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.