



Friends News and Notes

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

Volume 8, #3 -- August 2022

New for You From the Friends of Libraries Section

FLS presents Resources for Friends and Rural Libraries

We are excited to share with you the newest segment of the FLS webpage, *Resources for Friends Groups Supporting Small and Rural Libraries*. We hope that you will consult it often! The resource page is the culmination of an FLS project undertaken to learn more about volunteers who support under-resourced libraries and how FLS could better meet the needs of our members.

But there is much here to help all Friends organizations, regardless of their size. Each division of the page has resource sheets for topic areas which address the challenges raised in our 2021 survey of Friends groups supporting small and rural libraries. We have included handouts developed by FLS which relate to each subject, along with links to pertinent resources, templates, and work sheets.

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FLS Releases White Paper

A white paper released by FLS in June explores the needs of Friends organizations that assist small and rural libraries and provides recommendations to sustain these volunteer groups. The report, *Beyond Younger Volunteers: White Paper on What Rural Friends Groups Need to Thrive*, is the result of a 2021 survey of libraries in New York and outlines the services offered by FLS in response to the challenges identified in the study. The project was undertaken to learn more about volunteers who support under-resourced libraries and how a division of a state library association could better meet the needs of their constituents. The [white paper](#) can be accessed for free, along with the original 40-question survey and a summary of the data.

~ continued on page 10 ~

Friends of Libraries Section: What's Happening?

FLS is hard at work planning new opportunities for our members and those who work to support the New York library community. You'll find detailed information in this newsletter on these and other initiatives. We hope to see you at any and all of these exciting events!

FLS Connections! Community Outreach

Thursday, September 15, 2 - 3:15 p.m.
In this conversation via Zoom, Amy Discenza, MCLS Outreach Coordinator, will talk about Friends and innovative projects that meet unique needs in the community. See page 3.

FLS-sponsored Webinar Partners in Planning

Thursday, October 6, 2:00 p.m.
This overview, presented by author and planning specialist Joy L. Fuller, will focus on methods in the *Strategic Planning Process for Public Libraries* as it applies to one of the key partners, Friends of the Library. See page 3.

FLS Offerings for Friends at the 2022 NYLA Annual Conference

November 2 - 5, Saratoga Hilton/City Center in Saratoga Springs
FLS is sponsoring or cosponsoring seven programs from Thursday through Saturday at this year's conference. In addition, we will hold an Executive Board Meeting on Friday and welcome your attendance.
See the Conference Centerfold, pages 5 through 8 for detailed registration and program information.

Save the Date

FLS Annual Membership Meeting

November 16, 2:00 p.m.
Details will be released in advance of this meeting, but mark your calendars and plan to attend this virtual event.

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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.

A Message from FLS President Kerstin Cruger

Hello Friends!

The extreme heat has finally broken (for now at least) so it doesn't feel odd to think about all things autumn. So many exciting things are coming up including the official birthday of FLS on October 30th and of course, the NYLA Conference will be in Saratoga Springs from Wednesday, November 2nd through Saturday, November 5th. We would love for you to join us at the NYLA Conference to help us celebrate 30 years of FLS. There will be our traditional Friends Day on Friday with the bulk of our Friends-focused workshops taking place, a tour of the Friends-operated bookstore at the Saratoga Springs Public Library, and our Executive Board Meeting. The FLS booth on the trade show floor is a great place to meet and greet and there may even be some games and prizes. You'll have to stop by and find out.

Whether this is your first NYLA Conference or you have attended many times before, this will be a great opportunity to connect with Friends groups from around New York, get to know your FLS Board members and get some fresh ideas or learn some new tips from an amazing group of speakers. If you are coming for one day or the entire conference don't forget to take advantage of that early bird deadline to get a discount on the cost of registration.

MANY THANKS AND CONGRATULATIONS

I wanted to take this opportunity to thank the American Library Association (ALA) for following the New York Library Association (NYLA) Council's lead in passing a resolution honoring FLS's 30th Anniversary. Thank you to Cassie Guthrie, former ALA Chapter Councilor for NYLA, for putting forth the Resolution at the ALA Council meeting in June and those ALA members who supported it! You can view the full text of both resolutions from NYLA and ALA on the FLS homepage.

A hearty congratulations to Erica Freudenberger, FLS Board Member At Large, and Lisa C. Wemett, FLS First Vice President, who over the past six months have worked to take their virtual presentation for the Association for Rural and Small Libraries' 2021 conference and turn it into a white paper. The white paper, *Beyond Younger Volunteers: What Rural Friends Groups Need to Thrive*, explores the needs of Friends organizations that assist small and rural libraries and provides recommendations to sustain these volunteer groups. No matter if you have a small or large Friends group I encourage you all to go check out this phenomenal piece of work!

Many, many thanks to the FLS Task Force on Friends and Rural Libraries. After two years of extraordinarily hard work the Task Force completed and produced the Best Practices resource sheets as well as an introduction to *Resources for Friends Groups Supporting Small and Rural Libraries*. Thank you to all the members of the committee: Lynne Madden - Chair, Lisa Wemett, Erica Freudenberger, Karen Sperrazza, Vince Sperrazza, Carol Kupelian and Betsy Sywetz for

producing a wonderful resource for small Friends groups in New York! Though geared toward small and rural libraries the topics and supporting documents are universal to all different sizes of Friends organizations.

I am honored to be able to share this exciting news with all of you and continue to be so very proud of this group and all the astounding work they accomplish. Please visit the FLS webpage to view these amazing resources and then share them with your Friends and your friends!

All the best,



Editor's note: Please see all of the details on the 2022 NYLA Annual Conference in the "centerfold pages" of this newsletter which includes information on programs of interest to Friends on Thursday and Saturday, as well as Friends Day options on Friday. FLS is also grateful to the ALA Councilors-at-Large from New York State who seconded the Resolution: Sara Dallas, Erica Freudenberger, and Sara Kelly Johns.

FLS Election Results

Thanks to the following FLS members who have agreed to serve. Your time and talent will be greatly appreciated. Two experienced members are taking on new jobs, four are remaining in their current positions, and three are joining the Executive Board. A hearty welcome to Carol Fortier, Jerrie Grantham, and Mary Giardini.

First Vice President/President Elect - Carol Fortier
Term Ending: November 2025

President - Kerstin Cruger
Term Ending: November 2024

Immediate Past President - Karen Sperrazza
Term Ending: November 2023

Second Vice President - Amy Discenza
Term Ending: November 2024

Treasurer - Terry Mulee
Term Ending: November 2024

Members At Large - Anne Andrianos, Jerrie Grantham, Ristiina Wigg
Term Ending: November 2024

Member At Large - Mary Giardini
Term Ending: November 2023

The Amended FLS By-Laws were approved and are now in effect.

FLS Connections! Community Outreach

Whether stocking a bookshelf of free children's books in a laundromat or food bank distribution center or delivering materials to patrons who cannot travel to the library, Friends can make a significant difference in their communities.



Come join a conversation via Zoom on community outreach that Friends coordinate. Amy Discenza, Outreach Coordinator for the Monroe County Library System Extension/Outreach Department, will talk about some innovative projects that meet needs in the community. Collaboration with other community organizations might appeal to your Friends members. What projects do your Friends provide? Little Free Libraries, book

deliveries to housebound members or senior centers, or help at a summertime nutrition site for children? We encourage you to join us and share your successes.

Registration is now open for "FLS Connections: Community Outreach" which will be held on Thursday, September 15, beginning at 2 o'clock and ending at 3:15 p.m.

Please send a message to FLS Second Vice President Terry Mulee to indicate your interest to attend at FLSregister@yahoo.com. 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. You will receive a confirmation email with the Zoom access code and any other pertinent information prior to the event. Registration closes on Monday, September 12. This session will not be archived.

FLS is building an online community across the Empire State. Please join with Friends volunteers for the continuation of this series of conversations we started in 2021. Each "FLS Connections!" has a specific topic and invited speakers will share with everyone informally, followed by open mics where everyone can participate and provide their own groups' experiences and ideas. Days and times are varied to try to reach a wide audience. Come connect with us!

FLS Sponsors a New Webinar – Partners in Planning

How can partner organizations such as the Friends of the Library support the library's planning process? This overview of the Strategic Planning Process will focus on the methods in Strategic Planning for Public Libraries as it applies to one of the library's key collaborators, the Friends of the Library.



Join us on Thursday, October 6, for "Partners in Planning: A Strategic Planning Approach for Friends Groups," a one-hour webinar, starting at 2 o'clock. Utilizing the approach outlined in her recent book, planning specialist Joy L. Fuller will provide a framework of specific and actionable

best practices for how Friends organizations can cooperate with their libraries in the development of strategic plans.

Friends groups have a role in the library's planning as recommended in the **Handbook for Library Trustees of NYS**. The Friends ability to put their own proposed projects into action depends on developing and sustaining the capacity of the organization over time, helping to ensure the success of their library in meeting community needs. Library civic leaders, both Friends volunteers and trustees, can partner in the development of the library's strategic plan by engaging in and supporting the planning framework. Involving partner organizations in various stages of the planning process can drive mutually beneficial outcomes that

better support the libraries that they serve and their communities.

Our speaker is Joy L. Fuller, author of **Strategic Planning for Public Libraries** (Public Library Association, 2021). Currently, Joy works in strategy and operations for Google. She holds an undergraduate degree from Harvard University and an MBA from Wake Forest University. Joy has more than a decade of experience guiding organizations—both public and private—through the strategic planning and implementation process. With a focus on the end-to-end strategic planning lifecycle, Joy has helped global nonprofits and institutions of higher education develop actionable plans that positively impact the communities they serve. Joy has facilitated trainings for PLA's Inclusive Internship Initiative and presented as a keynote speaker during the Public Library Association's conference in 2020.

There is no cost to attend the webinar for current FLS members or for officers and volunteers included in a NYLA Friends Group Organizational membership as long as the membership is active through October 6. When registering, members need their assigned username and password to qualify for an "FLS Member Reg Pass" that will waive the registration fee for this FLS-sponsored webinar.

Go to www.NYLA.org/Friends to register and find details on costs for non-members to attend. Registration requires a credit card for payment. Checks and purchase orders are not accepted. In the spirit of cooperation, we encourage you to invite your Trustee Liaison to the Friends to participate with you in this professional development opportunity.

Subscribe Now to Leadership Matters

Membership has its privileges and a new FLS members-only benefit is a free subscription to an email resource to build your leadership skills and support your group's long-term viability. Opt-in to this once weekly service from FLS that will bring email tips about leadership for Friends groups directly to your inbox. Encourage your officers to subscribe. Both FLS personal and organizational members may enroll.

What does it take to lead a Friends organization? The double entendre of "Leadership Matters" was our intent—because these items are important, we'll send tips on a wide variety of subjects relating to the oversight of a Friends of the Library group. Leadership decisions are truly significant in volunteer organizations that support a valuable community resource. Governance, compliance issues for nonprofits, communications, operating agreements, and volunteer management all factor into guiding your Friends organization to be the best it can be.

All you need to do to subscribe to this free service is to send a message to the FLS mailbox, FLSregister@yahoo.com, with the subject line "Sign me up!" In the body of the message, please tell us your full name and what Friends group you are associated with. Then once a week you'll find a Leadership Matters message in your mailbox.

FLS wants your groups to thrive! By bringing leadership tips directly to you, we hope you'll give this aspect of your volunteer work the regular attention it needs. We think you'll find lots of ways to apply these ideas to your organization.

Don't miss out! FLS members should sign up by Friday, September 9. This subscription, with a baker's dozen of tips, will run through December 7.

A Successful Fishing Trip

Dr. Reneé K. Bennett-Kapusniak, author of **Public Library Programs and Services for Midlife and Beyond**, presented a webinar for FLS in April entitled **Fishing for Friends: How to Reel in Midlife Adults with Programs**. Nearly 70 attendees joined in to learn ways to attract midlife adults to the public library through programming and volunteer opportunities.

Here is a sampling of the evaluation comments received:

Presenter has excellent presentation skills and ability to feel "real" in the virtual environment.

It was good to get thoughts and ideas specifically targeted at this often-forgotten audience!

This program is a good start to try something different to encourage new volunteers to join us.

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Friends of Brighton Memorial Library Celebrate 50th Anniversary

by Wendy Scull

On the evening of May 10, 2022, The Friends of the Brighton Memorial Library (FBML) in Monroe County celebrated 50 years of service to the community. Our celebration was held in the Friends Learning Center at the Brighton Memorial Library. Attendees included members of the Friends Board, Library Board and Staff, and the community. Distinguished guest speakers from the Town of Brighton, the Friends of Libraries Section of the New York Library Association (FLS), and the NYS Senate attended to mark our milestone. FBML was honored to receive Proclamations from the Town of Brighton, the NYS Senate, and FLS commemorating a half century of dedicated volunteerism. A video presentation shared information regarding the Friends' history, trailblazing volunteers over the years, and a view of the many services and responsibilities of the Friends.

In April 1972, the Board of Trustees of the Brighton Memorial Library voted to create a Friends organization with the objective of "seeing the library as the cultural center in Brighton - the communication center of the community." The original board consisted of seven members and Leo Kaplan as its President. Membership has grown dramatically in recent years, now close to 400. Since its beginning, through increased membership, book sales, the Dorothy and Jack Pitlick Bookstore, and our newsletters, the Friends of Brighton Memorial Library have supported, enriched and provided funding for countless library activities and endeavors.



Friends members with
Brighton Town Supervisor William W. Moehle

Editor's note: FLS congratulates all the members of FBML for their service to the community. In addition, FLS recognizes Marcia Elwitt, former EFR and FLS treasurer (front row on left), for her more than twenty years of service to FBML.

Friends Group Anniversaries

Is your Friends group celebrating a significant anniversary? FLS would like to commend you on your longevity in serving your library community. Please share your good news with us so we can pass it on to our readers and members.

Please send an email to FLS.NYLA@yahoo.com with an article (up to 300 words) and captioned photos. Thanks!



Back to the Future!
NYLA 2022 Annual Conference & Trade Show
Wednesday, November 2 - Saturday, November 5, 2022
In-person at the Saratoga Hilton and City Center
Saratoga Springs, NY



NEW YORK LIBRARY ASSOCIATION
The Voice of the Library Community

In her message about the theme for the 2022 conference, NYLA President Beth Merkle explained it this way "... The past two years have taught us that change is inevitable and humbling and that our strength is in coming together to rethink, rework, and reinvent what we have known. ... Let's get back to that. Let's get... Back to the Future."

Friends Registration Options and Rates:

NYLA members registered as Friends or as part of a Friends Group Organizational Membership are eligible for greatly reduced rates to attend the conference for a single day or the entire conference. Registration provides a badge for entry to all non-ticketed programs and the Trade Show of library-related vendors. (The trade show is open Thursday and Friday only.) Complete conference information is available online. Visit www.NYLA.org/conference.

The Early Bird Single Day registration is just \$30 for admission to the conference on Thursday, Friday or Saturday for the following NYLA member types: personal members at the Friend level or individuals registered as part of a NYLA Friends Group Organizational Membership (including the Primary Contact and Friend Group Leaders). You will need your NYLA username and password that is associated with your personal or organizational membership in order to receive these reduced rates.

The Thursday or Friday Single Day conference registration entitles participants to an entire day of workshops, both those sponsored by FLS and those presented by other NYLA Sections, Roundtables, and Affiliates, plus entry to the Trade Show. A Single Day Saturday registration includes a ticket to the Intellectual Freedom Breakfast preceding the two program slots. After October 8, the rate for a single day increases to \$35 and after October 15, it's \$40. (You may only select one Single Day option.)

Are you planning to attend for two days or more? NYLA offers a Package Plan registration rate for NYLA/FLS members (as outlined above) that bundles together special events tickets into one discounted rate. The package includes attendance Thursday through Saturday plus luncheons on Thursday and Friday, a breakfast on Saturday, the scholarship event on Thursday evening, and the inaugural banquet on Friday night. Register by the Early Bird deadline of October 8 for a rate of \$235. From October 9 through 15 the rate increases to \$275 and after October 15 it is \$295.

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Programs for Friends
Sponsored or Co-sponsored by FLS

Whether you come for just one day, or from Thursday through Saturday, FLS is sponsoring or co-sponsoring programs each day of the conference! Between the Trade Show on Thursday and Friday and all of the programs there will be plenty to do and learn and share. For a full line-up of all the conference offerings, visit www.NYLA.org/conference.

Thursday, November 3

Helping Rural Friends Groups Survive and Thrive
1:45 – 3 p.m. Program Slot #1

Sponsor: RLRT; Co-sponsor: FLS

How can a state library association help Friends volunteers in their growth and development? What are the distinct challenges to Friends groups that support rural libraries? FLS developed a survey for rural Friends groups to identify these needs. The survey results have shaped our activities as FLS continues to establish a statewide network connecting and inspiring Friends groups to support their libraries and communities. Whether you want to start a Friends organization or strengthen an existing group, learn how FLS can guide your Friends in identifying best practices for membership-building and community engagement, financial stability, leadership development, and volunteer advocacy for support of rural libraries.

Lynne Madden, Chair, FLS/NYLA Task Force on Friends and Rural Libraries

Lisa C. Wemett, FLS First Vice-President

Brand Kits on a Budget
4 – 5:15 p.m. Program Slot #2

Sponsor: SMART; Co-sponsor: FLS

Brand kits play an important role in establishing consistent messaging for an organization. They define the visual style of your graphics and publications. Establishing a regular color scheme and fonts, paired with your logo, help stakeholders quickly identify your organization as the source. You don't need to be a graphic designer or have a large budget to create your own look. Learn how to produce a basic brand kit for your library, initiative, or program series using free design tools on Canva.com. If your Friends have nonprofit status with the IRS, come learn how you can access Canva Pro at no cost. Your group will never look better!

Michael Bartolomeo, Emerging Technologies Librarian
 Georgina Rivas-Martinez, Spanish Services Librarian
 South Huntington Public Library

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Friday, November 4

Trivia, Literati, and Wildly Successful Community Fundraising

8:30 – 9:45 a.m. Program Slot #3

Sponsor: FLS; Co-sponsor: PLS, LTAS, PCRT, RLRT



Fundraisers: aren't you tired of lifting heavy boxes of books you hope will sell? Let's build in some fun! Trivia nights for young professionals, supporting families and organizations willing to fundraise on your behalf, building a tried-and-true readathon into a virtual event: come get inspired, especially with "Hold On, Let Me Ask a Librarian," their version of NPR's comedy quiz show, *Wait, Wait...Don't Tell Me*. The

Tompkins County Public Library Foundation has tons of tips to take your fundraising promotions to the next level, whatever size library you support. Let's take a fresh look at raising money for the library with some projects, both in person and virtual, that may provide better returns on your group's time and efforts without setting up a single table for a used book sale.

Kerry A. Barnes, Executive Director, Tompkins County Public Library Foundation

Thank you to NYLA's Public Libraries Section for their financial contribution to co-sponsor this program.

Keeping it Friendly: Connecting Staff & Friends

11 a.m. - 12:15 p.m. Program Slot #4

Sponsor: FLS; Co-sponsor: LAMS

Library administrators and trustees depend on the ongoing success of the Friends and their vital support of the library through fundraising, advocacy, membership engagement, community partnerships, and public relations. We all want what's best for the library. How can we accomplish that through supportive staff relationships? Whether the library director or an appointed staff member, Staff Liaisons to the Friends help library civic volunteers accomplish their mission, keep the lines of communication open so everyone is informed, and facilitate the support the Friends need for their projects and events. Hear how three Staff Liaisons see their pivotal position in working with their community volunteers, providing guidance and furthering cooperation in this crucial partnership. Our panelists will discuss ways they have worked successfully with their Friends steering committees and how they have reached compromise when conflicts have arisen. And yes, a staff member really should be at every Friends board meeting!

Valerie Acklin, Library Director, Gloversville Public Library

Jim Foster, Assistant Director, Clifton Park – Halfmoon Public Library

Cheryl Shelton Jones, Youth Services Librarian, Ethelbert B. Crawford Public Library (Monticello)

Please note: the following two programs will be held in the Dutcher Community Room on the main floor of the Saratoga Springs Public Library (49 Henry Street), a short walk from the Saratoga Springs City Center.

Field Trip to a Friends-Operated Bookstore

2:15 – 3:30 p.m. Program Slot #5

Sponsor: FLS



Both seasonal and ongoing book sales run by volunteers continue to be the #1 fundraiser to support extra needs for libraries. But what about a year-round retail shop or materials sold online? Don't think your Friends group could scale up to this kind of in-library bookstore? The Book Shop's long-time manager Jeff Budge will share his best strategies for gathering and processing donations.

You will hear plenty of organizational tips that will help your own book sale efforts improve over time. We'll tour The Friends Book Shop in the Saratoga Springs Public Library, the store's sorting area, and online book sale set-up. Find out how to organize teams to sort, price, and manage the physical inventory for your book sale operations, whatever their size.

Friends of Libraries Section's Board Meeting

3:45 – 5 p.m. Program Slot #6

Sponsor: FLS

FLS is directed by a 13-member Board that represents the geographic diversity of the Empire State. This business meeting will include the officers, Members At Large, and auxiliary volunteers for the 2021-22 and 2022-23 FLS Boards. The Board conducts most meetings via videoconferencing about every two months year-round, so we'll relish this opportunity to meet face-to-face! We're feeling especially joyful as we are celebrating FLS's 30th anniversary. We're Friendly! Come find out how you can get involved in our activities and projects. Visitors are welcome to attend and we would enjoy meeting you!

Kerstin Cruger, FLS President



Valerie Acklin



Jim Foster



Cheryl Shelton Jones

Programs for Friends ~ continued from previous page ~
Saturday, November 5

Keep It Growing! Strengthening Friends Groups

*We are excited to once again offer this popular workshop in person for staff and community volunteers who want to grow an established Friends group, help maintain the organization, and continue their work for the library in the future. We'll be emphasizing best practices using tried-and-true ideas from a variety of active Friends groups. **Participants are requested to attend the entire presentation over two program slots, with a short break.***

Keep It Growing! Strengthening Friends Groups

Part 1

9:30 – 10:45 a.m. Program Slot #7

Sponsor: FLS

In part 1 of this workshop, explore some practical ways to engage today's volunteers who are looking for meaningful work that makes an impact on their community, using their well-honed skills and expertise.

How can the Friends reimagine their group's leadership, with presidential teams, committees, and task forces to allow volunteers flexibility and reasonable time commitments? Clear expectations, open communications, and delineation of roles for staff, trustees, and community volunteers are all vital, achievable steps. Encouraging leadership development, succession planning strategies, and volunteer recognition each play a role in building meaningful relationships with volunteers, leading to long-term retention.

Discussion will center on revitalizing the core members of the group to carry out their crucial advocacy work for their community libraries. Get tips on how to constantly work on membership recruitment and volunteer engagement with the library and Friends. Continuing to develop a corps of library civic leaders for your library is crucial to sustain the organization for many years to come.

Keep It Growing! Strengthening Friends Groups

Part 2

11 a.m. – 12:15 p.m. Program Slot #8

Sponsor: FLS

This is a continuation of "Keep It Growing" offered in the previous program slot.

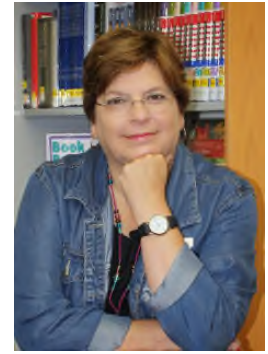
In part 2, we'll explore some best practices for volunteer recruitment and engagement in Friends of the Library groups. Membership drives and other tactics for "Friends-raising" will keep your library's Friends group vital, sustaining the organization long-term. Explore some exceptional ways to network within your community. Constantly sharing your message will revitalize your supporters and maintain the group's crucial membership base, with both donors and active volunteers.

We will focus on reinvigorating the Friends membership base so the organization can carry out their mission for their

community library. Learn how to implement strategies to keep volunteers involved at a level they are comfortable with. Engagement with community partners by networking with businesses and nonprofit organizations will help the Friends membership be more representative of the community the library serves. Renew and engage the members of your group, turning your core supporters into a strong, active volunteer force that can help support the library with extras not attainable with its standard operating budget.

Lisa C. Wemett, FLS First Vice-President (left)

Joyce R. Laiosa, FLS Executive Board (right)



Consider this registration option:

Those NYLA members who are eligible for the reduced rate for Friends may register for a Single Day - Saturday Only badge, as described on page 5. This will allow you to attend the FLS double-slot program and includes a ticket to the Intellectual Freedom Breakfast from 8:00 - 9:30 a.m. featuring author Laurie Halse Anderson.

**Special Events at the
2022 NYLA Annual Conference**

Thursday morning at 8:00 join NYLA Members for the Association's Networking Breakfast/Membership Meeting, a great way to get your day started. It's followed by the Keynote address, The Beautiful Revolutionary Future, delivered by Courtney Harge. These are included in your conference registration. Then the trade show opens. Be sure to visit the vendors. Their presence helps to make the conference possible. There will be several times in the schedule where no other programs are offered but a great deal happens on the trade show floor!

Several ticketed events take place throughout the conference. These include luncheons on Thursday and Friday, a Scholarship Fundraising Bash Thursday night, the Inaugural Banquet on Friday evening, and the Intellectual Freedom Breakfast on Saturday morning. Tickets need to be purchased during the registration process if the events are not included in conference plans.

Conference Registration Information

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If you do not wish to attend these extra events, select a Full Conference Early Bird registration rate which covers all non-ticketed programs scheduled from Thursday through Saturday, the trade show on Thursday and Friday, **plus** a ticket to Friday night's inaugural banquet for only \$100. The rate increases to \$140 from October 9 through 15 and after that, to \$195. NYLA offers these same deeply discounted registration rates for their members in the student, trustee, and retiree membership categories.

When you register for the conference, you may purchase Special Event tickets separately. Be certain to indicate any dietary accommodations you require: VG/DF/GF. Conference goers may purchase more than one ticket to an event. Be sure to secure your tickets by registering in advance; events often sell out early. Check online for events and pricing. Anyone not registered for the conference or not going to any other program sessions has the option to attend Special Events with the purchase of a ticket in advance.

Registration opens August 15. All registrations must be submitted online. Early Bird rates end October 8. Remember that you will need your NYLA membership login and password in order to register and receive the Friend level discounts. Please contact Lauren Hoyt, Membership Services Coordinator, by telephone for assistance in registering if you are paying by organizational check, need to be invoiced, or are joining as a new NYLA member in order to attend the conference: (800) 252-6952, ext. 104 or (518) 432-6952, ext. 104. NYLA does not take credit card payments over the telephone. For general conference questions contact Kate Pauly, Institutional Events Manager at 518-432-6952 x103 or events@nyla.org,

Walk-in registrations are not available at the conference site. Visit www.NYLA.org/conference for additional details and to register.

Sponsor / Co-sponsor Abbreviations

FLS	Friends of Libraries Section
LAMS	Leadership and Management Section
LTAS	Library Trustees Association Section
PLS	Public Libraries Section
SMART	Section on Management of Information Resources & Technology
PCRT	Pop Culture Round Table
RLRT	Rural Libraries Round Table



Desktop version of Conference App

2022 NYLA Conference App and Schedule

NYLA will be utilizing a conference app, available via computer or as a download for your mobile device. "All-things-conference" will be accessible within the app including daily schedules, program listings, presenters, and special event details. A trade show map will help you find your favorite vendor and NYLA unit booths - including FLS! A conference participant list will also be available for networking with colleagues.

After you have registered for the conference you will receive login credentials for the app. You'll be able to bookmark programs and events to keep track of where you want to be and when, and check in for sessions to record your Continuing Education Credits (this information will be available afterwards in your NYLA Personal Record).

Information will be added regularly during the lead up to the conference. This comprehensive app will be a helpful resource for conference goers. A limited supply of printed conference materials will be available onsite.

General Conference Schedule

Thursday, November 3rd

8:00-9:00 a.m.	NYLA Networking Breakfast/Annual Membership Meeting
9:00-10:15 a.m.	Keynote Address
10:30-noon	Trade Show Grand Opening
12:00-1:30 p.m.	ESLN Luncheon/Lightning Rounds
1:45-3:00 p.m.	Program Slot #1
3:00-4:00 p.m.	Designated Trade Show Time
4:00-5:15 p.m.	Program Slot #2
5:30-7:00 p.m.	New Members/Past Presidents Meet & Greet
8:00-10:00p.m.	Scholarship Bash - Party Girl! Movie Fundraiser
10:00-midnight	NYLA After Dark/ULU After Dark

Friday, November 4th

8:00-9:00 a.m.	Breakfast with the Vendors/Trade Show
8:30-9:45 a.m.	Program Slot #3
9:45-10:45 a.m.	Designated Trade Show Time
11:00a-12:15 p.m.	Program Slot #4
12:30-2:00 p.m.	PLS Author! Author! Luncheon or YSS Empire State Award Luncheon
2:15-3:30 p.m.	Program Slot #5
3:45-5:00 p.m.	Program Slot #6
7:00-9:00 p.m.	Inaugural Awards Banquet
9:30-midnight	NY4BL PAC Fundraiser (Off-Site)

Saturday, November 5th

8:00-9:30 a.m.	Intellectual Freedom Breakfast
9:30-10:45 a.m.	Program Slot #7
11:00a-12:15 p.m.	Program Slot #8

Diversify Your Fundraising

Resources ~ continued from front page ~

We know book sales are fun for the community—finding a bargain, filling a beach bag with good summer reads, or sharing a beloved author you had forgotten about with your children. Sales have always been the “go-to” fundraiser for Friends groups. But as a nonprofit, Friends need to continue to expand avenues of fundraising, soliciting donations to support the library we all love. These web-based resources may convince you there are other ways to raise money.

www.getfullyfunded.com

“We believe that raising money for your nonprofit shouldn’t be overwhelming, scary, boring, or hard.” This website offers an inspirational weekly newsletter on raising money, delivered to your inbox. Blog posts, videos on their YouTube channel, checklists, and free resource pages (e.g., Fundraising Guide for Beginners) have lots of suggestions to get you started on a path to better fundraising.



www.signup.com/nonprofit-fundraising-ideas

Laura Brecher of the Friends of the Fairport Public Library introduced SignUp.Com at our FLS Connections meeting in June, pointing out its use to schedule volunteers for [The Corner Bookstore](#). This website also has a variety of fundraising resources available to everyone. Making an annual fundraising plan, ways to find new donors, and fresh ways to acknowledge your donors are all short articles that can inspire you when you want to embrace being a fundraiser. Under the “Fundraising Planning Center,” find ideas for fundraising by season (e.g., fall), via social media, virtual fundraisers, and using Stripe and PayPal for credit card donations.



You surely could use “100+ Unique (And Easy!) Fundraising Ideas,” couldn’t you? Head to <https://funds2orgs.com> to find some great suggestions. Funds2Orgs coordinates drives to collect gently worn, used, and new shoes, helping the environment by repurposing the shoes. Their “100+” ideas list is divided into unique ideas (a polar plunge), virtual fundraisers (online cooking class with a talented chef; cute pet contest; virtual board game tournament), standalone events, inexpensive fundraising (try a give-it-up challenge), quick fundraisers (plant sale), and some additional free online resources. One idea we liked and thought would be especially popular for Mother’s Day or the holidays was the Family Photoshoot. Bring in an experienced photographer to take beautiful pictures of your members and their families at an affordable price. Parents and grandparents will love these keepsakes!



Whether you are thinking about starting a Friends group or working to sustain a current group long-term by planning succession strategies, the resources here will help you reach your goals. Help guide new volunteers as they step into important roles for your group by carefully reviewing job descriptions or writing them for the first time using our examples and templates.

We know that representation matters. Using the resources on diversity may encourage people to get involved in an organization where they can see themselves. It is vital to the ongoing viability of Friends groups to recruit diverse members who can share their experience and expertise. Our tips from our popular “Membership in a Minute” subscription were compiled into a handout on membership-raising.

And the ever-present need for fundraising is addressed with many suggestions of fundraisers, online resources, and archived articles from our newsletters. We also added a handout to encourage your group to draft guidelines for using the funds you raise on behalf of the library. There is a section on programming and tips for becoming a “Library Champion” to support NYLA’s important funding initiatives and legislative goals.

Many thanks to the FLS Task Force on Friends and Rural Libraries, chaired by FLS Secretary Lynne Madden, for their work over the past two years to develop the resource sheets and bring these materials together under one banner. Members included Erica Freudenberger, Outreach and Engagement Consultant at the Southern Adirondack Library System; Carole Kupelian, Friends of the Osceola Public Library; Karen Sperrazza, FLS Immediate Past President; Vince Sperrazza, Member At Large, NYLA’s Rural Library Roundtable; Betsy Sywetz, Friends of the Richfield Springs Public Library; and Lisa Wemett, FLS Coordinator for Professional Development. We also want to acknowledge Web Editor Terry Mulee who made it all come together by designing the masthead for our resource sheets and publishing all the content on the FLS webpage.

Take a look around the Resource page using the QR code or visit <https://www.nyla.org/flsrural/?menukey=fls>. Use the hotlinks to navigate through the page.



NYLA Member Survey

An online survey of NYLA members will be distributed in mid-September. Be on the lookout for this important endeavor of the NYLA Membership Committee. Also, *please, please, please*, complete the portion of the survey that pertains to FLS. This information will inform future planning and direction for the Section. Thanks in advance for your participation in the survey.

Best Practices for Volunteer Programs

At their May meeting, the FLS Executive Board endorsed *Guidelines on Best Practices for Volunteer Programs for Friends Groups*. When volunteer programs are coordinated by Friends groups, volunteer applications, training manuals, written policies for volunteers, interviews, and placement letters are all highly recommended and important steps to keep the organization running smoothly.

Difficulties with volunteers are not uncommon. The FLS Board hopes that by providing this guidance, a library or Friends group will stave off issues before they develop. Consider implementing a formal orientation system for your volunteers, signed volunteer service agreements, and a handbook of policies for your group. You'll find these guidelines under the Membership heading on the new webpage, Resources for Friends Groups Supporting Small and Rural Libraries.

You can access this document and many more resources at <https://www.nyla.org/flsrural/?menukey=fls>.

White Paper ~ continued from front page ~

FLS developed a variety of support materials to assist Friends by highlighting a set of best practices to not just survive but thrive in the areas of diversity and attracting younger members, leadership and succession planning, membership growth and involvement, encouraging current members to actively participate in a variety of roles, raising public awareness of the Friends mission and purpose, and fundraising.

Authors Lisa C. Wemett and Erica Freudenberger first shared the survey results at a virtual session presented at the 2021 conference of the Association for Rural & Small Libraries in October. We hope this white paper encourages discussion among staff and library civic leaders and advances their important work to support the needs of their local communities.

Access the document and supporting materials at <https://www.nyla.org/flsrural/?menukey=fls>. Use the hotlinks to navigate through the page.

Fishing Trip Recap ~ continued from page 4 ~

I found it very informative and will definitely look to implement some of the wonderful ideas shared! Thank you!

Dr. Bennett-Kapusniak introduced the audience to adults who are older (ages 57-76 years), but do not consider themselves "old" which implies age-related frailty. Baby Boomers are the most educated and financially secure generation in history and are already volunteering at higher rates than past generations at the same age. Involving these individuals in the life of the library can help Friends and staff enhance or expand current initiatives, gain new partnerships in the community, and tap into new energy, ideas, and specialized skills.

Libraries and their support organizations offer midlife adults flexibility and opportunities to engage in meaningful activities. They rise to a challenge and want to see impact for their efforts and time. Because they have been employed, they are looking for professionally-run volunteer programs where they can continue their life-long learning and continue to have new experiences. Not only can they attend programs, but they can offer programs as presenters at events for their peers, from art instruction and exercise programs to book clubs and cooking. Volunteers can assist staff members by serving as program "Ambassadors," helping to recruit participants, but also set up for the programs, introduce speakers, and serve as room monitors for the event (and give a "join the Friends" membership pitch!)

The webinar highlighted a variety of marketing strategies to reach midlife adults including both library and Friends-

sponsored newsletters. The Friends' website can feature volunteer positions available and engage users with online forms, making it easy to become involved. Attract a wide variety of adults with finite tasks that contribute to a large-scale project like a bookstore. Pricing, displaying, stocking the shelves, and researching materials online are all ways individuals can contribute, using different skill sets.

The session wrapped up with several concrete tips to help Friends groups sustain and enrich their volunteers' experiences, starting with solid training and providing meaningful recognition for a job well done. Consider some of these: (1) have a corps of substitute volunteers who are willing to be on call and help when needed; (2) job sharing can split tasks into manageable portions; (3) assign tasks to teams or small groups or break assignments into manageable parts; (4) allow for seasonal positions or virtual volunteerism; (5) offer short-term projects; (6) consider some key positions to have "two-deep" leadership, such as co-presidents.

At least one Friends group held a "watch party" to participate in the webinar, indicating their members had a spirited discussion following the session about how to apply some of the ideas shared. FLS members can watch (or re-watch) the webinar to find many ways to engage midlife adults with myriad program ideas far beyond estate planning seminars, genealogy, and instruction on new technology. Introduce your older adults to volunteerism with the Friends, but also to contemporary authors, makerspaces, community outreach, and intellectually challenging science topics. Find the webinar's slides and resource list at www.NYLA.org/Friends > Events.

Membership in a Minute - Tips from the FLS Email Subscription

Early in 2022, FLS offered a members-only subscription service sending a weekly email sharing tried and true approaches to grow your Friends. Here's a sampling of those tips. Hope they help!!

♦♦The Friends by-laws require that the organization hold an annual meeting. It is the perfect public event to feature the contributions that volunteers have made to the library. If you do it right, it may even lead to membership retention! There are many volunteers involved in the life of the library. Select a different group of folks to highlight each year at the annual meeting: the volunteers who mend library materials; the people who provide home delivery service for library patrons; presenters that offer programs regularly; leaders of the book discussion group; volunteers who headed up a festival or fundraiser. Let the volunteers know ahead of time that they will be honored at the meeting and encourage them to bring their family and friends to share in the event and to enjoy the evening's entertainment.

The volunteers will be happy, if a little embarrassed, to receive attention and credit for their work. Give each group a small gift—pens and notecards, personalized post-it notes, pins, personalized candy bars. There are lots of companies that have gifts and cards for National Volunteer Week and other occasions or make the recognitions yourself. A simple but fun one: a roll of mints with a tag tied on that says "Thanks for your commit-mint to the Friends!"

♦♦Volunteers out and about can be the Friendly face of the library, oftentimes in places where staff members might not be able to be: a community parade, the weekly Farmers' Market, or talking to parents at summer learning events. Meeting our neighbors raises awareness about the library and might even lead to unexpected collaborations and partnerships. Get to know who uses the library and why. Post a sign "We need you!" and tell potential volunteers what the Friends have accomplished. Read more about engaging your community with outreach activities in "President's Message: Get Out of the House!" in the June 2019 issue of "Friends News and Notes." Back issues of the FLS newsletter are available on the FLS website: www.NYLA.org/Friends > Publications.

♦♦Even if your Friends have a full quota of officers and are working well together, the group still should be prepared for unexpected interruptions—an officer moves away or must step down to take care of a family crisis. A healthy group should take some time to analyze what positions are most vital to the organization's success and which would be most vulnerable if there wasn't an efficient transition from one volunteer to the next.

The time to act is now. Put succession planning on the next meeting agenda for the Friends. The process can seem less daunting if the current volunteers individually begin a series of small steps that will help potential recruits. Show prospective volunteers that the Friends are on solid ground by having carefully crafted, manageable position descriptions so new leaders are aware of the expectations people will

have for them when they raise their hand to volunteer. Read more in "Analyzing Volunteer Jobs" in the March 2021 issue of "Friends News and Notes" available on the FLS website: www.NYLA.org/Friends > Publications.

♦♦It is a tribute to Polly-Alida Farrington that her presentation on social media at the NYLA Annual Conference in 2016 is still valuable and pertinent 6 years later! In "Friends Grow Friends Online," Polly suggested that Friends should first analyze what they need and how that web presence could help. Whether you are looking for members, active volunteers, or donors, social media can help you meet that need by engaging with your Friends and followers both remotely and regularly. If 2020 taught us anything, technology is the #1 way to keep in touch! (Hello Zoom!) Be sure to feature links to online forms for becoming a member of the Friends and for volunteering. Learn more in the December 2016 issue of "Friends News and Notes" available on the FLS website: www.NYLA.org/Friends > Publications.

♦♦Soup's on! Friends don't always need to get together to work on a project or sale. Make time to have a little fun and socialize together! After all, you're Friendly!! Look for ways to highlight volunteer efforts year round.

Consider holding an annual volunteer breakfast or luncheon, catered by the staff. It will be a monumental effort, but volunteers feel so special when the staff and Board of Trustees take time to make them a meal! Depending on the time of year, you could offer a strawberry or ice cream social, a soup supper, or a crockpot luncheon. Both older and younger volunteers enjoy these social events.

Remember, Friends are like-minded folks that want to support the library. They may not all be readers and want to discuss the latest best seller, but they certainly appreciate literacy and probably technology! Even if the members don't know each other well, they have a common interest: the library. An old adage: "Feed them – they will come!"

♦♦Membership Cards: Does your Friends group actually issue a paper membership card? Some groups still do.

If the Friends do send a card, give it value. Tell the members what they can do with this card. One perk might be to show the card at the Circulation Desk to waive the standard reserve fee. Perhaps Friends members could present their card at the Friends bookstore and receive one free paperback any time during the year. If the Friends organization is a member of the Chamber of Commerce, talk to local business owners about offering a "Friendly discount" of 10% off a purchase when the person shows their Friends of the Library card.

And of course, many folks join the Friends to gain early access to book sales. Producing the card at the Friends Preview Night for the book sale allows members to shop the sale before the general public. One Friends group color-codes their cards with a different color cardstock each year. Easy to spot the expired membership cards at Preview Night!

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Contact us anytime at

FLS.NYLA@yahoo.com

Visit the Friends of Libraries Section at www.NYLA.org/Friends or scan the QR code



FLS is limiting the email addresses published to eliminate phishing scams. Please use the NYLA Membership Directory to find contact information not listed or use the FLS email. We apologize for any inconvenience.

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NYLA Office Fully Staffed and Working Hard

FLS would like to welcome the two newest members of the NYLA staff, Kate Pauly and Lauren Hoyt. NYLA is staffed by five full-time employees who strive to provide all the needed support to operate our Association in conjunction with the members of the NYLA Council and numerous working committees.

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NEW YORK LIBRARY ASSOCIATION
The Voice of the Library Community

A HUGE THANK YOU to Our Members

FLS is able to work toward its mission and offer benefits like those listed below because of members like you who give freely of your time, talent, and treasure. Thank you for your continued support of this Section. Not a member? Please join us or add FLS to an existing NYLA membership. www.NYLA.org/join

Benefits of Membership in FLS

- ✓ Special rates for NYLA Annual Conference attendance for Friends and Friends group organizational members.
- ✓ Members receive a free FLS Member Reg Pass for FLS sponsored webinars.
- ✓ Quarterly newsletter mailed to FLS members and emailed notice of posting to Friends group organizational member volunteers registered with NYLA. See the archive of FLS newsletters online at www.NYLA.org/Friends > Publications
- ✓ Free *Leadership Matters* email subscription service for FLS members who opt-in.