



Friends News and Notes

Friends of Libraries Section — A Network of Library Advocates in New York State

www.NYLA.org/Friends

Volume 10, #1 -- March 2024

Getting Started Workshop in Clifton Park

FLS is pleased to bring **Getting Started: Creating and Supporting a Friends Group for Your Library** to the Southern Adirondack Library System and its neighboring public library systems on Thursday, May 9 at the Clifton Park – Halfmoon Public Library in Clifton Park from 10 a.m. until noon.

The training session is appropriate for library managers or directors, library trustees, and community volunteers who want to explore the possibilities of starting a Friends group. The workshop is applicable for mid-size libraries as well as small and rural libraries. Both active Friends groups and those working to revitalize their organizations have also found this workshop useful as a review of their current practices and to glean ideas for expanding their membership base.

At the workshop, discussion will focus on the benefits of gathering community volunteers to support your library's programs and services. We'll utilize a checklist to develop a Friends of the Library group step-by-step including recruiting helpers to serve on a steering committee. Once the Friends' mission has been determined, the focus will switch to volunteer engagement, expanding the base of supporters for both new and established groups, and ultimately, working with volunteers to develop the leadership corps that will successfully maintain an active organization.

The workshop is free of charge and is open to any interested participants, not just member libraries of the co-sponsoring systems: Southern Adirondack Library System, the Upper Hudson Library System, and the Mohawk Valley Library System. Participants may request two hours of continuing education (CE) credit from the Southern Adirondack Library System. Please complete the Google Form to register no later than Friday, May 3 at 5 p.m.: <https://forms.gle/Ku2r1oDFGT2yUSL86>

Questions can be directed to Erica Freudenberger, Outreach, Engagement & Marketing Consultant, Southern Adirondack Library System, at efreudenberger@sals.edu or (518) 584-7300 ext. 211. We hope you'll join us!

Friends News and Notes Goes Digital

Welcome to the first FLS newsletter in the digital era. Beginning with Volume 10, Friends News and Notes will no longer be mailed as a print version. It will, however, still be a printable format. Please feel free to share it widely!

FLS members will be notified when a new issue is available, ideally, every other month. It will be posted on the [FLS Our Newsletter](#) page. Right now only the current newsletter is available online.

Beginning with this newsletter you'll now find a jump link from the "Inside this issue" box to each article. At the bottom of the pages you'll find a "Return to TOC" link to take you back to the contents list. We hope this feature will be helpful. Happy navigating!

Newsletter Submissions

We're always looking for newsletter content. Has your Friends group had a different fundraiser, sponsored a unique program, or found a creative way to attract or retain members? Let us know. Send an article and photos to FLS.nyla@yahoo.com to be included in an upcoming publication.

Dates to Remember:

April 9 - FLS Connections at Night!
Preparing Friends Organizations for Succession Planning
7:00-8:15 p.m., online [See page 3](#)

May 9 - Getting Started: Creating and Supporting a Friends Group for Your Library
Clifton Park – Halfmoon Public Library
10 am - noon, in-person workshop

June 1 - FLS Awards and Scholarships
Nomination / Application deadline

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FLS creates a network to connect and inspire Friends groups in all types of libraries to support the New York library community.

FLS, a unit of NYLA, embraces and promotes diversity and inclusion in all their forms.

FLS Awards and Scholarships

Apply Now for the FLS Randall Enos Conference Scholarship

Are you a member of a Friends of the Library group? Do you serve as the Staff Liaison to your library's Friends group? Do you have a stellar Friends group at your library? Could you or one of the Friends volunteers benefit from a professional development opportunity at the NYLA Annual Conference?

If you answered "yes" to any of these questions, please consider applying for the FLS Randall Enos Conference Scholarship (RECS) to attend the 2024 NYLA Annual Conference. The award pays up to a maximum of \$1,000 for an individual to attend the conference. Reimbursements may include registration, tickets for events and meal functions, lodging, and travel expenses.



"Some people are drawn to bars, some to church groups, I was drawn to the library!" This quote is by Randy Enos, who has spent a very successful professional career supporting libraries and library Friends groups. The FLS Executive Board has honored him by naming him President Emeritus and paid tribute to his commitment to professional development for volunteers and staff by establishing the FLS Randall Enos Conference

Scholarship in 2018. The scholarship is underwritten through an endowment funded by designated contributions to FLS.

Whether a community volunteer or a library staff member, applicants must be a member of FLS/NYLA and involved in a local Friends group at any type of library in New York State. Applications must be received by 5 p.m., Saturday, June 1, 2024. Learn more and find the application packet on the [FLS RECS page](#).

The application form and supporting documentation should be submitted to FLS Scholarship Coordinator Marie Bindeman at mariebind1955@gmail.com. Please contact Marie with any questions via email or by phone: (716) 433-0548. The Scholarship Committee will review all eligible applications and notify applicants of the results in the summer.

Thank you for your interest and support. It's not too soon to think about applying!

Visit www.NYLA.org/Friends > Our Awards and Scholarships > Enos

FLS Daniel W. Casey Library Advocacy Award

Would you like an opportunity to honor a Friends of the Library group or an active library supporter? The FLS Daniel W. Casey Library Advocacy Award is sponsored by the Friends of Libraries Section. Given annually, the award honors an individual or group from the library community whose efforts have contributed to the growth of libraries or Friends of the Library organizations.

The deadline to submit nominations for this prestigious award is June 1. Nominations need to describe the nominee's (group or individual) contributions to library service, including positions held, years of service, accomplishments, successful fundraisers, etc. You'll find the nomination packet and additional information on the [FLS Casey page](#).

Please submit the nomination form and all supporting materials (e.g., clippings of press releases, promotional materials) electronically to FLS Coordinator for the Casey Award Lisa C. Wemett via email at FLS.nyla@yahoo.com. Questions concerning the award process can also be submitted to this email address. Thank you for your interest!

Some Excellent Sleuthing!

Through the years members of both EFR and FLS have been on the hunt for a "decent" photo of Dan Casey. We've had a side view of him, but Cara Setsu Bertram, Archives Program Officer at ALA Archives, has located a full face view photo taken in 1991. We are pleased to be able to use this photo of Daniel W. Casey, courtesy of the American Library Association Archives.



Robert Wedgeworth, Daniel Casey, and Subhas C. Biswas, 1991 - photo has been cropped for use here. Courtesy of the American Library Association Archives

See more about Dan Casey on the next page...

First FLS Connections at Night!

Please join with Friends volunteers statewide for the continuation of this series of conversations. Each "FLS Connections" has a specific topic. Invited speakers share with everyone informally, followed by open mics where everyone can participate and provide their own groups' experiences and ideas.

We are very excited to offer our first "FLS Connections at Night!" on Tuesday, April 9, at 7 o'clock in the evening. The session will end at 8:15 p.m. Our topic: Preparing Friends Organizations for Succession Planning.

Sustainability: it's not just about caring for our planet. Friends groups need to be serious about planning for thoughtful and smooth transitions of leadership to help their organization stick around for the long haul. Volunteers come and go. Hopefully the Friends can weather those departures with careful delineation of duties, well organized written procedures, and a strategy for sharing and memorializing the accumulated knowledge that is key to carrying out events, performing administrative tasks, and maintaining relationships.



Whether it is a long-tenured leader wanting to pass the baton or an unexpected vacancy when a volunteer cannot continue their service, the entire organization needs to be prepared for succession. Join FLS President-Elect Christopher Lund to hear a case study of a Central NY Friends group he led

for four years. Chris will share tips for leadership transitions, how to deal with unexpected emergencies, and how succession planning is key for the longevity of your nonprofit.

Please send a message to FLS at FLSregister@yahoo.com indicating your interest to attend. Put Connections in the subject line. In the message, please give your first and last name and the Friends group or library you are representing. These sessions are not archived. Prior to the session, you will receive a confirmation email with the Zoom access code and any other pertinent information. Registration will close on Friday, April 5.

A Little Bit About Dan Casey

Daniel W. Casey (1921-1995) was an advocate whose involvement in libraries began when he was appointed in 1954 to the Board of Trustees for his home library near Syracuse. He went on to serve as President of the Board of the Solvay Public Library.

Dan continued to volunteer in ever-widening circles of both state and national associations of library trustees, including the New York State Association of Library Boards, Onondaga County Public Library, the Central New York Library Resources Council, and the Syracuse University Library Associates. He was elected to the councils of both the American Library Association and American Library Trustee Association, serving as President of the latter. The Board of Directors of the New York Library Association (NYLA) named him Councilor Emeritus and made him an honorary lifetime member of NYLA.

Dan advocated for libraries through his work with legislative and other government offices. He was persuasive in stating his belief in libraries and in better library services. Under New York Governors Hugh Carey and Mario Cuomo, Dan served on several statewide library committees including the NYS Board of Regents Advisory Council on Libraries.

In 1973, Richard Nixon became the first US President to name Dan to the U.S. National Commission on Libraries and Information Science. Presidents Ronald Reagan and George H. W. Bush reappointed Dan to this post (1985-1995) where he was an Advisory Committee Member for the 1991 White House Conference on Library and Information Services. His passion for libraries took him all over the world as a member of the International Federation of Library Associations and Institutions (IFLA). The New York Library Association recognized Dan's extraordinary contributions to library and information services by awarding him the "Outstanding Services to Libraries Award" in 1981.

Dan died suddenly in March 1995 at age 74. In October 1995, the Empire Friends added to the many awards and accolades Dan had received during his lifetime by a posthumous presentation of the "Friends Lifetime Achievement Award." The Empire Friends renamed it the "Daniel W. Casey Library Advocacy Award" to honor the memory of one who worked as an effective library advocate for 41 years.

Visit www.NYLA.org/Friends > Our Awards and Scholarships > Casey



Long-Range Thinking: the FLS Long-Range Plan 2024-2026

by Lisa C. Wemett, Task Force Chair

In September 2022, FLS President Kerstin Cruger conducted a very thorough review of "New Frontiers for Friends" with the FLS Board. This Long-Range Plan, which had been adopted in July 2020, covered 2021 through 2023. Many aspects of the plan had been accomplished, but with the upheaval of the pandemic and the NYLA staff changes, other tasks could not be completed.

A task force was established in November 2022 to develop the Section's third plan (for 2024-2026). As with the first two long-range plans, the purpose was to give future FLS leaders direction on Section long-term activities. It was proposed that the 2024-2026 plan would begin with Carol Fortier's administration in December 2023, revising the timetable of the previous plans which ran January to December.

During January 2023, a survey on the current and some potential projects for the Section was circulated to the FLS Executive Board. The priorities identified were incorporated into the 2024-2026 plan, outlining action steps under nine goal statements.

As FLS embarked on this process for the third time during the past decade, we wanted to learn how we can better assist our members. What current FLS member benefits and services are most important? How should we be prioritizing our efforts going forward? A link to a 15-question survey utilizing a Google Form was posted on the FLS webpage in March.

Responses were due by the end of April and 111 people, both FLS members (63%) and non-members (37%), participated. More than 80% of the respondents identified as Friends officers or volunteer members. Ten percent were trustees, 23% were library staff, and 2% library system personnel. Participants identified their geographic region by zip code, with the highest number of replies from Rochester, Albany, Syracuse, and Poughkeepsie.

Questions focused on what members needed to succeed in their work with the Friends and the awareness of Section activities and services. We were pleased that individuals locate information easily on the FLS webpage (39%), the page gives access to valuable content and information (50%), and that our quarterly newsletter provides useful information (63%). We were gratified to learn that 59% of the participants feel that FLS addresses their needs as a member.

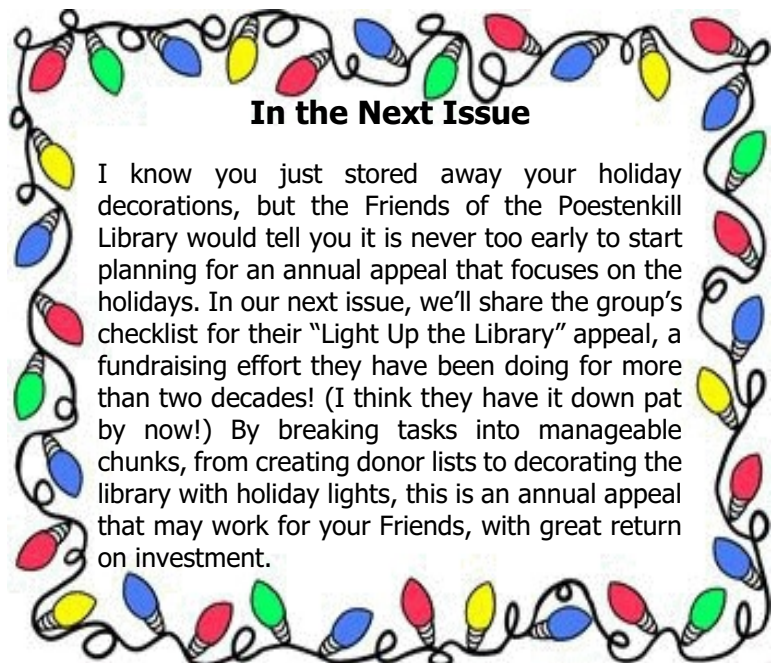
To supplement the survey's findings, Member At Large Erica Freudenberger offered to hold focus groups during mid-April. Four groups were held. Twenty participants representing 15 Friends groups and one public library system participated. Despite rather modest numbers, these focus groups were

incredibly useful to build awareness of FLS and to recruit new members. These discussions plus the survey responses clearly informed the decision-making by the task force on future proposals to explore.

At their July meeting in Cazenovia, the FLS Board and auxiliary volunteers had a lengthy discussion on the new initiatives for the Section put forth in the proposed plan. Some of these are: increasing the frequency of FLS Connections! virtual sessions; new workshops to introduce resources and toolkits developed for the "FLS Toolbox;" a marketing plan to recruit and retain FLS members; continuing work to establish Friends Councils across the state; recruitment of FLS members to work with FLS Board members in assistant capacities to develop a "leadership pipeline" to sustain the Section over time. The new plan was adopted at the December Board meeting.

Celebrated pundit David Brooks said, "...you want to give back a better world than you inherited. It's called generativity." It is my fervent hope that as new FLS Boards move through this plan over the next three years, "generativity" will take place--that our volunteer leaders will be leaving FLS a little better, carrying out our mission one year at a time, as we stretch and grow our services and programs for our members to support the library community statewide.

The Section members owe a debt of gratitude to the 2024-2026 Long-Range Plan Task Force members who served with me: First Vice President-elect Carol Fortier, Immediate Past President Karen Sperrazza, FLS Treasurer Terry Mulee, and President Kerstin Cruger. And a special shout-out to Erica Freudenberger who facilitated our focus groups.



In the Next Issue

I know you just stored away your holiday decorations, but the Friends of the Poestenkill Library would tell you it is never too early to start planning for an annual appeal that focuses on the holidays. In our next issue, we'll share the group's checklist for their "Light Up the Library" appeal, a fundraising effort they have been doing for more than two decades! (I think they have it down pat by now!) By breaking tasks into manageable chunks, from creating donor lists to decorating the library with holiday lights, this is an annual appeal that may work for your Friends, with great return on investment.

Eight Tips for Membership Engagement

Lisa C. Wemett's first listicle for 2024*

Seems that everywhere FLS went last year we were talking about membership engagement: at our meet-up in July in Cazenovia, at a panel discussion at the NYLA Annual Conference in Saratoga Springs, and at FLS Connections! Several Friends Councils around the state also put this topic on their meeting agendas.

Regardless of the size of the Friends group, the ubiquitous question is, "How can we involve our members, enticing them to become active contributors to our work?" Friends leaders are constantly looking for volunteers to participate in projects. What are some strategies that will encourage a member/donor to step up to carry out key functions behind the scenes for the group or to take part in fundraisers, outreach events, or literacy initiatives in a forward-facing role?

Where does membership engagement start? Here are some ideas the Friends of the John C. Hart Memorial Library regularly employ:

1. meet monthly and provide different ways members can attend (both in-person and via videoconferencing)
2. streamline processes (e.g., provide a mechanism to join the Friends online, discontinue physical membership cards)
3. keep members informed (i.e., webpage, e-newsletter, social media)
4. provide members-only perks (e.g., early admission to book sales, social events)
5. request volunteer help on your membership form to encourage involvement in projects and then follow up quickly on all offers of assistance
6. utilize basic databases, like Excel, to track memberships and contributions; always acknowledge dues and

donations, regardless of the amounts

7. create active promotions to attract business members and then provide high visibility perks to recognize their more significant contributions
8. get noticed at library-sponsored and community events where Friends can connect with their neighbors – be visible!

Once your group commits to implementing these strategies, you will find your volunteer base of active workers will increase. The organization's culture will change for the better. Motivated and engaged volunteers are people who are:

- provided flexibility in their time involvement and choices in the tasks presented to them
- recruited face-to-face, making a connection to current volunteers
- able to quickly jump in to work on well-defined teams or committees that welcome their help
- eager to recruit like-minded family and friends to strengthen and support the organization
- welcomed, nurtured, and encouraged by existing Friends members and leaders
- empowered to use their skills to help and then feel inspired when their efforts make a difference, especially when they regularly hear "thank you!"
- "model members" who can spread the word to the broader community

*In journalism and blogging, a listicle is an article structured as a list, consisting of an introduction, three or more list items, and a call to action. It typically features a number in its title.

FLS Connections! Making the Most of National Friends of Libraries Week



The first FLS Connections! of the year found the gallery view full with 46 people on the Zoom. Jillian Wentworth, Manager of Marketing & Membership for United for Libraries, gave a great overview of ideas and activities for National Friends of Libraries Week. Following an FLS Connections! program, minutes are distributed to the attendees. You'll find that document at the end of this newsletter. There are many useful links to resources for Friends Groups including Jillian's slides from the presentation.

FLS Connections! is a series of virtual meet-ups for Friends, volunteers, and library staff to get together and chat about topics important to our organizations. The series was

developed by FLS's Coordinator for Professional Development Lisa C. Wemett in 2021. Quoting the minutes, taken by Amy Discenza, from the February 28 event Lisa Wemett said it best: "The networking that we've done today is the heart of our work for FLS. Connecting Friends groups to their counterparts, whether it's in the next town, the next county, or across the entire Empire State makes our work worthwhile. And we have so much to learn from one another as you can see today." That sums up why FLS does what it does!!

We hope you'll join us for the next FLS Connections! - the first time we're offering this program at night - for a discussion of Preparing Friends Organizations for Succession Planning with FLS President-Elect Christopher Lund on Tuesday, April 9, at 7 o'clock. [See page 3](#)

FLS Executive Board and Auxiliary Volunteers

Officers:

President: Carol Fortier
 FLS Councilor: Jerrie Grantham
 First Vice President: Chris Lund
 Second Vice President (Membership): Amy Discenza
 Secretary: Joyce Maguda
 Treasurer: Terry Mulee
 Immediate Past President: Kerstin Cruger
 President Emeritus: Randall Enos

Members At Large:

Matt Corey
 Jim Foster
 Mary Giardini
 Erica Freudenberger
 Meg Sgombick
 Arlene Vaquer
 Ristiina Wigg

NYLA Committee Representatives:

Awards Committee: Joyce Laiosa
 Communications Committee: Terry Mulee
 Conference Ambassador: Chris Lund
 Continuing Education Committee: Matt Corey
 Governance: Carol Fortier
 Intellectual Freedom Committee: Chris Lund
 Legislative Committee: Jean Sheviak
 Membership Committee: Amy Discenza
 NYLA Nominating: Erica Freudenberger
 Sponsorship/Fundraising: Terry Mulee

FLS Auxiliary Volunteers:

FLS Casey Award Coordinator: Lisa C. Wemett
 FLS Scholarships Coordinator: Marie Bindeman
 Coordinator for Professional Development: Lisa C. Wemett
 Marketing Coordinator: Meg Sgombick
 Nominating Committee Chair: Kerstin Cruger
 NFOLW Coordinator: Jen Allen
 Regional Workshop Trainers: Joyce Laiosa, Lisa C. Wemett

Contact us anytime at FLS.NYLA@yahoo.com
 Visit the Friends of Libraries Section at
www.NYLA.org/Friends

FLS is not publishing email addresses to eliminate phishing scams. Please use the NYLA Membership Directory to find contact information or use the FLS email. Please indicate your email recipient. We apologize for any inconvenience.

This newsletter is a publication of the Friends of Libraries Section of the New York Library Association.
 Newsletter Editor: Terry Mulee
 Contributor & Proofreader: Lisa C. Wemett

NYLA leads, educates, and advocates for the advancement of the New York library community.

NYLA FRIENDS OF LIBRARIES SECTION

Membership Benefits

First access to publications and learning opportunities to engage and inspire your Friends group

Reduced NYLA membership and NYLA Annual Conference rates

Opportunities to network and connect with Friends across New York State

Awards and scholarships, including the FLS Daniel W. Casey Library Advocacy Award and the FLS Randall Enos Conference Scholarship

www.nyla.org/friends

ABOUT FLS

The Friends of Libraries Section (FLS) is a unit of the New York Library Association.

FLS's mission is to create a network to connect and inspire Friends groups in all types of libraries to support the New York library community.

FLS is for Friends of the Library and for those who support their mission.

Looking to organize a Friends group? FLS has resources for that.

JOIN NYLA / FLS

Maintaining a healthy membership helps ensure that FLS can continue our work.

NYLA offers personal and group membership rates for Friends of the Library. Already a NYLA member? It's easy to add FLS as a Section.



Friends of Libraries Section
Friends helping Friends

www.nyla.org/join

Volunteer with FLS

- Grow your network of Friends**
- Develop leadership skills**
- Make a difference**



Scan the code or complete an FLS Volunteer form at jotform.com

FLS Connections!

Making the Most of National Friends of Libraries Week

Wednesday, February 28, 2024 | 4:00 – 5:15 p.m.

Many, many thanks to Amy Discenza, FLS Vice-President for Membership, for these incredible notes of our gathering!

About FLS Connections!

FLS Connections! is a series of virtual meet-ups for Friends, volunteers, and library staff to get together and chat about topics important to our organizations. The series was developed by FLS's Coordinator for Professional Development Lisa C. Wemett in 2021; Terry Mulee, FLS Treasurer, provides technical assistance and serves as resident Zoom guru.

Each FLS Connections! is centered around a specific Friends topic: a featured speaker presents to the group, with an open mic to follow. Participants are encouraged to share their own Friends groups' experiences and ideas. Past topics include embracing change during the pandemic; fundraising; membership recruitment, engagement, and retention; community outreach; e-newsletters and email marketing; alternative collections; and membership engagement. Each session runs for about 75 minutes. FLS Connections! is not recorded but notes are made available to participants.

Save the date for our first **FLS Connections! at Night** on **Tuesday, April 9, 2024, from 7:00 – 8:15 p.m.:** Preparing Friends Organizations for Succession Planning with FLS President-Elect Christopher Lund. See [page 3 of the newsletter](#) for more details and how to register. Please register by April 5.

About Today's Presenter

Jillian Wentworth is the Manager of Marketing & Membership for [United for Libraries](#), a division of the American Library Association (ALA). Jillian has hosted webinars about National Friends of Libraries Week (NFOLW) and helps coordinate its promotions, publicity, and social media campaign. She has also assisted with the National Friends of Libraries Week Awards. Jillian has been with the organization since 2009. You can read a full bio at: <https://www.ala.org/united/about/staff>

Presenter Contact Information & Slides:

Jillian Wentworth, Manager of Marketing & Membership for United for Libraries

Email: jwentworth@ala.org

Presentation slides and supplemental links can be viewed at

https://docs.google.com/document/d/1f32q0fvaV-y9F8QTBt7uysHjZcQP_RXegBj6GMOH_pA/edit

About National Friends of Libraries Week

1. National Friends of Libraries Week (NFOLW) started in 2006 as an initiative of Friends of Libraries U.S.A. and has continued with United for Libraries.
2. NFOLW is held annually during the third full week in October. NFOLW 2024 runs from October 20-26.
3. The celebration offers a two-fold opportunity to celebrate Friends. Use the time to creatively promote your group in the community, to raise awareness, and to promote membership. It's also an excellent opportunity for your library and Board of Trustees to recognize the Friends for their support of the library.
4. Read more about National Friends of Libraries Week at <http://www.ala.org/united/nfolw>

About United for Libraries

United for Libraries is the division of the American Library Association (ALA) that supports Friends groups, Library Foundations, Trustees, and those who work with these groups. United for Libraries is the only ALA division that specifically supports library advocates and people who fundraise, govern, and support their libraries. You can read more about United for Libraries at <https://www.ala.org/united/>

What does United for Libraries Provide for NFOLW

- [Promotional graphics](#) that can be downloaded and used on social media
- Marketing materials that can be adapted, such as sample press releases, letters to the editor, proclamations, and fundraising letters. Marketing materials are updated annually and will soon be available on the [NFOLW website](#).

- Promotion and celebration ideas for Friends groups and libraries
- [NFOLW merch](#) including t-shirts, hoodies, baseball shirts, tote bags, mugs, and stickers.

Ideas for Friends Celebrating NFOLW

- Hold a fundraising event or use NFOLW as a launching ground for [Giving Tuesday](#) if that's something your Friends group or library participates in
- Hold a membership drive
- Hold your fall book sale
- Hold a thank-you event for library staff
- Hold an event/program each day of the week
- Offer contests
- Recognize volunteers
- Make daily social media posts. You might highlight someone who holds a leadership position in your Friends group or some of the programs/collections/projects that have been funded by the Friends.

Ideas for Library Staff to Recognize Friends During NFOLW

- Assist the Friends in getting a proclamation signed by a city official
- Let your elected officials know how important the Friends are to the ongoing success of the library. Include data and stories to illustrate the Friends' contribution to the library
- Recognize outstanding Friends volunteers and/or the anniversary of the founding of the Friends
- Publicly thank the Friends – write a letter to the editor in your local newspaper, give the Friends a shout-out in your library newsletter, make a bulletin board or display in honor of the Friends
- Use NFOLW as an opportunity to evaluate how the library currently helps promote the Friends. Look for additional opportunities to promote the Friends on an ongoing basis. Consider a bulletin board in a prominent location, brochure holders at the circulation desk, bookmarks distributed by the circulation staff, and other simple ways to promote the Friends to all patrons.

More Ideas for NFOLW

Jillian went on to share images of a series of NFOLW promotions from Friends groups and libraries across the county. The images can be viewed in her [slide deck](#) and include:

- Sample **proclamations** from the Governor of Tennessee and the Mayor of Alpine, Texas honoring Friends of the Library during NFOLW
- A social media post honoring the Friends of the Helen B. Hoffman Plantation Library who were presented with a proclamation at a city council meeting during NFOLW.
- A social media post featuring the Friends of the Martin County Library System **presenting the library director with an oversized check**—always a great photo op!
- The Charleston Friends of the Library in South Carolina held a **board reunion** in celebration of NFOLW. Attendees honored all past and present board members over the course of 30+ years for their contributions and dedication to the Friends. The board reunion brought together former board members and current leadership and cultivated new members and donors. Food and wine were provided. Sixty people attended the event in 2018.
- The Friends of the San Juan Island Library in Washington celebrated NFOLW by **hosting an event each day of the week**. Celebrations included a book swap, a membership drive, a visit from a collector of old and rare books, an event for young readers, a call to the community to share why they love their library, and a book/jewelry/fall treasures sale.
- The Friends of Johnson County Library in Kansas held a **bookmark design contest**. The winning design was made available at all Johnson County Library locations.
- The Friends of the Boca Raton Public Library in Florida celebrated NFOLW by **launching a fundraising campaign** using [classy.org](#)
- The Friends of the Hennepin County Library in Minnesota asked library patrons to fill out postcards declaring **what they love about their library** and shared the responses on their website: <https://www.supportclib.org/thank-you-sharing-your-library-love>

- Queens Public Library **created a video of elected officials** sharing their appreciation of the Friends of Queens Public Library. You can watch the video here: <https://www.youtube.com/watch?v=8UQSED-BbeI>. FLS Board Member Jerrie Grantham, who is the Volunteer Coordinator at QPL and helped orchestrate this project, shared a hot tip: sweeten the deal by providing elected officials with talking points.
- Staff from the Springfield-Green County Library District in Missouri honored their Friends group during NFOLW by creating **a video in which they acknowledged various projects** funded by the Friends and thanked them. Watch the video here: <https://www.facebook.com/watch/?v=6551615178281631>
- The Friends of the Ocean County Library in New Jersey created a video educating the public about what the Friends do and posted it on social media during NFOLW.
- Jillian went on to share sample NFOLW **social media posts** from even more libraries including Queens Public Library, L.A. Public Library, Delaware County Libraries, DC Public Library, San Antonio Public Library, Albany Public Library, and Sequoyah Regional Library System. She asked that you tag United for Library for any posts your Friends make during NFOLW.

NFOLW Awards

If your Friends group holds activities during NFOLW, consider applying for the [United for Libraries NFOLW Awards](#). United for Libraries honors two Friends groups annually with a \$250 award. Applications are due in early December and are judged on the following: creativity and innovation; engagement of Friends, library staff, Trustees, and/or advisory committee; and recognition/promotion of Friends group.

Other Celebration Events for Your Friends Calendar

- National Library Week (April 7-13, 2024): Team up with staff at your library to amplify the message.
- Library Card Sign Up Month (September 2024)
- Banned Books Week (September 22-28, 2024)

United for Libraries Events

- United for Libraries **Learning Live** (second Tuesday of each month): Each month's session covers a hot topic of interest to Trustees, Friends and/or Foundations, followed by Q&A and/or discussions. Learn more at <https://www.ala.org/united/training/learning-live>
- United for Libraries Virtual 2024: United for Libraries' annual virtual conference for Trustees, Friends, Foundations, and staff who work with them. Their 5th conference runs from July 30-August 1, 2024. Learn more at <https://www.ala.org/united/virtual>
- To join United for Libraries, visit <https://www.ala.org/united/membership/howtojoin>

Open Mic (Questions & Comments from Participants)

Comments:

Ann Poelma, President of the Friends of the Fairport Public Library shared: "Our library liaison/staff contact person also serves as marketing librarian. She always publicizes Friends activities in the library's weekly email blast as well as the quarterly newsletter that is mailed to residents' homes. She always showcases NFOLW, as we hold a membership drive."

Ann continued, "We love NFOLW because it gives us a socially acceptable way to get in every patron's face. We set up a Friends table every day, including evenings and weekends, so that if somebody walks into the library, they can't help but see us. We have a huge bowl of chocolate candy to help lure people over and branded notepads to give away. Our library keeps every service desk stocked with Friends membership forms. But I think what really helps us is offering tiered membership. People can join the Friends of Fairport Public Library for as little as \$5 a year. Maybe next year they'll renew at the \$10 or \$25 level."

Questions:

Sharon DeLevie, President of Friends of the Hastings on Hudson Library, asked: "We struggle with how to communicate what a member of the Friends is. Everyone thinks if they have a library card, they are a member of the Friends. We have moved to saying "supporter," instead of "member," but I would love ideas on how best to communicate this to our public, who love us, but don't get what we're saying."

·Wilma Jozwiak from the Friends of Clifton-Park Halfmoon Library that have 500+ members suggested the following: Have a **membership table at community events**, have marketing materials and social media posts about what the Friends do, and highlight programs and services that the Friends have supported in the past.

·Ann Poelma, President of the Friends of the Fairport Public Library suggested **likening the Friends to the PTA. The Friends do the fundraising and the promotions** and so forth, so that the library can provide programs like summer reading for kids and concerts that may not be in their budget. They hold membership drives regularly in the library.

·Jerrie Grantham, Volunteer Coordinator at QPL, has regularly hosted a one-day conference for Friends leaders from across their system. She asked **the library's CEO to record a thank you video** she shared with the Friends volunteers.

Sally Doulton from the Friends of the Gold Coast Library asked: "How do you get the Board of Trustees and staff of your library to recognize the Friends?"

·Jillian Wentworth heard of a Friends group hosting a We Love Our Board of Trustees event during NFOLW. Such an event can help establish a mutual appreciation between the Friends and Trustees.

·Cindy Knights from the Friends of the Kinderhook Memorial Library said "show up, partner with them, stay open and curious about what they do and how to collaborate with them. It's working well for us in Kinderhook! So thankful!"

How Will Your Library Celebrate NFOLW 2024?

FLS wants to know how your Friends group or library will be celebrating NFOLW. Please let Jen Allen, FLS Coordinator for NFOLW, know what you're planning. She can be reached at executivedirector@fsspl.org

Concluding Remarks:

Lisa Wemett said it best: "The networking that we've done today is the heart of our work for FLS. Connecting Friends groups to their counterparts, whether it's in the next town, the next county, or across the entire Empire State makes our work worthwhile. And we have so much to learn from one another as you can see today."

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