



## Signature Events

### What is a signature event?

An event that is:

- ❖ Successful and well-attended
- ❖ “Owned” by an organization

### Why do a signature event?

- ❖ Raise funds to support special projects
- ❖ Increase awareness of the library’s service program
- ❖ Community and relationship building
- ❖ Generate positive publicity

### What is involved in planning a signature event?

- ❖ Create a mission statement
- ❖ Map out your goals and objectives
- ❖ Put together a committee
- ❖ Brainstorm ideas
- ❖ Decide on possible sponsors

### What needs to be decided during the planning process?

- ❖ Budget
- ❖ Type of event
- ❖ Theme of the event
- ❖ Target participants
- ❖ Location

### How should the event be advertised?

- ❖ Social media
- ❖ Friends group and library websites
- ❖ Invitations
- ❖ Newsletters

## **Sample Plan**

### **Mission Statement**

“After Hours @ the Library” is an annual event that raises funds to support special projects at the Any Town Library.

### **Goals**

1. Raise funds for the library.
2. Increase awareness for the role of the library in the community.
3. Generate positive publicity for the library.

### **Objectives**

#### **Goal A (Fundraising)**

1. Raise \$1,000 net.
2. Secure at least \$250 in event sponsorships.
3. Sell 50 tickets.

#### **Goal B (Awareness)**

1. Develop invitation list of 200 to include school staff, elected officials, business owners.
2. Post flyers about the event in at least 5 locations outside of the library.
3. Speak at local service clubs about the events and the project for which it is raising funds.

#### **Goal C (Publicity)**

1. Present pre- and post-event social media posts and news releases (with photos).
2. Invite local media to attend.

Content taken from Guthrie, C. (2014) *Signature special events*. Presentation at Ontario Library Association Super Conference, Toronto, ON.