



How to Revitalize Your Friends Group

How to make your friends organization a good group with whom to volunteer:

- ❖ Make sure there is a welcoming atmosphere at your meetings, activities and events, and that your Friends group is inclusive.
- ❖ Have a well-organized structure with smaller committees, such as a membership committee or a media committee, to directly involve more people.
- ❖ Recruit more voting members to your board. Encourage your current Friends to promote membership and involvement in the organization to their friends and family.
- ❖ Plan for succession in all aspects of Friends administration, book sale coordination, and book store coordination. This is critical to the future health of your organization.
- ❖ Recruit people who have the skills you're looking for, give them tasks that they enjoy doing and encourage them, over time, to become more involved.
- ❖ Ask! Library volunteers and patrons are the easiest people to start asking.
- ❖ Create job descriptions for committee chairs, so they will understand what their responsibilities are. Use co-chairs to further distribute the workload.
- ❖ Volunteers need to know what skills the organization needs and the time commitment required.
- ❖ Get people involved in the future planning of the organization.
- ❖ Send out reminder emails and make reminder phone calls about upcoming meetings.
- ❖ Advertise volunteer opportunities on the library website and in the Friends group's newsletters.
- ❖ Have a committee or board member follow up *quickly* with new Friends members, so they feel important to the organization. Call them regularly and encourage them to become more involved.

- ❖ Hold frequent programs, including fundraising events, book sales, literacy, or arts events.
- ❖ When upcoming events or projects are discussed, promote them as opportunities to get involved.
- ❖ If you are advocating for funding for your library or to prevent library closures, events can lead to increased interest. Capitalize on this opportunity to recruit new members.
- ❖ Advertise volunteer opportunities on social media.
- ❖ Break down time-consuming tasks into manageable jobs.
- ❖ Have fun! More people will want to be involved if they hear that your group enjoys what they do.

Content taken from Macnaughton, D. (2010). *A little help from your Friends*. Presentation at Ontario Library Service North Conference, Sudbury. ON.