

Friend-Raiser Luncheon & Let's Market Our Libraries with Joy Testa Cinquino

Editor's note: This is a "reprint" of this article from the FLS December 2018 Friends News and Notes newsletter. Due to a technical difficulty, the links in the #hashtags in this article are not active in the electronic version of the newsletter and the links were not included in the print version.



Passing the gavel...
Rebecca (L) to Lisa (R)

Friends & Foundation of the Rochester Public Library (FFRPL) Executive Director Ned Davis is a man of his word so when he said he was going to make #NYLA2018 the best conference ever, we listened. Thanks to the support of the FFRPL, FLS was able to host its first ever Friend-Raiser Luncheon. The #SoldOut event kicked off with the Section's annual membership meeting. The agenda included the installation of the new Executive Board, the passing of the gavel from outgoing President Rebecca Fuss to incoming President Lisa C. Wemett, and the announcement of the Daniel W. Casey Library Advocacy Award -- congratulations to Recipient Bonnie Shannon (Friends of the Kinderhook

Memorial Library) and Honorable Mention presentation to Nancy Bauder (Geneva Library Foundation) -- while everyone enjoyed tasty boxed lunches.

The membership meeting was followed by an inspiring presentation, Let's Market Our Libraries, by Joy Testa Cinquino, the Assistant Deputy Director for Development and Communications for the Buffalo & Erie County Public Library (B&ECPL). Joy spoke about some of the successful marketing initiatives rolled out by B&ECPL during her 8+ year tenure with the organization including their [#HugYourLibrary](#) campaign, which garnered significant local media attention; B&ECPL's participation in the [#OneBuffalo](#) campaign, which forged a partnership with hometown professional athletes; the introduction of their new owl mascot, Rita Book; and the libraries' [#RoadToReadingPassport](#) program, which encourages residents to visit all 37 Buffalo area libraries over the summer.



Joy reminded attendees to take advantage of #free national and statewide marketing tools made available by the American Library Association and New York Library Association such as [#LibrariesTransform](#) and the [#LibraryValueCalculator](#) before going on to talk advertising. No budget, no problem; Joy found ways to promote B&ECPL library services and events on a shoestring and you can, too. Reach out to your local television stations; Joy found one that was willing to run free summer reading ads for her library.

She also worked with Valpak to include a one-page insert about the library in a direct mailing. If families are your target audience, send a team of staff members or volunteers to events like Trick or Treating at the mall to promote story times and other children's programming. And don't forget to tap your local newspaper; could you submit a booklist to go along with an article that they are running?

Joy closed out her presentation by offering a series of tips for Friends Groups looking to assist their library with marketing. Here are a few takeaways that stuck with me: Understand each other's missions; offer/share contacts, resources and time; offer outreach assistance; distribute flyers, posters, messages; and visit elected officials locally and in Albany at events such as Library Advocacy Day (Save the date - February 27, 2019).

Reporter - Amy Discenza