sandy Dolnick, editor. 3rd edition, American Library Association, 1996. <http://app.ala.org/>

The Successful Volunteer Organization: Getting started and getting results in Nonprofit, charitable, Grass Roots, and Community Groups / Joan Flanagan. Chicago: Contemporary Books, 1981. (FOCAL Lending Library)

Advocacy

The Best Gift: a record of the Carnegie Libraries in Ontario. Toronto: Dundurn Press, 1984. (FOCAL Lending Library)

Dividends: the value of public libraries in Canada / Book and Periodical Council, 1997. (FOCAL Lending Library)

Libraries: where the future begins [video recording]. Send payment of \$24.95 to Judy Naugler, Nova Scotia Provincial Library, 3770 Kempt Road, Halifax, Nova Scotia. (e-mail admin@nshpl.ns.ca)

The Library's Contribution to Your Community: A Resource Manual for Libraries to Document their Social and Economic Contribution to the Local Community. Powerpoint presentation <http://www.sols.org/publications/LCTYC/index.html>

Booksales

Running a Friends Book Shop / North York Friends of the Library and Book Ends Bookstore - OLA conference handout/99. (FOCAL Lending Library)

Fundraising

534 ways to raise money / by Thomas Hay, 1983. (FOCAL Lending Library)

Fundraising 101: an educational resource newsletter for Canadian Fundraisers - Issue XVI Internet fundraising / Lost City Press. <http://www.lostcitypress.com/>

Signal online - SOLS quarterly newsletter = Signal en ligne - Revue trimestrielle du SBOS / Southern Ontario Library Service Open PDF file found at: <http://www.sols.org/publications/publications.html>

Resources

Shortcuts to survival: a practical fundraising manual / by Joyce Young, 1978. (FOCAL Lending Library)

Meetings/Association

The Amalgamation Toolkit / Southern Ontario Library Service, 2001 Terry Sarazen E-mail tsarazen@sols.org

The Board's role in effective volunteer involvement / National Center for Non-profit Boards, 1995. (FOCAL Lending Library)

Boards that make a difference: a new design for leadership in Nonprofit and Public Organizations / John Carver. San Francisco: Jossey-Bass, 1991. (FOCAL Lending Library)

Call to Order: meeting rules and procedures for Non-Profit Organizations / Herb Perry, 1984. (FOCAL Lending Library)

The Executive Committee - making it work for your / National Center for Non-Profit Boards, 1994. (FOCAL Lending Library)

Friends for Small Libraries / Margaret Law. Ottawa: Canadian Library Association, 1991. (focal@friendsoflibraires.ca)

Initiating a Friends of the Library Group = Démarrer un groupe d'Amis de la bibliothèque / Southern Ontario Library Service - free to libraries in Ontario/\$10 to those outside Ontario. Terry Sarazen E-mail tsarazen@sols.org

Publicity

Getting Publicity: a do-it-yourself guide for small business and non-profit groups / Tana Fletcher and Julia Rocklet. Self Counsel Press. (FOCAL Lending Library)