

Ask! Show! Tell!



Ask!

Sometimes that's all it takes – reach out to your partners and supporters and let them know about Library Card Signup Month. Armed with registration forms and program handouts, they can spread the word far beyond your building.

- Ask town stakeholders (mayor, council, commissioners), staff, the Friends, your board of trustees, school administration and professors and community organizations.

Show!

What can you show new and potential cardholders so they know the value of the library?

- Advertise free coffee & donuts at the library for all new library cardholders one day in September – be sure to have program info and staff on hand to make them feel welcome.

- Welcome class trips to the library. Send card registration forms to teachers ahead to get parental signatures, and work with instructors to do library tours for college & university-age students. Consider small giveaways and demonstrations.
- Send an email to all municipal/township employees so they know they are entitled to cards.
- Host a brown bag lunch or networking event at the library with your local chamber of commerce. Demonstrate Reference USA and other helpful databases.
- Invite your local legislators to get a library card and take a tour. Be sure to take pictures and invite the media!

Tell!

Be sure to bring calenders and bookmarks. Does your library allow off-site card signups? How can you make that happen?

- Arrange to have a table at a local back-to-school night, and talk up any homework/study help the library provides.
- Make the library visible at new student orientation – have handouts with information on databases, subject librarians and library hours.
- Anywhere the community is, you want to be. Try a community night out, sporting event, farmer's market or CSA pickup spot.
- Offer to be a speaker at a local meeting of the Rotary, business alliance, caregiver or club/church group.