

Back from the Brink  
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Introduction: September 2014: After retiring in June, I attended my first Friends meeting hoping to help out at a couple of fundraisers. NO big commitment for me! Within an hour, I was looking at becoming President! What follows is the story of the journey that ensued. With the help of so many people the Friends of Onondaga Free Library have made a comeback.

Content	Notes
<p>Chapter 1 – <i>Stabilizing the Ship</i> Who will help? Identify assets and establish lines of communications. Key supports: administrators, staff, past and current Friend directors, trustees. Finding other Friend groups in the area for ideas and support. Set an achievable goal quickly.</p>	
<p>Chapter 2 – <i>Studying the Maps</i> Understand how your group got to this state. Avoid past mistakes. Documents: find Articles of Association, By-Laws, tax returns, insurance policies, meeting minutes, and documents describing past fundraisers, issues: successes, problems. <b>Please maintain documents in a safe place for the next set of leaders.</b> Locate ALA and NYLA materials (join NYLA/Friends) – online resources, such as tool boxes, and attend local or regional meeting (best with other Friends!)</p>	
<p>Chapter 3 - <i>Charting a Course</i> Know the role of the Friends in your library: what is expected, what is not OK. Shine a light on the library...don't take over. Evaluate (and re-evaluate) what you can do with available assets and resources. Make your presence known to administration, trustees, and staff. Create some buzz about a “re-vitalized Friends” group in your community. What is needed now? New Friends, new volunteers for events and fundraisers (follow-up on names from the membership brochures). Be present for Friend sponsored events and promote the Friends. Look for other roles for Friends- if not a Director (ie. Ambassador). Never say “no” to an offer of help. Always say “thank you” to volunteers and staff.</p>	
<p>Chapter 4 – <i>Full Steam Ahead</i> Work with the Administration to create a calendar of events: better publicity, better utilization of room space and time. Scrambling is to be avoided. Fundraising, publicity, fundraising, publicity. Staff members do much for the Friends, they need to know who you are, what you are doing, what is expected of them.</p>	

## Chapter 5 – *Re-setting the Compass*

Preventing burnout! - Succession plan, finding new directors, new direction, Not for Profit resource collection in libraries and in communities.

Too many fundraisers? evaluating fundraisers, finding more lucrative fundraisers (ideas from other libraries).

Identify new income streams: smile.amazon.com, PayPal/Square, make giving easier.

Giving back to patrons (free raffles, concerts, educational events, etc).

**Prevent burnout!** How much can your organization do with the manpower you have?

**Succession Plan:** Find, orient, nurture new directors. Try new things!

### **Take care of yourself!**

#### *Stimulating and uplifting resources:*

Campbell, James - The Library: a world history (2013)

Eckstein, Bob - Footnotes\* from the world's greatest bookstores: \*true tales and lost moments from buyers, booksellers, and book lovers (2016)

Winter, Jeanette - The Librarian of Basra (J) (2005)

Palfrey, John - BiblioTech: why libraries matter more than ever in the age of Google (2015)

Lankes, David - Expect More: Demanding Better Libraries for Today's Complex World (2012)

### **Respect:**

**Your organization:** Pride and purpose

**Directors/volunteers:** efficient meetings, discretion, praise, TY

**Staff and Trustees:** respect their time, efforts, contributions

**Yourself:** Recognize your contribution to the library and community!

