



Fundraising Day @ OLA 2011

Based on the success of last year's inaugural Fundraising Day @ OLA, we had a day that focused on planning and building a successful fundraising program. We looked at the steps of the planning process how to develop an annual plan for your library fundraising that incorporates good planning and the fundamental aspects of effective fundraising.

In the afternoon, we discussed the 3 basic methods of annual fundraising: events, mail and fundraising online. The following day we had three more sessions and learned more about capital campaigns, CanadaHelps, and selling books online.

All the sessions provided practical information. While providing you with the highlights of the busy conference sessions, we invite you to review all session materials on the FOCAL website.

<http://www.friendsoflibraries.ca/Conferences/OLA-2011/OLA-2011.html>

INSIDE THIS ISSUE

Page

2	Fundraising Day @ OLA 2011 Annual Giving Programs: Planning for Success
3	Capital Fundraising Campaigns – Success Stories
4	• Collingwood
5	• North Grenville
6	• Barrie
7	Everything Old is New Again: The Fundamentals of Fundraising in the Digital World
8	An Untapped Fundraising Stream - Selling Books Online Alberta Library Conference Reinventing friends - friends empowering change

Annual Giving Programs: Planning for Success

Rob Lavery, Southern Ontario Library Service and Ann Andrusyszyn, Barrie Public Library

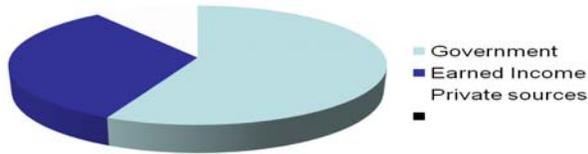
Definitions - Annual Giving

- gifts made on an annual basis usually to support operating – must be renewable or replaceable for sustainability
- the primary source of unrestricted gifts from individuals needed for operating
- the foundation of the Donor Pyramid

Objectives:

- Renew current donors
- Acquire new donors
- Upgrade when appropriate

Sources of revenue



Annual giving programs should be:

- Diversified – a variety of funding sources
- Balanced – a variety of goals
- Mixed – a variety of life cycles and cost-effectiveness

Most common methods:

- Mail programs
- Events
- Personal asks

Private Sources:

Foundations – approximately 10%

Corporations – approximately 10%

Individuals – approximately 80%

The Ways Individuals Give

- Person to person asks
- Direct mail
- Special events
- Door to door canvassing
- Telephone Canvass
- Direct response to paid ads or PSAs
- Online giving
- Memorial celebration cards
- Major donationd
- Plkanned gifts

Moving to Philanthropy

- Moving from transactions to relationships
- Incentive-based decision vs. ideals and value-based decision
- Friend-raising to Donor-raising

Fundraising is...

Asking

- Asking effectively
- Matching donor interest with our library's mission and vision
- Providing a number of ways to invest in the common vision
- Communicating the results of donor investment to create loyal donors

Benefits of Planning

- Assessing needs
- Setting measurable goals, both tangible and intangible, monetary and non-monetary
- Comparing options
- Minimizing risks
- Allocating resources
- Detail responsibilities
- Evaluation

First Step in Planning

Research:

- Environmental scan
 - What are others doing?
 - What are others doing well?
 - Is there room for us?
- Assessing resources
 - What is our current program?
 - Where are there gaps?

3rd Step in Planning

Plan the work, work the plan:

- Assign the work
- Develop a management style
- Monitor the work against the timelines
- Monitor the work against the budget
- Periodic assessment and realignment

Two ways to present your plan

- Campaigns and revenue targets as organizing principles
- Text-based
 - Mail Program - \$5,000 goal
 - Special Event - \$12,000 goal
 - Personal Solicitations - \$2,500
- Tasks and Timelines as organizing principles
- Chart-based
 - Calendar of activities, lists of tasks to complete, by whom

2nd Step in Planning

Creating the written plan:

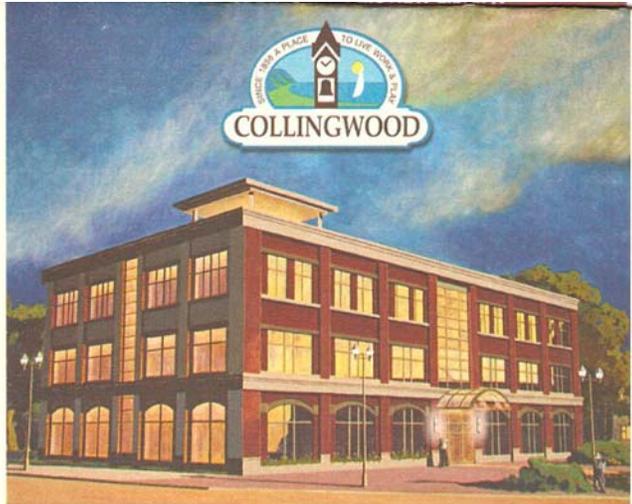
- Strategies
 - How much do we need? For what? By when?
- Goal setting
- Budget
- Schedule
 - Assigning tasks

4th Step in Planning

Evaluation:

- Measure against goals
- Assess results – what went right, what didn't
- Plan for next cycle
- Evaluation – Monetary and Non-Monetary

Capital Fundraising Campaigns – Success Stories



**New Library Building
Public Fundraising Campaign**
Buy a Brick & Support the Library!

Donations of \$250 or more will be commemorated by an engraved Palace Livery brick.
Pledges are payable over 5 years.
Charitable Tax Receipts are available for all donations of \$10.00 and more.

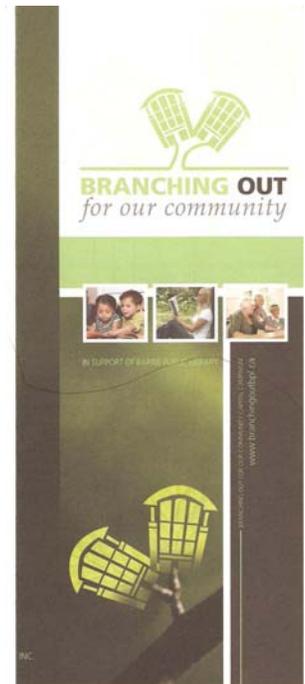
Rob Lavery, C.F.R.E., Resource Development Consultant, Southern Ontario Library Service, invited three speakers to tell us about their capital campaigns experiences.

Collingwod – Kerri Robinson, CEO

North Grenville – Roberta Russell, Trustee, Capital Campaign member, Friends Executive

Barrie - Tim Johnston, Chair, Branching Out Campaign and Ann Andrusyszyn, C.F.R.E., Director of Fund Development, Atlantic Film Festival, formerly Barrie Public Library

Branching Out for our community Barrie Public Library



North Grenville Public Library
Room to Read Campaign
P.O. Box 538
Kemptville, Ontario
K0G 1J0



Coming soon with your help.

<http://www.branchingoutbpl.ca/>

Room to Read

We invite you to enter our new library...
Go to www.ngpl.ca.

Contribute to your new library by clicking on the **Donate Now** button.

Visit our fundraising office at
125 Prescott St.
613-608-3509

NGPL
Making the Most of Every Mind.

North Grenville Public Library
P.O. Box 538
Kemptville, ON K0G 1J0
(613) 258-4711 info@ngpl.ca
www.ngpl.ca

Room.to.read.campaign@gmail.com



If I'd known then what I know now! - I would not have felt so fearful about launching the Capital Fundraising Campaign, and its target goal of \$500,000, even during an economic recession.

In the Beginning...

- In 2007, Town Council approved moving forward with the new Library building project and related costs of construction.
- Council did not approve any provision of funds for furniture, fixtures and equipment.
- Previous Mayor asked Library Board to raise \$250,000
- Some Library Board members believed we could raise \$1.0 million.
- As we were in an economic recession, the Library Board ultimately decided on target goal of \$500,000.
- Capital Campaign ran over a 3 or 5 year period

Capital Campaign Structure

- Based on our target goal of \$500,000 over a 5 year timeline, the Library Board decided not to enlist the services of a professional fundraising consultant.
- A further decision to earmark 10% of the target goal for campaign related costs was also made.
- A Capital Campaign Sub-committee was struck by the Library Board, created under the Fundraising Committee of the Board.
- 2 high profile community members were enlisted to Co-chair this Sub-committee, one for the Founding Sponsors' programme, the other for the Bricks for Books' programme.

Momentum

- Architect not only attended 2 receptions hosted for potential donors, he also presented a Power Point slide show, both illustrating the building itself and the donor features therein
- Library presented the "motherhood" statements and moving customer testimonials.
- Silent part of the Campaign, or the period of time involved in "the ask" to raise the 60%, took approximately 5 months
- Capital Campaign programmes' promotional materials were created in-house



Today

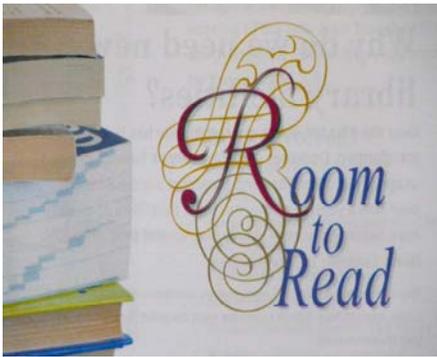
- 3 year anniversary of launch of Capital Campaign was October 2010
- \$780,000 committed, well over our target goal of \$500,000 Collected 75% of the amount pledged
- Town Treasury covers the shortfall for donations not yet received, and we will reimburse funds as they are collected.

In summary

- Our Campaign exceeded our expectations.
- Our Campaign is very much community driven, and with astounding pride.
- Once Board and staff members "bought in", it really was easier to make "the ask".
- Every donation, no matter what amount, is treated with the same enthusiasm, gratitude and respect.
- Donor recognition is of paramount importance.
- Various levels of giving entitle donors to various benefits.
- Founding Sponsors receive a naming opportunity in perpetuity.
- Bricks for Books' sponsors are also recognized in perpetuity.

One Thing I Would Do Differently

- Run a "Buy a Square Foot of the New Collingwood Public Library" Campaign
- \$250 per square foot, payable over 5 years



Room to Read Campaign – North Grenville

- Located 50 km. south of Ottawa
- Population just under 15,000
- One of the fastest growing communities in eastern Ontario
- Four branches (old, 3 of 4 heritage buildings cramped and inaccessible; costs of renovating prohibitive)
- Over 6,000 library users and use is growing

Positives

- Friends of the Library (now nearly 10 years old), “Pat’s Army”;
- Community with a tradition of giving
- Library staff (well respected and talented; despite miniscule budget offer creative programming)
- Board (good mix of talent and experience)
- Volunteers (graphic designer)

Phases

- Preparation phase (February 2008)
- Leadership and Campaign Planning Phase (Summer 2008)
- Solicitation Phase (Summer 2009)
- Public Phase (2008 – 2009)
- Celebration and Wrap-Up Phase (Oct. 2010-Feb. 2011)

Building Project

\$5.1 Million
 \$2.7 Million (Federal and Provincial Government)
 \$1.3 Million (Municipality of North Grenville)
 \$350,000 Assets
 \$750,000 Our Cost



Overview of activities

- Launch of Campaign at a Breakfast for Business Leaders
- FoL AGM Silent Auction
- Best Offer Yard Sale
- Infrastructure Funding
- Jazz in the Garden
- Quilt Raffle
- Gifts for Teachers and Poinsettia Sales

- Cash Draw
- Campaign Office Opening
- Demolition of Building on Site
- Groundbreaking
- June Gifts for teachers
- Jazz in the Garden
- Mass Mailing
- OPP BBQs
- Gala

What made a difference

- Planning and Homework
- Friends of the Library
- Honorary Co-Chairs
- Jazz in the Garden
- Scotiabank
- Infrastructure Funding
- Campaign Office
- Kilfoyle Project
- In-kind Support of Business Community

What we learned

- A staff person with fund raising experience really helps
- Listen most carefully to local fundraisers who know your community
- Stay positive
- Be ready to adapt to changing conditions
- Fundraising events involve a lot of work
- A centrally located campaign office is invaluable
- Say “thank you” as often and in as many ways as possible

Barrie Public Library

The campaign was conducted to build a new branch in the South end. The Barrie Public Library committed to raising \$1 million through a capital campaign, with the remainder funded by the City of Barrie. As of February 2011 they have exceeded their goal!

Description	Amount
Projected Construction (books, resources, furnishings and fees)	\$4,500,000
Existing Funding	\$3,500,000
Branching Out Capital Campaign	\$1,000,000

- From website <http://www.branchingoutbpl.ca/about/about.htm>.

Tim Johnston, Chair of the Campaign Team, and Ann Andrusyszyn, former Manager of Fundraising, Marketing & Communications at Barrie Public Library provided information about the structure and success of the campaign.

Community Engagement Team – brought in community volunteers to develop the communication plan. Members of the team had media connections, expertise in journalism and design talent, and could help to define what a branch library would mean to the community. That team made a short-term commitment, and then stepped back

Demographics in the branch area – young families. Needed to bridge divide between south and downtown areas of the city. Two young professionals got friends involved. Tim Johnston became volunteer chair of the Campaign Team. The campaign committee had 16 young professionals and 4 honorary advisors.

Major Gift Team

- Major ask \$5,000 or more

Community Engagement Team

- Raise awareness
- Host events
- Media and communications
- Involve local business

Range of events appealed to demographic groups, and created awareness and a buzz

- Bowling for books
- Dancing with local stars
- Speed dating
- Poker
- Euchre
- Family fun
- Sales for a day (restaurant)
- Silent rock concert
- Buy an ice cream cake - Marble Slab Creamery will give \$5 to the Branching Out campaign
- Dragon Boat Festival
- Summer gift challenge - anonymous donor has issued a Summer Gift Challenge and will generously match all donations to this appeal, dollar-for-dollar, to a maximum of \$30,000.



Ways to Donate

Gifts of Cash
Pledges

Monthly Giving

Gifts of Appreciated
Securities.

Online donations are
channeled through
CanadaHelps.

Everything Old is New Again: The Fundamentals of Fundraising in the Digital World

Owen Charters, Executive Director CanadaHelps

The game of fundraising and community engagement seems to be constantly shifting. New tools, new trends, new challenges all seem to be vying for attention. How do you tie together traditional fundraising with the brave new world of fundraising and campaign-building online, including social media? Integrate all the free tools available to you through CanadaHelps.org. We will also share strategies for social media success, and give you the essential tools for your organization's own roadmap through the land of blogs, Facebook, Twitter, e-mail campaigns, and other social media.

Step One: Be Good at Fundraising

- Build a campaign
- Tell a compelling story

Step Two: Be a Good Marketer

- Get the fundamentals right.
- Strong brand and communications
- Know your audience

Step Three: Let Go

- Build relationships
- Keep your messaging strong and consistent

Step Four: What's Old is New

Social networking is the basis for strong peer-to-peer fundraising and communications

Busting Myths

Social media is not

- A silver bullet for fundraising
- Necessarily attracting younger donors and supporters
- free

Best Uses of Social Media

- Tell stories
- Have conversations
- Leveraging peer-to-peer fundraising
- Engage donors

Visit our website to watch a PowerPoint presentation and download the handout.

An Untapped Fundraising Stream - Selling Books Online

Dorothy Macnaughton, FOCAL President and

Many Friends of Libraries volunteers or library staff already organize and run successful book sales in their communities.

Why Sell Books Online?

- Expands your market
- Allows you to sell more books, including cancelled library books
- Produces better revenues for specialized books that can't be sold as easily locally
- Gives your Friends group or library greater exposure and can result in more donations

TIPS

- Do your research
- Make sure you have dedicated volunteers and/or staff willing to give this project the time it will take to succeed
- Train everyone well, even if it takes longer
- Most Popular Online Book Sellers
 - Amazon.com
 - eBay.com
 - Alibris.com
 - ABEBooks.com

How to Get Started

- Find volunteers who enjoy sorting books
- You may find sorters who already purchase books online and have some knowledge about online selling
- Train the volunteers about kinds of books to look for to sell online (see list in FOCAL booklet)
- Start with a few books that look promising
- Check online book selling sites to see if selected books are listed, how they are described, try to find the closest match and find out the value

Visit our website to find the presentation and read more about:

What Books to Choose

Pricing Books

Logistics of Selling

Packing and Shipping Books

BetterWorldBooks

Handouts online:

AbeBooks - glossary

BetterWorldBooks – Library discards and donations)



Alberta Library Conference

Saturday April 30 1:15 p.m.-2:30 p.m.

Trustee Survival in the 21st century - Nicholas Spillios & Karen Lynch

Rapid changes, expanded opportunities for Internet access, economic impact, and restructuring of library services are placing greater responsibility on trustees in fulfilling their roles as they guide libraries in the Information Age. . In this session, new approaches and an understanding of trustee commitment will be reviewed. Can self-evaluation by trustees and a review of Board competencies act as indicators for board success? Is there a new role for staff to play in strengthening trustees? Should staff re-evaluate their role in this relationship? And what about Friends of the Library as advocates and fund-raisers? Should Friends redefine their role in supporting board/staff? Should staff and Friends take on new challenges and initiatives in assisting trustees? Responses to these questions and more will be explored and will motivate trustees to meet current and future challenges.

REINVENTING FRIENDS - FRIENDS EMPOWERING CHANGE

Reinventing Friends is the means which Friends can pursue in revitalizing and attracting new members. Granted, *Fundraising* and *Advocacy* are Friends' major focus. But after solidifying this focus, have your Friends considered the following for *REINVENTION* which may result in new vigour, excitement and redirection?

1. Establishing independence and credibility by becoming an alternate voice for the library in the community.
2. Examining the potential of community partnerships i.e. Lions, Rotary, literary groups, etc. for mutual support.
3. Raising visibility by espousing community causes and events.
4. Have your Friends incorporated social media such as Facebook, Twitter, Listservs, webinars and websites in moving agendas?
5. Have Friends opted for maintaining a semblance of congeniality, fun and buying into involvement in activities?
6. What strategies are in place for increasing awareness and importance of the library?
7. Have Friends considered Literary Landmarks as a project for increasing the achievements of writers to the community?
8. Have Friends co-operated with their Library on archival histories?
9. How involved are Friends in the passing of city budgets by speaking on behalf of the library to city council? Or sending out a news release?
10. Does the Friends' board diversity draw on skills essential to carrying out the mandate of Friends? Does it represent the demographics of the community?
11. Is there in place a professionally managed volunteer program under the leadership of staff?
12. Have Friends contacted "baby boomers" as a prospective volunteer group and reviewed research which underlines their attitudes in being engaged as volunteers?
13. Has the achievement of Friends been formally recognized?
14. Is "fun" incorporated in Friends activities in the basis for delivery of library support?

- Nicholas Spillios, Past President, Friends of Canadian Libraries



**Gabriele Schreiber Random House of Canada
Friends of the Year Award 2009**

Lahring Tribe, Random House of Canada, and Dorothy Macnaughton, President, Friends of Canadian Libraries, present the award to Carmen Sprovieri, President Friends of the London Public

INSIDE THIS ISSUE

Page	
3	Lori Nash honoured in Ottawa
4-5	Friends' National Survey results
6	Time For Fun In Eganville
7-8	Friends' Forum
9	Changing times - ALTAFF
12	Do You <i>Just</i> Belong?

From the President's Desk . . .

The Power of Networking for Friends groups

by Dorothy Macnaughton

Since I've been involved with Friends of Canadian Libraries, I've come to appreciate the value of networking with other Friends.

It is especially important for Friends groups in smaller communities or in rural areas to explore opportunities to find out what kinds of activities have been successful for other groups. You can discover how other Friends groups have attracted new volunteers, how their group is managed, or what new and innovative approaches have worked in other regions.

Your Friends group can decide to send someone to a local Friends workshop. FOCAL Board members have been involved in several of these over the years, in northern and southern B.C., and in northern and southern Ontario, with very positive results.

FOCAL has worked very hard to develop strong collaborations with provincial library associations and the Canadian Library Association to have a presence at library conferences. The Ontario Library Association also includes FOCAL Board members on its planning team for the OLA Super Conference every year. Presenting sessions or exhibiting at library conferences enables FOCAL to support existing Friends groups, to encourage the formation of more Friends groups and to promote the value of Friends groups to the library community as a whole.

A few years ago, we realized there were many Friends groups who didn't have the funds to send members to workshops or conferences and groups that were located in more isolated communities. FOCAL began to offer teleconference workshops to Friends groups so that we could all network and share ideas. For a minimal fee, Friends groups which are not FOCAL members, library staff or Trustees can take part as well. We hope to be able to offer more of these teleconference sessions, if we can obtain additional funding.

From the President's Desk . . .

The Power of Networking for Friends groups

I encourage all of you to take advantage of any opportunity you might have to meet and exchange ideas with people in other Friends groups. You could learn about some really unique fundraising ideas, a different way of selling books, or a new idea for promoting your group and attracting volunteers. We try to respond to your suggestions, so please let us know what topics you would like us to present. Check the FOCAL website on a regular basis for information about workshops, conferences or teleconference workshops. We'd love to have more groups take part and benefit from these great networking opportunities.

National Teleconferences

Watch our website for dates of upcoming events. Notes from previous meetings are found in the Members Only section of our website.

2008

Nov. 22 - teleconference notes

2010

Feb. 22 - fundraising theme

Sept. 22 - Friends in the Business of Fun

2011

March 23 - Reinventing your Friends

SHARE
YOUR
NEWS

How?

- Send stories and photos for our next FOCAL POINT newsletter
- Talk to us – watch our website for date of next interactive teleconference
- Listserv – Members may send messages to friends@accessola.com
- Become an active participant on our Facebook page
- Send a link to your Friends' website
- Send your newsletter

Contact Jami van Haaften jvanhaaften@sympatico.ca

facebook

Friends of Canadian Libraries is on Facebook

<http://www.facebook.com/pages/Friends-of-Canadian-Libraries/174088412634167>



The Chesley Challenge

The challenge? To have as many people in their community read the book chosen by the Canada Reads panel as THE book for all of Canada to read.

How to Register your library:

Register now - send your Library name, address, email address and phone #, plus a contact name and your community's population to: chlib@brucecounty.on.ca.

Submit your number of signatures by Friday, April 29, 2011.

FOCAL Board members

Introducing our new Regional Directors

Prairies - Alberta, Saskatchewan, Manitoba and Territories

Carol Humphries is from Stony Plain, AB (near Edmonton). She is President of the Stony Plain Friends of the Library. Carol also owns a consulting company, advising not-for-profit organizations about Board management, strategic planning, team building, succession planning, etc.

Central Canada and Quebec

Kevin Risk volunteered to help out at the Ontario Library Association. He is currently a student in the Masters of Information Program at the University of Toronto, and involved with Friends of Victoria University Library.

Volunteer recognition for Lori Nash . . .



Lori Nash, third from left, is joined by Ottawa City Councillors Bob Monette, Jan Harder and Steve Blais, as a library meeting room is dedicated in her honour.

The Ottawa Public Library honoured Lori Nash, longtime library advocate, secretary of the OPL Foundation Board and former President of the Friends of the Ottawa Public Library (FOPLA) by naming a meeting room at its Cumberland branch during a reception Wednesday, March 23.

Nash became publicly involved with Ottawa's libraries in 1991, when she began serving on the Cumberland Library Board. In 1996, she stepped down from the board to form the Friends of the Cumberland Library, serving as president until amalgamation in 2003. Nash went on to join the Friends of the Ottawa Public Library board of directors in 2005, and served as the organization's president from 2007 to 2009.

"Lori's contributions to the Friends have been immeasurable," said FOPLA President Cindy Streefkerk. "Her leadership more than helped shape the organization into what it is today."

What may be most rewarding for Nash is the way her colleagues regard her. "She is a very dedicated and enthusiastic woman," said OPL Board Chair Jan Harder. "The OPL wouldn't be what it is today without her."

In addition to her work with FOPLA, Nash has been a driving force both in the library and in the community. In 2008 she became the Central Canada Director for Friends of Canadian Libraries (FOCAL), and joined the OPL Foundation's board as corporate secretary after her retirement as president of FOPLA.

Source: <http://foundationopl.ca/2011/03/long-time-library-advocate-lori-nash-honoured/>

Lori shared with us her thoughts:

WOW. What an honour. It is hard to believe that the Ottawa Public Library would name part of the Cumberland Branch in my honour. . . . The dedication event was attended by about 120 invited guests plus many drop-ins who heard about the event . . . Many laughs were shared over the evening and people recalled and reminisced with others about work over the past dozen plus years at OPL.



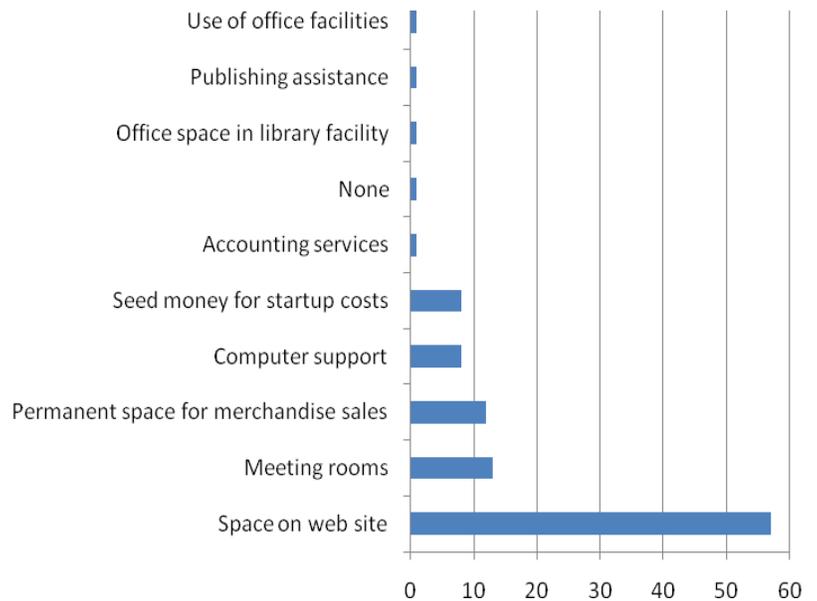
Friends of Canadian Libraries was invited by Counting Opinions to conduct a national survey for Friends of Library groups. Working together with The Association of Library Trustees, Advocates, Friends and Foundations in the United States, the survey was conducted from May to August.

We were delighted to receive 128 submissions. The high rate of return (32%) was partly due to the co-operation of national and provincial library associations that spread the word through their listservs and newsletters. In July a second surge of entries occurred following a targeted email campaign to libraries with Friends of the Library groups.

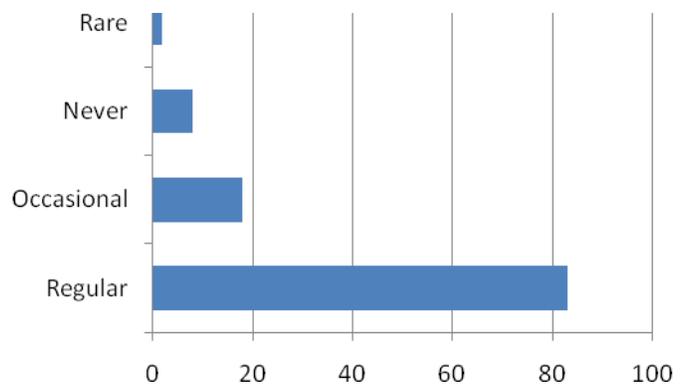
The great majority (76%) come from Ontario and British Columbia. According to our online directory, Canada has over 380 Friends of Library groups.

Please indicate the support your Friends group receives from the library: (check all that apply) (115 responses)

Province	Website	2010 Survey
British Columbia	90	36
Alberta	56	21
Saskatchewan	4	0
Manitoba	8	1
Ontario	174	61
Quebec	16	4
Nova Scotia	29	2
New Brunswick	4	
Prince Edward Island	1	
Newfoundland	1	
Yukon	3	1
Northwest territories	2	1
Nunavut	1	
Total	389	127



Friends' Booksales
(111 responses)



Friends of the Library Revenue Across Canada

By Lori Nash

Past-President Friends of the Ottawa Public Library Association

Secretary Ottawa Public Library Foundation

Director Friends of Canadian Libraries

Ottawa, Ontario

FOCAL 2010 Survey

Total Estimated Revenue - Distribution

Total Revenue	Number Friends Groups	% of Total
\$0-\$1,000	18	18%
\$1,010-\$5,000	40	40%
\$5,010-\$10,000	8	8%
\$10,001-\$25,000	12	12%
\$25,010-\$50,000	14	14%
\$55,010-\$80,000	2	2%
\$110,000-\$320,000	6	6%
TOTAL	100	

Total Estimated Revenue and Donations

	# of Friends groups	Total estimated revenue	Estimate of revenue donated (%)
Alberta	17	\$458,542	94%
British Columbia	28	\$417,334	65%
Ontario	47	\$462,567	82%
Quebec	4	\$123,000	67%
Rest of Canada	4	\$79,963	n/a

Total Estimated Revenue by Province - Mean

Province	# Friends Groups	Mean
Alberta	17	\$26,973
British Columbia	28	\$15,770
Manitoba	1	\$77,660
Nova Scotia	1	\$2,000
North West Territory	1	\$303
Ontario	47	\$23,001
Quebec	4	\$30,750
Yukon Territory	1	\$22,000

Time for Fun in Eganville during 2010

By **Judy Sauve**, Friends of the Bonnechere Union Public Library

For the Friends of the Bonnechere Union Public Library in Eganville, Ontario, our primary activity is fundraising for the library. But the fall of 2010 was full of unusual activities, kicked off with a baby shower for our librarian, then our hilarious skit designed to welcome the new librarian, and finally our first float in the local Santa Claus Parade.



The Pigeon - "The Pigeon, ready for his grand entrance at the librarian's baby shower"

Baby shower –

The Friends planned a baby shower for our librarian, Jennifer Coleman Davidson, who was having her first baby. We included another library group, the KnitWits, who have begun to help us with fundraising. They are a group of young women who have a weekly knit and chat evening at the library and we wanted to get to know them better.

We decided on an unusual theme for the shower – the pigeon featured in Mo Willem's children's books. We made garlands of pigeons and decorated in the turquoise colour of the pigeon.

The masterpiece was the giant pigeon that a creative Friend built when wrapping a group gift. The car seat box became the body and she attached a papier mache neck and head that was more than 3 feet high. The pigeon was wheeled in on a wagon and needless to say, Jennifer was shocked.

We had cupcakes decorated them with tiny pictures of children's books. We also decorated the house with beautiful children's books everywhere. After all, Mom is a librarian!

Fall Follies Variety Show –

Soon after that fun afternoon, we began working on our 5th annual Fall Follies Variety Show which features some excellent Ottawa Valley performers who all donate their time and talent. The library's teen group worked with us in the canteen for the second consecutive year.

This time we added a 3-act mini-play which introduced our new Librarian to the community. Three members of the Friends accomplished the writing and acting. The play was hilarious and was a huge hit with the audience.



Norman and Bertha - "Norman, the hunter, hearing the news from his wife Bertha"



BUPL float - "Part of the library's float, which featured a painted wall of library books with titles and cataloguing labels"

Santa Claus parade –

Then work began on the library's first float in the Santa Claus parade. The Friends took the lead with this. It became an excellent opportunity to further strengthen our partnerships with the library's teen group and the KnitWits. The Friends agreed to fund it. Two members of the teen group found the wagon and truck. A local building supply company donated the building materials needed. One of the KnitWits provided a storage barn where the wagon was decorated. Three of the Friends and their husbands (who did the heavy construction work!) had a great time the day before the parade preparing the float in the barn. The librarian, again a good sport, joined in after the library closed that day.

The weather alternated between rain and wet snow during the parade but it didn't dampen spirits and the whole effort was a heart-warming experience, quite fitting for the season. Because the local newspaper covered the Fall Follies and the parade, it helped to increase the library's visibility in the community in a very positive way. A great end to 2010!

FRIENDS FORUM . . .



Win this Kayak - The **Friends of the Burk's Falls, Armour & Ryerson Union Public Library** are having a raffle for a 12' Adirondack kayak by Swift Canoe.

Total value is over \$2100. Tickets are \$ 5 each. Draw to be held Monday, September 5th at the Burk's Falls Fall Fair



The annual Water Garden Tour, hosted by the **Friends of the Strathcona County Library**, is a Strathcona County tradition. Next Water Garden Tour: July 10, 2011

The Strathcona County Library recently celebrated their Grand Opening of the Strathcona County Library, in their new home in the Community Centre.

Other events and volunteer opportunities in Strathcona:

Annual Book sale
Christmas Gift Wrapping at the Mall
Words in the Park
Casino Fundraisers

<http://www.sclibrary.ab.ca/friends.htm>

Prince Township library staffed by volunteers . . .

Margaret Christenson, the library's Chief Executive Officer explained budget problems to the Prince Township Council. She reminded council that, to her knowledge, the Prince Township Public Library is the only public library in Ontario to be staffed completely by volunteers.

She requested additional funding to keep pace with the rising cost of supplies and reading material. Council was told the library receives \$2,700 annually from the township, and a \$2,000 annual operating grant from the province. She asked for \$3,000 a year from the township, \$700 to cover an audit fee, and a one-time allotment of \$1,200 for the purchase of a library automation program.

Margaret Christenson is also President of the **Friends of the Prince Township Public Library**. Visit their Facebook and Internet websites:

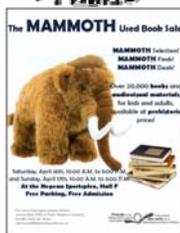
<http://www.facebook.com/#!/pages/Prince-Township-Public-Library/107899082570057>

<http://www.olsn.ca/princetownship/friends.html>



Friends of the Oshawa Public Library

A heartfelt thank you to all who supported our Giant Book Sale in November, either by donating books or by coming to the sale and buying them. Through your efforts, we raised over \$20,000 to support the work of the library



Friends of the Ottawa Public Library Association opened a new bookstore at the Centennial branch March 26th.

The Mammoth Used Book Sale is on its way! The giant annual book sale will take place on Saturday, April 16th from 10am to 5pm and on Sunday, April 17th, from 10am to 3pm.

FRIENDS FORUM . . .

The **Friends of the Norfolk County Public Library** has purchased puppet stages and puppets with funds raised and an FOL member is running the upcoming Puppetry Workshop on four Saturdays between March 26th - April 16th. It is hoped that the art of puppetry can be developed for the 10-14 year olds in the county.

With support from the various FOL groups in the county, a local volunteer theatre group, Theatre Norfolk, provided a children's theatre workshop rotating through each of the five branches during the 2011 March break.



Friends of the Flesherton Public Library offer members a range of committee activities:

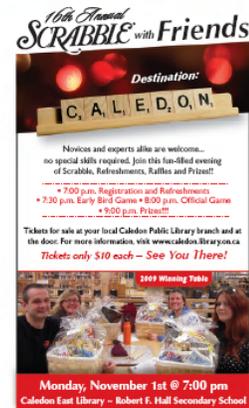
- Board of Directors
- Volunteer Committees
- Membership
- Author readings
- Social
- Fundraising
- Pie Sales
- Quilt Raffles
- Yard Sales
- Book Sales
- Dinners
- Advocacy



Friends of the Halliburton Public Library have their activities planned a year at a time:

- Annual Book Gala
- Lunch & Learn Sessions (Spring & Fall)
- Book Sales (June & September)
- Chelsey Challenge (yearly)
- Members Appreciation Event
- Friendly Readers Book Club (monthly)

Friends of the Caledon Public Library have been hosting annual "Scrabble With Friends" events for 16 years.



<http://tiffanyweb.bmts.com/~flepub/friends.htm>

Friends of the Hamilton Public Library are using Facebook to receive recommendations for the Top 100 Must read Books, and the Top 100 Children's Books.

<http://www.friendsofhpl.ca/>

Friends
Recommend
Top 100 Must
Read Books

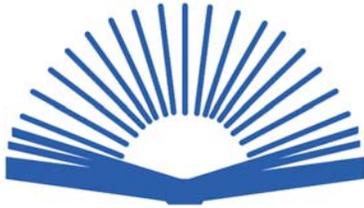
Friends
Recommend
Top 100
Children's Books

Friends of the Library groups in Prince Edward County introduced a new partnership project initiative in 2010 - Books for County Babies. A small committee of volunteers from the various Friends of the Library groups in the County provide a free board book, book bag and CD to every new baby in the County as a way of encouraging language development and literacy skills in the early years.



FRIENDS FORUM . . .

Pick-me-up Initiative



In partnership with the **Township of Russell Friends of the Library** group, the library has implemented the Pick-me-up program in 2008. A program designed to promote reading in the community and to encourage readers to discover Ontario authors. "Pick Me Up! / Emporte-Moi!" is an initiative based on the world-wide 'bookcrossing' phenomenon, and was officially launched in April 2008 as part of International Book Day celebrations.

More than 150 new books are distributed and deposited in various business & professional venues throughout Russell and Embrun. Selected titles include works in English and in French by well-known Ontario authors for adults, teenagers and young children. Each book is identified with the Friends' logo and instructions invite readers to read the book on site or take it home and return it in any one of the local businesses that so generously support this initiative.

This program was the recipient of the 2008 Ministers Award for Innovation awarded by the Government of Ontario to celebrate excellence and innovation in public libraries.



Friends of St. Thomas Public Library were thanked for their financial support of library revitalization.

"We've been very grateful to have very generous support from the City of St. Thomas and many private donors, including Friends of St. Thomas Public Library and St. Thomas businesses. Donations to our Imagine fundraising campaign, including the \$300,000 from the John and Dorothy Palmer family, now total \$450,000."

Source: <http://www.st-thomas.library.on.ca/?q=content/library-revitalization>



Friends of the Thunder Bay Public Library activities include, but are not limited to the following:

- Bingos
- Used bookstore at Victoriaville
- Home Delivery of Books to those unable to get to the library
- Special Events
- Telephoning
- Nevada ticket sales at Cathy's Discount Gift Centre on Red River Road
- Envelope Stuffing
- Recycling hard cover books
- Mall Displays/Trade Shows
- Raffles and Ticket Sales
- Committees

Source: <http://www.tbpl.ca/article/friends-of-the-library-140.asp>



News from U.S. Friends branding libraries - branding libraries - ideas on volunteers - using snapshots

by Nicholas Spillios, FOCAL Past President

The times they are a-changing!

Keeping up with the activities of Friends elsewhere can sometimes be a daunting task. A good way to start is to monitor the activities of U.S. Friends. Attending conferences held by the Association of Library Trustees, Advocates, Friends & Foundations also provides useful information. This year's Mid-Winter Conference held in San Diego, California offered new insight into U.S. Friends as they embraced changes in libraries and the future but also gave Canadian Friends some ideas for consideration.

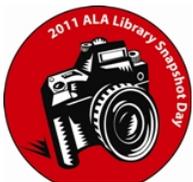
The big news which was the buzz talk for many Friends attending was the change in name being proposed. The acronym ALTAFF which had been taken on to encompass the amalgamation of Friends, trustees and foundations was considered to be an extremely inclusive attempt. The name change proposed is CITIZENS FOR LIBRARIES, which the ALTAFF Board suggests reflects better what the new proposed organisation does.

This year's conference in early January attracted over 8,000 members. The choice of offerings for Friends to draw on was enriching and varied, ranging from advocacy to new research on volunteers to unique ways to reach legislators on funding shortfalls in libraries through the use of "snapshots". Following are some impressions worth sharing.

BRANDING. Under the catch phrase for a half-day session, "Advocating In A Tough Economy", Friends and advocates learned how "branding" could be used to advocate for one's library. Choosing logos and catch phrases to promote one's library can create a distinct brand for the library which can reach the community, in many ways similar to strategies used by corporations. Friends can work with staff to design proper branding strategies. Branding can reach grassroots users. Firstly, we must find out through surveys what it is that customers want, then do it. We associate certain attributes with brands because we come to trust them. We must understand our customers, meet and exceed their expectations, and stay current and relevant - else customers will leave us behind. Building advocacy is not much different from managing brands. However, in advocacy there is a cause to defend and protect while in branding we must understand our customers, meet and exceed their expectations, deliver consistently, and stay relevant.

VOLUNTEER RESEARCH. At the Friends session, Carla Lehn of the California State Library Department reported on strategies for attracting "baby boomers" as volunteers. From one study conducted, the group appears to be more educated than other groups. 4/5 expect to work past sixty-five years. The previous concept of retirement as a dead-end street has been replaced with a perception that a deeper meaning to their lives is being sought. The Harvard School of Public Health Study reports that the group represents activists, consumers, those searching for opportunities that inspire and options for entering professionally managed volunteer programs. Further, "boomers" are interested in putting their varied skills to use. These volunteers are not finding the opportunities they are looking for. Clearly, if Friends wish to attract this group as volunteers, they must redesign approaches for attracting them.

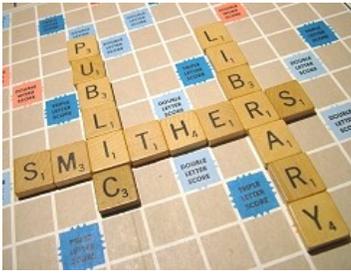
REVIEWING MISSION STATEMENTS. Deborah Doyle of the San Francisco Public Library encouraged Friends to review their library's mission statement and be certain that their mission statement reflect library changes. Traditionally, Friends hesitate to alter missions and carry on with objectives and goals originally established by the group but which do not coincide with that of their library.



LIBRARY SNAPSHOT DAY. New Jersey Friends reported on a unique way to reach legislators or those with the power to make funding decisions. Snapshots of library activities acted as a quick survey of daily activities across the state. Photos were taken and forwarded to elected officials. More than 2000 photos were posted on the library's flickr account.

Scrabble, strategic planning , constitutions and bylaws in Smithers, B.C.

By Lorraine Doiron



The **Friends of the Smithers Library** sponsor Scrabble nights, three nights a month, from October to May to help out with our long winter. It started in 2007 with a tournament held at our local Legion. Each year the Scrabbleheads Group grows in size; at this point we usually have 12 players in an evening. We recently had a tournament with 22 people attending. It was so much fun that we will have a closing tournament in May. As a fund raiser there is a steady amount of money coming in. Regular games are \$2.00 for two games, \$5.00 to participate in the Tournaments.

One fellow is the music man: bringing assorted CD's to play while we play. Candy, cookies, tea are all provided.

At our recent AGM we revealed a two year strategic plan for the Friends. In it we listed things it was felt needed to be done, for example a web page, which we do not have; upgraded promotional material to match the Library's new logo; each Director to bring at least one new, potential member to a meeting. Each one of our ideas has a name attached to it, giving that person the responsibility to see the task completed. It is felt a document such as this will bring a greater focus on things that need to be done to help our group grow in size and to accomplish our goals.

A comment: just wondering if anyone has commented on the Constitution/By-laws document in the Start a Friends Group manual. Recently we upgraded our document and used the example in the manual to guide us. The BC Registry of Companies rejected it, we tried to correct it and went around and around three times. So we wondered: either we did not understand and use the document correctly or would there be different requirements for a Constitution/By-laws in different provinces



Public Libraries News - Dunkirk Time for Libraries

Visit these websites to follow news on massive library closures planned in the United Kingdom. Save Our Libraries Day, Feb 5th, was a day of action to bring greater attention to the cuts and closures facing many public libraries across the United Kingdom.

- publiclibrariesnews.blogspot.com/
- www.facebook.com/event.php?eid=122818911117148
- www.librarycampaign.com/Links
- www.voicesforthelibrary.org.uk/wordpress/?page_id=959

Recommended reading: "Bye to the books" Macleans, Jan 13, 2011 describes how cutbacks in Britian will close 18% of public libraires.

Map of Library Cuts in the United Kingdom

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Do You *Just* Belong?

Versions of this poem, entitled “Do you Just Belong” or “Are You a Member?” may be found on the Internet. This may be a worthwhile topic for discussion at your next Friends meeting.

Are you an active member
The kind that you would be missed?
Or are you just contented
That your name is on the list?

Do you attend the meetings and
Mingle with the flock?
Or do you just stay at home
To criticize and knock?

Do you take an active part
To help the work along?
Or are you satisfied
To only just belong?

Do you work with your committee
And get right in and mix?
Or leave the work to just a few
And talk about the “CLIQUES”?

Think this over MEMBER _____
You know right from wrong!
Are you an active member
Or DO YOU JUST BELONG?”

Do you just belong? The Rotarian, Sept. 1962
Author Philip R. Converse, Insurance Underwriter
New Bedford, Massachusetts



Membership

Individual \$25.00

Add to Cart

Manual - How to Form Your Friends of the Library Group

Member price \$45.00

Add to Cart

Teleconference

March 23, 2011 - \$10.00 non-members

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