

checkitout

a movie licensing usa publication

for the professional librarian

Catering to an Older Crowd

“CREATIVE AGING”
TECHNIQUES

Ideas to Appeal to
an Older Generation

Spice Up Reading

BLINDFOLD A BOOK
Surprise Patrons with a Great Read

Quid Pro Quo

FINDING RECIPROCAL
PARTNERSHIPS

Advice on Partnering with
Other Organizations

Mini Golf IN THE Stacks

How Mini Golf Can Raise Some
Serious Green for Your Library

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the **FUNDRAISING** *issue*

TEEN read WEEK

OCTOBER 12-18, 2014

Get ready for teen read week...Plan a fun movie event and get all the teens of your community involved.

CELEBRATE TEEN READ WEEK WITH A MOVIE EVENT:

- **Turn Dreams into a Reality with an Inspirational Movie Event:**
Rudy, Miracle, Soul Surfer, Legally Blonde
- **Host a Books-to-Movies Festival!**
Divergent, Winter's Tale, Lone Survivor, Monuments Men
- **Host a Teen Movie Night!**
Perks of Being a Wallflower, Pitch Perfect, The Amazing Spider Man 2, Captain America Winter's Soldier
- **Host a Movie Marathon Series!**
Harry Potter, The Hobbit, Twilight, Bourne Ultimatum



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Welcome to the Fundraising Issue of Check It Out magazine! This Movie Licensing USA publication is filled with the latest library information and creative trends to help you discover new programming ideas and find new ways fully utilize your resources, facilities and services.

Fundraising can be a pain point for many organizations, including libraries. That's why we've dedicated our July issue to this tough topic, with special features on investigating the crowdfunding trend on page 11 and how to find a mutually beneficial library partnership on page 8. We've also included a creative fundraising idea on page 20 that involves your library layout, yards of green turf and an afternoon tee time.

Also, since summer is an ideal time to move your indoor programs to the great outdoors, don't miss the article "Outdoor Event Planning: 5 Tips to Avoid Disaster This Summer" on page 16. Next, be sure to scan "Read it. See it. Love it." on page 22 which ties reading and movies together for easy summer programming. With so much programming for children and adults, it can be easy for older patrons to feel a little left out, so the article "Catering to an Older Crowd: "Creative Aging" Techniques" on page 18 can help uncover new ways to engage this age group.

As with all of our previous issues, we hope this magazine inspires you and provides valuable tips and information you can use in your library. If you're interested in browsing previous issues of Check It Out, log on to www.movlic.com/library/Checkitout.html for more great ideas and to download articles. If there is anything you'd like to see in a future issue, a library experience you'd like to share or any questions you'd like to ask, please feel free to contact us at 1-888-267-2658. We always look forward to hearing from you!

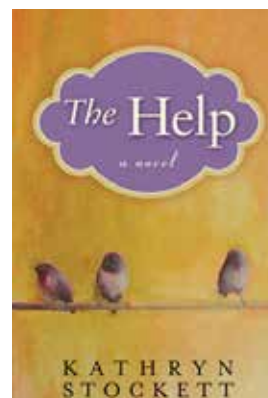


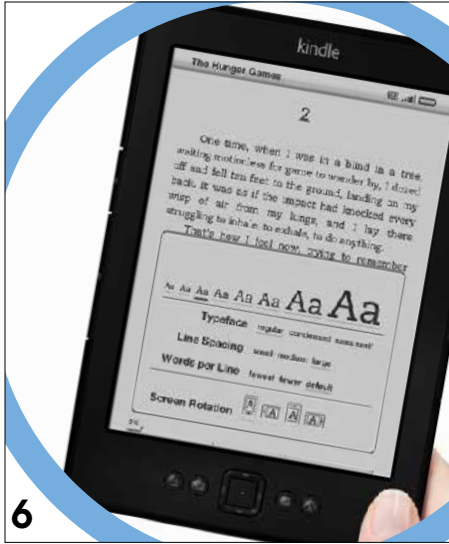
CHAIRMAN

Incipit

"Mae Mobley was born early on Sunday morning in August, 1960. A church baby we like to call it. Taking care a white babies, that's what I do, along with the cooking and the cleaning."

The Help
By Kathryn Stockett





the **FUNDRAISING** issue

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Divergent
by Veronica Roth





Marketing is a necessary, yet frustrating tool for many businesses, including libraries. The challenge lies in delivering an interesting and pertinent message to patrons at a time when they're most receptive. Many libraries choose to use email marketing as part of their overall marketing strategy because it delivers messages right into patrons' virtual hands and can reach thousands of individuals with just a few clicks – whether they've been to your library recently or not. However, in order to create effective email campaigns, it's essential to understand the core principles of marketing.

THINK LIKE A CONSUMER

Understanding your target audience and their needs is perhaps the most important piece of the marketing

puzzle. When strategizing a new advertising campaign for a program or service, it often helps to picture yourself as one of the members of your audience. If you were a patron being marketed to, what would it take to make you pay attention? Also, you may want to think about the last time a marketing campaign worked on you. What was the action, guarantee or detail that pulled you in enough to encourage you take action?

In an April 2014 Library Journal article titled "Marketing Libraries Is Like Marketing Mayonnaise," Academic Liaison Librarian at the University of York, Ned Potter, compared the similarities between marketing libraries and promoting Hellman's Mayonnaise.

He drives home the point that simply seeing one advertisement is not enough to make the audience run out and buy some; it's actually a combination of exposure to Hellman's ads over time on the radio, in magazines, during commercial television breaks and on the internet that spurs the audience to think of Hellman's when they're standing in the condiment aisle at the store. By placing ads in different locations and exposing consumers to the same message multiple times, the audience creates a subconscious memory that can lead them to reach for a jar when browsing.

Now, consider how you currently advertise programs and services in your library. For example, seeing just one poster for a workshop on genealogy probably isn't enough to influence someone to attend. However, relying on multiple mediums to build awareness over time as part of a strategic campaign could help drive a patron to turn to the library when he or she wants to start researching ancestry. An example of an integrated marketing campaign concerning this hypothetical genealogy program could include posters for an upcoming genealogy introduction workshop, an Independence Day display on how the founding fathers are connected to today's celebrities and politicians, brief verbal mentions of resources available at other research-based programs and a special feature on the library's

homepage letting patrons tell their stories of family-related historical discoveries.

EMAIL MARKETING

We've covered the importance of mixing up your marketing mediums, now let's discuss the popular tool, email marketing. Lack of time, funds and other resources can make email marketing an attractive avenue for advertising a particular service or program. Plus, almost everyone uses email! Yet, email marketing can lead to disappointment if the return on investment isn't what your staff hoped it would be. With inboxes swamped day in and day out, all emails your library sends must be relevant yet specific, interesting yet brief.

As for advice on creating a compelling email, an article on Forbes.com titled "15 Email Marketing Tips for Small Businesses" recommends making your emails easy to subscribe to on your social media accounts and website, as well as informing your subscribers what to expect upon signup. Next, experts recommend making your emails scannable by highlighting no more than three main points, adding subheaders and images to block up text and keeping paragraphs short (no more than three sentences long).



Writing resource website www.copyblogger.com recommends keeping emails causal, short and natural as three of the best tips for writing engaging emails.

Other tips include asking a question in the headline and keeping headlines under 50 characters or less. Email marketing giant Mailchimp also advises to localize your programs by adding your community's name and to avoid popular spam words like "free", "100% free", "attention", "act now" and "help." You can brush up on your spam rules by reading up on the CAN-SPAM act on the Bureau of Consumer Protection's website <http://business.ftc.gov/>.

There are plenty of free email tools available that make it easy to create dynamic emails, complete with metrics to track the number of opens, clicks and much more. Mailchimp, that sends over 9 billion emails each month, and lets you send up to 12,000 emails each month for free! This program would be an ideal tool for creating a brief, yet interesting bi-monthly email that lets patrons catch up on what's happening in your library based on your community's interests. These brief updates may not be for everyone, but they might tap into a specific niche like gaming or new book-to-movie programming that might gather readers and eventually turn them into library regulars.

TOP EMAIL MARKETING TOOLS

Here are a few great tools to help you boost your email's look and feel.

ScopeDesign.com -

This free program lets you see what makes an eye-catching email look so appealing. Scope reveals the HTML source code of expertly designed emails and works inside supported email clients like Gmail.

Email Spam Test -

While the name is self-explanatory, this service lets you run your email subject line and HTML source code against various test like Bayesian spam filling, link trackers and more.

Mailchimp Subject Line Suggestions -

Need a little help creating a snappy headline? Mailchimp has a great resource built into its software platform. If you click "research subject lines," a pop up appears to make suggestions.

Litmus -

Since all email clients display emails a little differently, it helps to see how your message will appear in different inboxes. Litmus shows you how your email looks in up to 34 different inboxes by just entering your HTML code and email address. The site even emails you when your results are ready.



Update on Ebooks

Is Popularity Taking a Dip

It's been more than four years since the Library Journal first investigated the impact of ebooks on public libraries. Back in 2010, the iPad had just been released, the Kindle had been steadily gaining fans and the demand for ebooks was starting to increase tenfold.

Fast-forward a couple of years to 2012 and the demand for ebooks was still steadily increasing as new compatible ereading devices were released. However, funding became more complicated as the demand for new titles grew, and questions concerning licensing and the shelf life of ebooks also posed a challenge. As ebooks quickly became the "new normal," Library Journal's 2013 Library Report survey data suggests it was a "fragile normal."

Now, in 2014, ebook sales have started to slow and ereader sales are flat lining. In fact, the 2013 Library Report shows that 89% of libraries offer ebooks, a figure that remains unchanged from the previous year.

Why is this happening and what does it mean for a library's digital future? Have ebooks reached the height of their demand?

One possibility for this stagnant statistic could be that the initial novelty of ebooks has started to wear off. As more ereader owners trade in their devices for the latest tablets, distraction lurks heavily due to the amount of apps available, making focusing on reading much harder. Other reasons for this change could include technological difficulties and ease of use challenges, long hold times and lack of interest in the titles immediately available for check out. In fact, the average holds-to-copy ration for ebooks is holding steady at 6:1. A final cause for ebbing demand could be due to funding, since budgets for libraries that don't offer

ebooks may have not improved since last year. Overall, the 2013 Library Report found that ebooks represented a mean of 7% of a library's budget (on average \$46,943) with a

89%
of
libraries
offer
ebooks

projected increase to 12.4% in just five years.

Now for some good news.

Now for some good news. Although the percentage of libraries offering ebooks has remained unchanged in the last two years, the collections of those that do has swelled significantly. According to the Library Report, the median number of ebooks offered by public libraries is more than 7,000 titles, an increase of more than 800% since 2010. Yet, a point of contention still remains between publishers and library ebook users over access to digital books. Most publishers require that a digital ebook file may only be loaned to one person at a time, even though technology can support multiple users simultaneously accessing the same digital file.

7,000
median number
of library ebooks

800%
increase
since 2010

What's in store for the future of ebooks?

What's in store for the future of ebooks? According to the 2013 Survey of Ebook Usage in U.S. School Libraries, predictions show that the "next generation of readers will continue to straddle both the print and electronic book worlds." Since the demand for ebooks usually depends on how technologically savvy the population is, demand among young users could rise thanks to the fact that many schools are now providing each student with his or her own laptop or tablet computer. As these students grow older, it's likely they will take their ereading preferences with them.

Library's ebook budget is projected to increase in last 5 years

7% ▶ **12.4%**

Ebooks by the numbers...

According to the Library Journal's 2013 Library Report survey

UPDATE ON EBOOKS

8%

of libraries surveyed claimed they would never offer ebooks

2.5 years **▶** **2.8** years

The average time libraries have been offering ebooks is 2.8 years, up from 2.5 years reported in last year's survey

7,380 ebooks

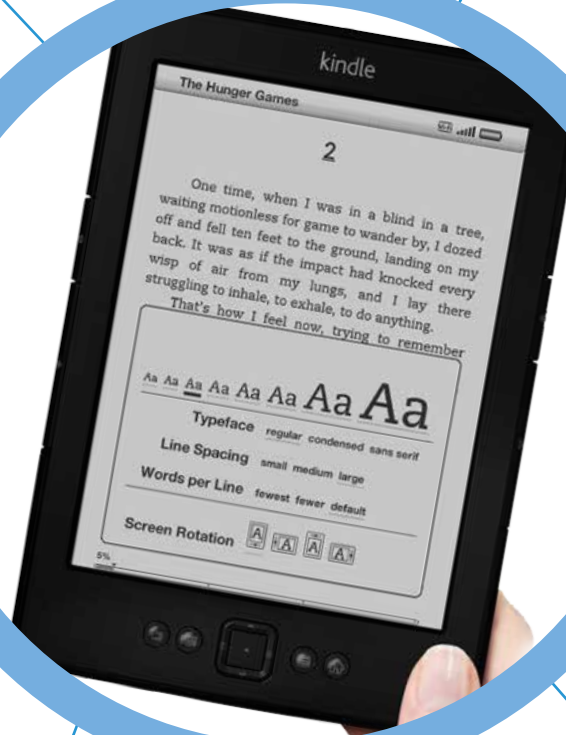
The median number of books available in the libraries surveyed is 7,380 ebooks

89%

of libraries expect ebook circulation to increase this year

#1

The number one reason libraries do not offer ebooks (11% of respondents in the survey) is because they do not have the budget for them



91%

More than 91% of public libraries' ebooks are loaned to one user at a time

6 to 1

The average holds-to-copy ratio for ebooks is 6 to 1

100%

of libraries that serve a population of more than

500,000

offer ebooks

The top ebook genres requested

80% bestsellers

65% mystery/suspense

57% romance

74%

74% of a public library's ebook collection is fiction

remaining 24% is nonfiction

24%

94%

of libraries rely on their website to promote ebooks

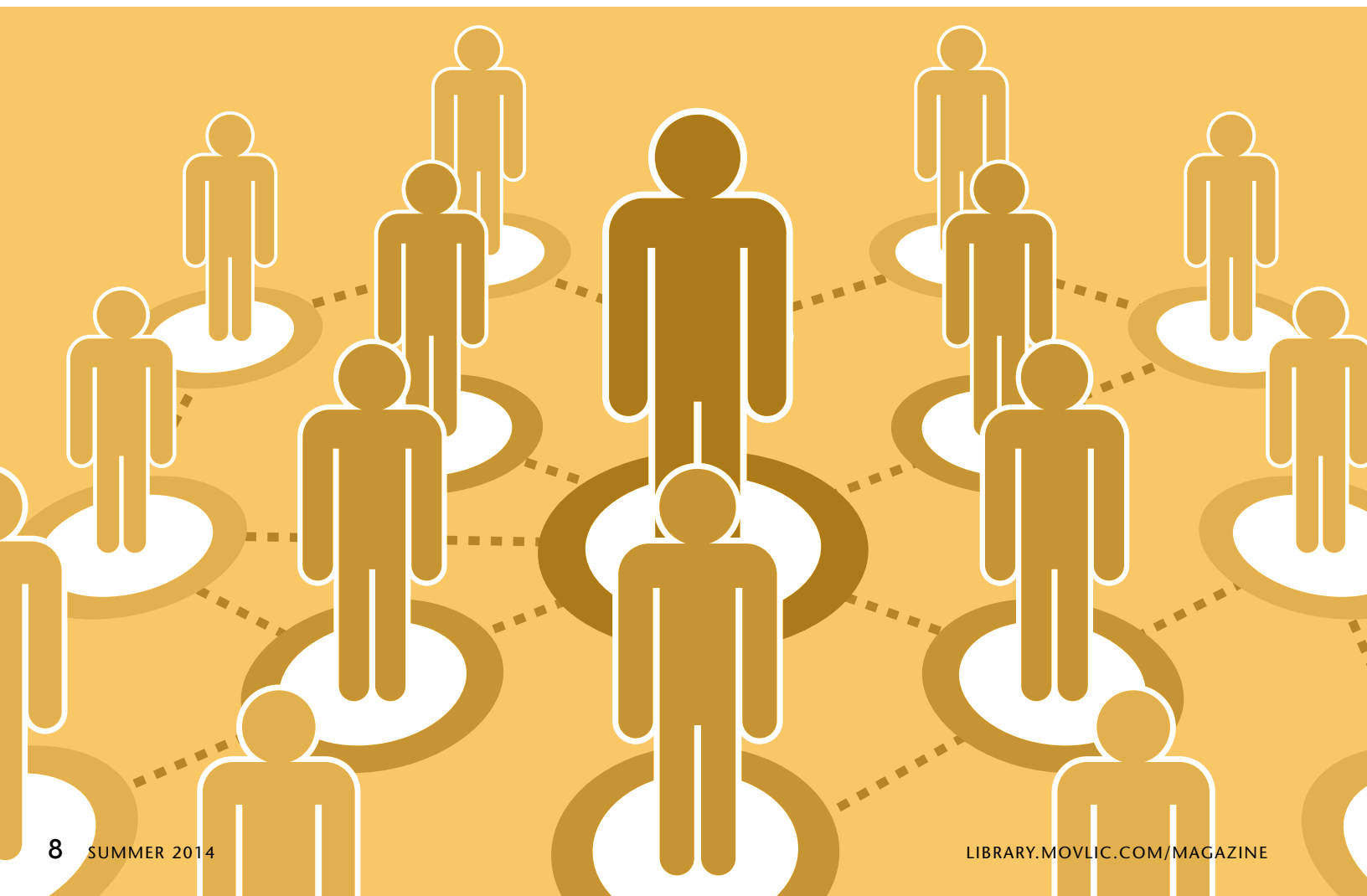


Quid Pro Quo

Finding Reciprocal Partnerships

Quid pro quo, or “something for something” in Latin, describes the familiar philosophy of “you scratch my back and I’ll scratch yours.” Organizations regularly engage in this mentality when working with others for many reasons including financial gain, access

to additional resources and much more. These types of reciprocal relationships can also serve as powerful partners for libraries looking to gain community influence, expand resources and attain new levels of success.



Starting Your Partner Search

Let's say you have a brand new idea for a program that you would like to create at your library, but your budget doesn't contain the funds to enable the program to reach fruition. How can you uncover the partner that's going to be the best fit for your developing program? And more importantly, when you pinpoint a business or organization that might want to help, how can you get your foot in the door?

Experts from the ALA advise that it's best to start your search with a list. For starters, jot down the size of your library's potential program, what your program would need from a partner, the sizes of your targeted businesses, the likelihood of their willingness to partner, any mutual interests and contacts and any potential conflicts of interest. Don't forget to consider any up and coming businesses or organizations that may love the extra publicity. From there, craft your short list of three to five of the most promising companies you'd like to approach.

The Common Thread Could Be Anything

Remember, the organizations you're considering don't have to be connected to literacy, reading or even learning. The Kansas State Library is a brilliant example of a library that thought outside the box when considering a potential partner. Librarian Joanne Budler noticed a striking similarity between the peaceful atmosphere of her library and the hectic, distraction-filled environment of airports; both venues are filled with people looking for something to read. She used this observation to launch Books on the Fly, an ebook program that works with the Kansas State Library by scanning QR codes with mobile phones. By scanning a QR code placed on cards throughout the airport, users can access the ebooks on Kansas State Library's eLending service while waiting for their flights. This program started last July in the Manhattan Regional Airport and the QR code signs were the only costs to start the program.

The Main Types of Library Partnerships

1 Parallel

Within this relationship, there is no formal partnership established and the library still works independently. However, patrons can take part in a similar service offered by another community entity, such as a school or local charity, in addition to using the library's service. A fitting example of this type of partnership would be an English as a Second Language (ESL) program that is offered through a local high school, with tutoring available at the local library. Through both programs, community members receive lessons on the English language.

2 Referral

Here, organizations and the library work in tandem to support each other under the referral support system. For example, a local preschool that only accepts children over the age of four may refer parents to programs at the local library that allow younger children to play, socialize and learn.

3 Coordination

These partnerships offer support relating to a common goal under a formal agreement. An example of a coordination partnership would be a library that works with the local Adult Basic Education (ABE) program. The ABE program coordinates with the library to train volunteers using library facilities and the ABE program could schedule paid instructors to take shifts at the local library.

4 Sponsorship

This is one of the most common types of partnerships and can result in referrals to other community organizations for services that the library cannot provide (or vice versa). For example, the library could host a health workshop sponsored by a local wellness clinic that offers free health screenings, along with health literature supplied by the library and referrals to local health professionals.

5 Coalition

Coalitions usually don't offer direct services, but they can provide assistance through networking opportunities, information sharing and training. A popular example of a coalition would be a state library working with the state's school associations to help raise funds to purchase new library materials for school libraries.

Other Libraries Make Great Partners!

When thinking about which organizations to approach, remember to consider your fellow book lovers! A stretched budget was one of the main reasons for the creation of the Kentucky Sister Library Project in 2010. To more effectively meet the needs of library patrons statewide, larger libraries decided to share resources with their smaller, resource-strapped neighbors. Through meetings involving a mentoring library, called the “big sister,” and the mentoree library, also known as the “little sister,” goals were drafted and agreements for assistance were developed. Heavily involved in this pilot program was April Ritchie, MSLS, who cites in her report *The Manual for the Kentucky Sister Library Project* that a few of the guidelines that helped the program remain a success are to “communicate regularly, be flexible, ask your friends for help, take risks and think outside the box.”

Finding the Right Contact

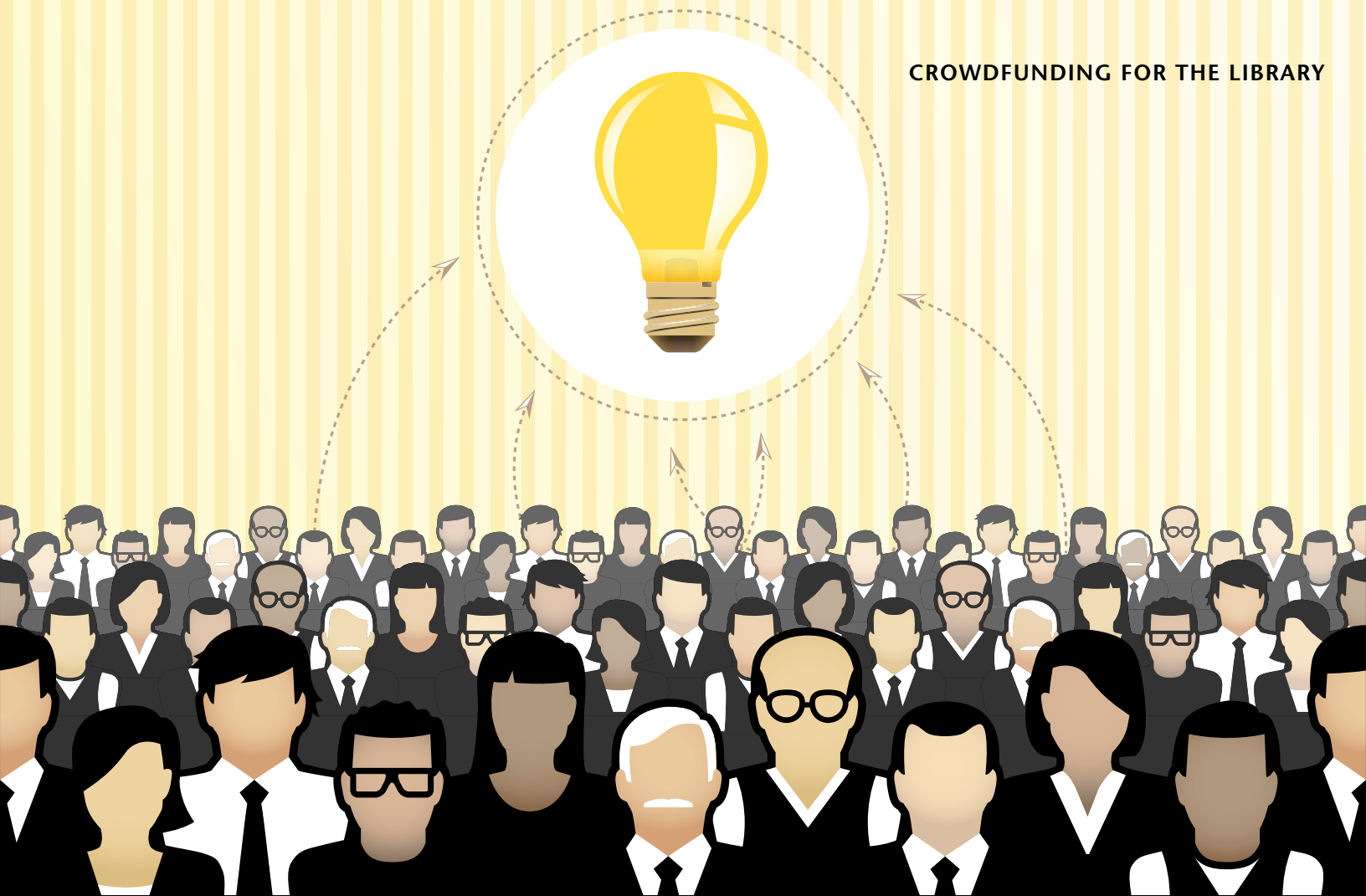
Scoring the initial meeting is the next step in finding a partner. More importantly, you’re on a mission to find the right person to talk to at each company on your short list. LinkedIn, the company’s website and your own network can help you identify and reach out to the right contact. When possible ask for an introduction from a mutual acquaintance since this is a great way to build credibility and ease into an initial conversation. In your first phone call, email or face-to-face introduction, touch on the highlights of your idea and address what’s in it for them by partnering with your library. Persistence is key, so if the first call or email goes unanswered after a week or two, try again!

Selling Your Idea

Once an initial meeting has been scheduled, it’s time to craft your pitch. One of the biggest items you’ll want to emphasize is the benefits the organization or business will receive by partnering with you. Consider their business objectives and pinpoint how a partnership with your library could help them progress toward these goals. You’ll also want to highlight why this program or service is important to your library, the areas you’re looking for support in and your goals for the project.

A successful partnership thrives on careful planning, monitoring and evaluation. Once you’ve made your pitch, thoroughly discussed the idea and are on the brink of an agreement, a Memorandum of Agreement (MOA) can help formalize the role of your partners, the time period of the partnership, the general purpose of the partnership, your main goal for the partnership and how you’re going to track the partnership’s success.





CROWDFUNDING FOR THE LIBRARY

The Basics of This Fundraising Trend

A crowdfunding campaign starts when an organization creates an online plea for funding using a crowdfunding website, complete with a visible total of how much money it hopes to raise. At its core, crowdfunding relies on small donations from many contributors in an effort to reach the specified funding goal. There are several types of crowdfunding:

- **DONATION-BASED** – The backers donate money as a gratuity to support a cause, sometimes receiving a “thank you” for their contribution in the form of a special mention, sample, sneak peak, preview or discount.
- **REWARD-BASED** – The backers donate funds but receive something with a clear monetary value in exchange, like an early release or prototype of a product.
- **CREDIT-BASED** – This form of crowdfunding is sometimes called peer-to-peer lending or crowd-lending because backers essentially loan funds and receive interest rates in exchange.
- **EQUITY-BASED** – The backers receive a share of the company in exchange for any money pledged or donated.

Choosing a Crowdfunding Platform

Almost all crowdfunding websites make it really easy for an organization to create a fundraising campaign in just a few simple steps. However, not all crowdfunding websites are created equal – especially when it comes to funding a program or project for a non-profit organization such as a library. When researching crowdfunding websites to create a new campaign, always read the fine print since some library projects may not fit the standards required. For example, most library projects will not fit the terms of Kickstarter, one of the most popular crowdfunding services, since its terms of service explicitly state that a project is “something with a clear end” that can “eventually be completed.” Kickstarter also clearly prohibits raising money for causes.

You'll also want to make note of any stipulations concerning funds raised. Civic-minded sites, like IndieGoGo and Fundly, are more likely to have "flexible funding," which lets organizations keep any funds they raise. Other sites, including Kickstarter, have an "all or nothing" policy that returns all funds to investors if the goal is not reached.

While there are many advantages to using crowdfunding (like reaching a broader audience, adding an online element to traditional fundraising and the ease of creating a campaign, just to name a few), there are a few downsides to using these websites to raise money. One drawback is that a library's reputation is under the spotlight with each campaign initiated. For example, reaching a goal and failing to deliver on the project's promise will most likely negatively impact your library's image. Another risk is donor exhaustion. If the same network of supporters is regularly reached out to, this network will eventually become unable to support future initiatives.

A third drawback is that a sizeable portion of all donations raised via crowdfunding will be used to pay fees. Across all crowdfunding sites, any donations made through Paypal will be subject to a three percent fee. Likewise, on IndieGoGo, if a campaign goal is not reached, the site will take nine percent in commission. If a goal is reached, the site will take only four percent. Be sure to read over all terms and conditions before you choose your crowdfunding website so you know what you're agreeing to.

Creating a Crowdfunding Campaign

Crowdfunding starts with a great idea - one that won't be able to come to fruition without additional funds. Forbes.com's article "Before You Launch Your Crowdfunding Campaign, Read This" by Lawton Ursrey states that the success of this fundraising tool is directly linked to the amount of work behind your library's idea. Therefore, after asking the right questions and thoroughly addressing the needs of those you serve, "plan your work and work your plan," according to Ursrey.

In the document *The Fundraising Toolkit* created by the American Library Association, it is recommended to closely examine your community when creating your crowdfunding plan. Take special note of any economic, social and cultural challenges, in addition to observing what's happening with education, the art community,

local businesses and more. Once you have a solid idea, start building upon it to ensure it's beneficial to your community as a whole and relevant to those your library is seeking funds from.

Once you've developed a solid program plan, you will want to perfect your message. "The most important aspect of explaining your [project] isn't around the benefits, it's around the problem it solves," explains Wil Schroter of business crowdfunding website Fundable in the Forbes.com article mentioned above. Schroter urges crowdfunders to start with the problem, explain the solution and then verify the market size in your pitch to frame the situation for investors. For example, one successful energy-focused pitch on Fundable started off by providing stats on the number of Nigerian residents without power, then launched into how playing with a kinetic energy-storing soccer ball for only 30 minutes will provide enough energy to power a small appliance for three hours. It also helps to tie your initiative with the core values of both your library and your community, taking special care to specifically detail what the donations will be used for, who will benefit from the donations and why this program is important.

Now, let's talk money. Asking for the right amount that will appeal to potential donors can be a little tricky, since asking for too much can prevent you from reaching your goal. Ursrey's article encourages those using crowdfunding to focus on specific parts of your campaign that need funding instead of asking for everything at once. To keep from setting your goal too high, break down your funding goals into smaller chunks, complete with reasoning to show where these numbers came from. "The number one challenge businesses face when funding a company isn't raising all the money they need in a single fundraiser - it's raising any at all," notes Schroter. The Fundraising Toolkit urges libraries to set achievable, realistic goals while keeping the community's size, the library's resources and the local economy in mind.

Also, before you kick off your crowdfunding campaign, it pays to sweeten the pot. You can increase your funding odds by assembling a starter crowd to draw attention to your pitch, place their initial donations and attract the attention of other investors.

By creating an atmosphere of interest, you'll demonstrate that you have people invested from the start, adding more value to your pitch. Identify possible donors from local businesses, civic organizations, non-profit organizations, clubs and more to contact before your campaign goes live. Once the campaign does go live, make sure your online crowdfunding campaign is visible to all potential backers through your marketing campaigns, promotional efforts and social media accounts. Also, consider any library event a chance to promote your campaign, including contests, read-a-thons, speaker programs and more.

Library Crowdfunding Success Stories

Now that we've covered the basics of crowdfunding and detailed what to look for when researching crowdfunding websites, let's share some success stories. Librarian Cassandra Elton aimed to raise \$20,000 to create the Antelope Lending Library after noticing that many of the students she worked with at a local elementary after-school program did not have access to the nearby Iowa City Public Library. Initially, Elton worked to raise money to lease a space for the new library for one year, but ended up raising \$13,000. This sum was just enough to create a bookmobile to serve the students during the summer.

Even though Elton's primary goal wasn't reached and she encountered a few hurdles during the campaign, her new goal was logistically more feasible. Plus, through her crowdfunding campaign, the project found many new local collaborators. Her advice to those looking to try crowdfunding is that, "You can't really learn until you do it because every project is different and you don't really know how it's going to work out." Elton believes that in the future, once the Antelope Lending Library is up and running, citizens will recognize the library's contributions, and it will be easier to fundraise within the community in tandem with online fundraising.

According to an article in the April 2013 issue of *Library Journal*, the Santa Cruz Public Library actually used Kickstarter to fund its participation in a global art project called *Inside Out*. Coordinator Mariah Roberts decided to give crowdfunding a try after she received approval to participate in the worldwide program but didn't have the funds needed to purchase materials.

Using Kickstarter, she reached her \$5,000 goal needed to print the large portraits of community members that would grace the library walls for more than four months.

Besides achieving its fundraising goal, the Santa Cruz Public Library's campaign raised awareness of the *Inside Out* project as a whole. According to Roberts, "[Kickstarter] is a great publicity format. We had folks from the paper [who received] an email saying, 'Check out [our] Kickstarter,' and then they watched the video [our library created] and, all of a sudden, they had something to ask us about. It's just an easy way to start a conversation and buzz around your project."

A failed proposed tax levy encouraged the town of Shutesbury, MA, to try their luck at crowdfunding. With the goal of building a new library, they needed to raise \$1.4 million in order to receive a \$2.1 million grant from the Massachusetts government. Their two-minute video featuring kids from their community holding signs explaining why Shutesbury needed a new library went viral and donations poured in.

In addition to using Fundly, they relied on Facebook and Twitter to create awareness of their campaign. Soon, popular online bloggers and large press outlets picked up their story. Eventually, the video made its way to heavy influencers like Oprah and Neil Gaiman. However, after raising \$250,000, the new library remains unbuilt. Mary Anne Antonellis, Director of Shutesbury's current library, has kept the money in a fund hoping the Capital Planning Committee will help grow the donations until the next grant is announced in a few years.

In summary, crowdfunding is an increasingly popular charity platform because it gives individuals the power to spur change and adds an exciting element to traditional fundraising. However, as noted above, it does have a few drawbacks. With a crowdfunding strategy that has a clear, strategic message, reasonable goals and initial backers, your library could be the star of the next crowdfunding success story. However, if you choose to try crowdfunding in your library and fall a little short of your goal, you can still amend your main idea to achieve your most important objectives.

Spice Up Reading: Blindfold a Book

- **ARE YOU LOOKING FOR A WAY TO ENCOURAGE PATRONS TO READ SOMETHING NEW AND GET OUT OF THEIR READING COMFORT ZONES?**
- **ARE YOU FINDING THAT TOO MANY PATRONS ARE GUILTY OF JUDGING LIBRARY BOOKS ONLY BY THEIR COVERS?**

This novel programming idea eliminates the distraction of flashy exteriors to let the contents inside speak for itself. Help your patrons take a chance with a blindfolded book to give them a fun opportunity to find a story they love or a novel they could do without.

This programming idea is quick to set up, easy to execute and always produces interesting results. The premise is to offer a selection of wrapped books, each few words or phrases written on the outside to give readers just a hint of what's inside. With the selections completely covered in brown paper, readers cannot be swayed by cover images or by flipping through the choices. Participating patrons can find out their book's identity when they unwrap their choice at home. As readers finish their wrapped books, have them fill out a "rate the read" slip to describe how their mystery book experience turned out. To console those who believe they took home a dud, create a drawing using the "rate the read" slips to enter to win a prize.

When choosing books for this program, pick stories that you would consider page-turners and could be enjoyed by both men and women. "It's interesting to consider how gendered our reading choices can be – how we get stuck reading only books from a man's or a woman's point of view, or by writers of our own race. Even just the same genre over and over," notes Librarian Beth Harper, a librarian at the University of Wisconsin-Madison who hosted a version of this program.



After you've made your selections, wrap your books with brown butcher paper or newspaper and add your short clues as to what the plot is about. You may choose to add in some colorful elements like stickers or colored construction paper along with your descriptions for some visual appeal. Don't forget to add a bar code sticker onto the items so patrons will be able to check them out without unwrapping them. When creating your blindfolded book display, you'll want to make sure your patrons understand the program's steps and name your raffle prize for participating. You might also want to separate your mystery books into groups, with selections for children, teens and adults.

Elizabeth's Bookshops in Sydney, Australia tried this programming idea to make the reading selection process easier for indecisive customers. "A lot of people who come into our store don't know what they want to read, so they just browse or ask for a recommendation," explained an Elizabeth's Bookshop employee from the Pitt Street store in Sydney. "One of our staff members thought it would be a good idea to set up a table where you get to pick a book at random. I was really skeptical that it wouldn't work at all, but it's been really successful." Blogger Molly Kay of storytimewithmissmollie.blogspot.com, held a successful blindfolded book event when she tried this program in her suburban Dallas library. In fact, half of her books were gone within an hour of setting up her display.



WHAT TO ASK IN YOUR SURVEY

One of the best parts of this program is finding out what your patrons thought about their mystery books. Create a quick follow-up survey (or even a bookmark to pass along to patrons as they check out a selection) asking questions such as:

1. What was the title of your blindfolded book?
2. So how was it?
 - I wanted to quit within the first few chapters*
 - Forgetful and boring*
 - Just ok, but I would not want to read it again*
 - Better than I expected*
 - I would definitely read it again*
3. What was your first impression?
 - Wow, I found a really good one!*
 - I'm into this so far.*
 - This one could be promising.*
 - Could be better, could be worse.*
 - I don't like this one and I'm almost ready to quit*
4. Would you read another book by this author? Why or why not?
5. How many stars would you give this book:
 - One*
 - Two*
 - Three*
 - Four*
 - Five*

Outdoor Event Planning

TIPS TO AVOID A DISASTER THIS SUMMER

What do you do when you have a fantastic outdoor event planned, but the weather shows a high chance of raining on your parade? While the great outdoors can serve as the perfect backdrop for your summer events, your programs could be targets for blistering sun, blustery winds, pouring rain, biting mosquitoes and anything else Mother Nature decides to dish out. While no one can completely predict the weather's mood swings, the tips below can help you minimize the damage of most unfavorable outdoor outcomes.



Tip #1: Make several plans of attack for bad weather.

Outdoor events can be much more enjoyable than indoor ones when the weather's nice. However, the sometimes unpredictable nature of the weather can make them much trickier

to plan. By abiding by the age-old saying "hope for the best, but prepare for the worse," you can avoid confusion and catastrophe if it's anything other than pleasant outside.

- **Schedule an alternate date ahead of time, just in case.** There's nothing worse than planning a whole event, down to the details on the cupcakes, only to have it cancelled at the last minute. A backup date can save you from wasting all of your planning work. You may choose to advertise this date in your original promotional materials along with your planned date to remind patrons to keep this alternate date and time open. If you see an unfavorable forecast ahead of time, you can let your patrons know that the event will now be held on the backup date.
- **Monitor the forecast as far out as you can,** typically 10 days prior to your event. This will not only allow you to plan for the possibility rain on the day of, but also consider the condition of your outdoor space if it rains a day or two before your event. By looking this far in advance, you'll be able to make a decision concerning whether you want to stick with your original event date or use your backup date.
- **Decide on a weather plan for during your event.** One second it's bright and sunny, the next it's cloudy and drizzling. Instead of deciding what to do when it starts to rain, make a plan of where the event could be moved to, how to transport materials and how to still carry out your event.
- **Choose only materials that can withstand the elements,** specifically hot temperatures, wind and rain. For example, you'll want to choose chairs and tables that are wide enough for soft ground, seating that won't get too hot in the sun and sources of shade won't blow away in the wind.
- **If outdoor event is cancelled due to weather,** show a movie inside with an annual license from MLUSA.



Tip #2: Plan for more than just weather.

“Forward planning is an important part of successful event management, and planning for more than poor weather is part of this,” notes Karen Finlay, instructor at The Art Institute of Vancouver and president of Karen Finlay

Marketing. With outdoor events, there’s plenty more than just sun, wind and sky to think about. Bugs, bees, mud and heat are just a few of the other elements that can create problems.

- **Make sure to have plenty of water** available to all attendees, as well as a first aid kit.
- **Be sure to think about what kind of covering you’ll need**, for both your guests and their snacks. Some sort of roof, tent or cover can serve as shelter from the sun’s rays and also provide protection from rain. Patio umbrellas are a great way to provide shade for older guests who may need to limit sun exposure. You’ll also want to cover all food and beverages to prevent unwelcome insects and animals.
- **Have plenty of plastic bags available**. These are helpful in case you need a makeshift cover to protect food, to help make cleanup fast and easy, and to prevent items from blowing away. Plus, in a pinch, a trash bag makes a great poncho.



Tip #3: Consider what elements of your events could still work indoors.

Let’s say you were planning on hosting a scavenger hunt, complete with reading themed clues, in a local park. As a backup plan, consider creating some additional clues that could be integrated into an alternate indoor hunt in case of bad weather. The rules would still be the same, but the clues could now be applied to your library instead. “Keep in

mind that backup plans shouldn’t look or feel like backup plans,” adds Maya Kalman, CEO and creative director of Swank Productions, an award-winning New York City event design company. Attendees would still have fun trying to solve your riddles to get to the prize at the end.



Tip #4: Know your location and equipment.

Will your event space compete with sounds from traffic, construction or other noises? Keep this in mind if you’re planning an outdoor presentation, concert or speech. Will your event take place after sunset? If so you may need to consider the lighting of the pathways, parking lots and restrooms. Event planner Alyssa Brooks with conference, tradeshow and wedding planning company Event

Solutions notes on their company blog that it also pays to think about where the sun will be during your event. For example, hosting a craft fair at noon when the sun will be directly overhead could lower attendance since many shoppers may not want to browse during the heat of the day. Likewise, hosting an outdoor movie event facing the afternoon sun could cause visibility issues.



Tip #5: Relax and have fun.

You’ve done everything you can to minimize disaster before your big event, saving yourself from lots of last minute stress and aggravation if something does happen. However, even if

Mother Nature decides to throw a wrench into your plans, keep things in perspective and look for the rainbow when the storm’s over.

Catering to an Older Crowd

“Creative Aging” Techniques

This year, over 77 million Americans in the 65 and older category will turn another year older. As these men and women age, this group, known as the Baby Boomer generation, is rejecting traditional definitions of retirement, leisure activities and “the golden years,” to create re-defined, lifelong learning opportunities and experiences. Many are choosing to participate in community work, which allows them to contribute their time and talents to the community; arts to nurture their creative sides; and continuing education courses to keep minds sharp.



www.creativeagingtoolkit.org

What is Creative Aging?

According to The Creative Aging Toolkit for Public Libraries (www.creativeagingtoolkit.org), a free online resource administered by the non-profit organization Lifetime Arts, creative aging is the practice of engaging older adults (55+) in participatory, professionally run programs with a focus on social engagement and skills mastery. "This movement is about providing the opportunity for meaningful creative expression through visual, literary and performing arts workshops," according to Lifetime Art's website. As these generations experience health issues, economic concerns and social relationship challenges, these positive-aging programs and initiatives advocate that growing older is the perfect time for personal growth, enhanced well being, exploration of interests and civic engagement.

Creative Aging in Your Library

In a landmark aging study by Gene D. Cohen, M.D. Ph.D., in 2006, results showed that professionally conducted, sequential arts-learning programs promote better health and can help prevent diseases among older adults who actively engage in them. Generally, three areas of creative aging programming have emerged with an underlying focus on active engagement and professional facilitation, addressing all segments of elder populations from the newly minted Baby Boomers to the frail elderly. There are three types of creative aging programs – health and wellness programming, community-focused programming and lifelong learning programming.

Health and Wellness Programming

Health and wellness programming includes a focus on therapies and wellness events that can be equally therapeutic and informative. Many of these programs are geared toward those with cognitive loss. The Kairos Dance Theatre, a community arts organization in Minneapolis, MN, created the Dancing Heart program as part of their creative aging initiative. To address the needs of frail elders and those with dementia, dancers and performance artists led creative workshops to combine artistic expression with the health benefits of dance and music. Through movement, participants told stories, concentrated on muscle movement, stimulated memories and built budding friendships.

Community-Focused Programming

Community-focused programs promote cultural development or civic engagement through opportunities that allow participants to use skills and experiences to give back to the community. This subset of creative aging includes volunteer and mentoring programs that combine older adults and younger generations. The Monroe Library in Washington hosted a community-focused learning program that paired tech-savvy teens with senior citizens who either didn't own a computer or didn't know what to do with the one they had. Along with grant funding from the Everett Community Foundation, the library created its Tech Teens program that taught seniors how to access the internet, write an email and even share photos. Teens who participated in the program fulfilled a portion of their high-school required volunteer work, but also like seeing the seniors' reactions as they learned new skills.

Another community-focused program that celebrated creative aging was the Roaring Chorus, created by the West New Brighton Library in Staten Island, NY. The library was initially skeptical of the amount of interest the program would receive, but so many patrons wanted to participate that the pilot program needed to move to a larger space. With the first session running from October to March, participants learned basic music theory and received vocal training from three members of the locally based Musical Chairs Chamber Ensemble and a local non profit arts organization.

Lifelong Learning Programming

Lifelong learning programs are usually community-based and instructional in nature, and build skills in the arts through participatory workshops and public sharing. Continuing education courses are included in this category. A superb example of a lifelong learning creative aging program involves the Brooklyn Public Library's collaboration with the nearby Narrow Senior Center for a Poetry Inside Out event. This program encouraged patrons to use imagination, critical thinking skills and literacy talents to translate and compose poetry. Participants also deciphered poems from their own native languages into English to develop a deeper understanding and appreciation of cultural traditions. At the end of the workshop, patrons invited family and friends to a culmination presentation, where they shared poems and other literary works created during the past few weeks.



DRIVE FUNDRAISING INTO THE GREEN

Mini Golf in the Stacks

Fundraising can be one of the most challenging aspects of a librarian's position, especially when creative ideas are hard to come by and budgets are getting tighter. Usually, fundraising is not just about collecting money, but also about generating awareness for the free programs and services available to patrons. Therefore, most libraries are looking for ideas that are unique and entertaining, while demonstrating the incredible number of resources they offer to the community.

If you're looking for a fundraising idea that stands out from the book swaps and bake sales of the past, how about letting your patrons putt in the periodicals section, take a swing near the story corner and maneuver a hole-in-one next to the magazines? This indoor spin on traditional mini golf has rapidly been gaining popularity among libraries across the country. By hosting your own mini golf tournament, you can simultaneously build public interest, raise funds for a great cause and show off your library's best assets. The fundraising aspect comes into play through offering sponsorship opportunities at each hole or by generating branded scorecards, tee markers and hole flags for a fee. Some libraries also offer silent auctions, concessions and a playing fee of \$5 per person per game to raise additional funds.

In 2013, the Crown Point Community Library in Crown Point, IN, held their first mini golf event with more

than 1,500 attendees and 250 golfers. To raise money, the library offered several sponsorship opportunities to local businesses and community groups. One available option was to become a cosponsor of the event, guaranteeing a mention in all media coverage, on the library's website and on all signage to expose the organization or business to thousands of individuals in the weeks leading up to the event. Another option offered was to sponsor a hole on the course, complete with a meet and greet opportunity for all golfers. A third choice was to have a company's logo placed on scorecards, concession stand items or event flyers. Thanks to the success of their first event, the library held its second annual event this past April, expanding the end of the course to include a "family fun zone" with refreshments, games, prizes and more.

Geauga West Library in Chardon, OH, also organized one of these mini golf fundraisers to support their Every Child Ready to Read program. "People really can't believe we can transform a library into a golf course," said Library manager Linda Yanko. "But it makes perfect sense. We use the whole thing — down the aisles, past the magazines, through the computers and picture book area." Their event was so successful, librarians decided to organize another one for the following year. Previously, the library borrowed the golf holes, balls and clubs, but thanks to a Boy Scout seeking Eagle Scout status, a brand new custom course was generously built for the library.

Lenox Public Library in New Lenox, IL, went one step further when creating their mini golf event by adding the movie-themed twist of “Now Playing.” All of the course’s holes were decorated with scenes from popular movies like Despicable Me, Charlie and the Chocolate Factory, Alice in Wonderland and The Wizard of Oz. The event raised more than \$4,200 to be used toward building a digital media lab in the adult services department and attracted more than 300 golfers.

Does this sound like an idea you’re interested in trying, but are unsure if you have the time or resources to dedicate to building a course and running the event? Fear not, there’s actually a company called Library Mini Golf (www.libraryminigolf.com) that will design a course, create your scorecards, provide all equipment including greens, tees, fairways, bumpers, obstacles, balls and pencils, and even conduct your mini golf event.

Coast libraries were caught in the path of Hurricane Katrina in the fall of 2005. To raise money for the storm damaged libraries, the Trumbull Library in Trumbull, CT, was turned into a challenging 18-hole mini golf course, raising almost \$10,000 and drawing more than 400 visitors to the library in just a few hours. Soon after the event, organizers received numerous calls from other interested libraries looking to host their own indoor tournaments. Now, the company has planned dozens of library mini golf across the country and currently have events scheduled until March of 2015!

Recently, the Kennebunk Free Library in Kennebunk, ME, used Library Mini Golf to transform their space into a one of a kind course, complete with obstacles brought in by the library’s trustees who paid for the costs for the fundraiser. Rick Bolton, Library Mini Golf’s founder, explained to news outlet The Portland Press Herald that he envisioned the course working with the natural flow of the library, complete with “a pipe

that carries balls down the staircase, as well as greens and obstacles all through the stacks.” Over 3,000 pounds of materials were used to transform the library, including “loopy loops, ramps, platforms and even inflatable palm trees,” explained Bolton. Whether you choose to go with a pro or create your own course, library mini golf is a fun way to take a new shot at fundraising!



Crown Point Community Library in Crown Point, IN



New Hartford Public Library, New Hartford, NY



Hopkinton Public Library in Woodville, MA

READ IT. *SEE IT.* LOVE IT.

START A BOOK-TO-MOVIE CLUB AT YOUR LIBRARY! ENCOURAGE PATRONS TO READ A SELECTED BOOK, THEN PLAN A MOVIE EVENT AROUND THE MATCHING FILM. THIS PROGRAM WORKS WITH ANY AGE GROUP AND OFFERS A CHANCE TO DISCUSS SIMILARITIES AND DIFFERENCES BETWEEN THE TWO.

CHILDREN



Frozen
Based on: *The Snow Queen* by Hans Christian Andersen
Rated PG



Ella Enchanted
Based on: *Ella Enchanted* by Gail Carson Levine; Rated PG

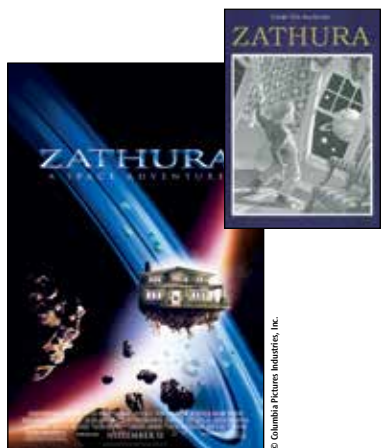


Peter Pan
Based on: *Peter Pan* by J.M. Barrie
Rated PG

YOUNG ADULTS



The Hunger Games: Catching Fire
Based on: *Catching Fire* by Suzanne Collins; Rated PG-13



Zathura
Based on: *Zathura: A Space Adventure* by Chris Van Allsburg; Rated PG



Divergent
Based on: *Divergent* by Veronica Roth
Rated PG-13

ADULTS



The Hobbit: The Desolation of Smaug
Based on: *The Hobbit* by J.R.R. Tolkien
Rated PG-13

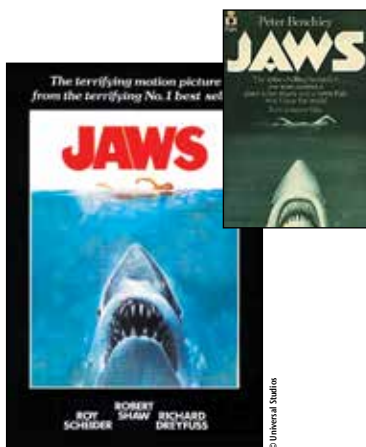


The Monument's Men
Based on: *The Monuments Men: Allied Heroes, Nazi Thieves, and the Greatest Treasure Hunt in History* by Robert M.

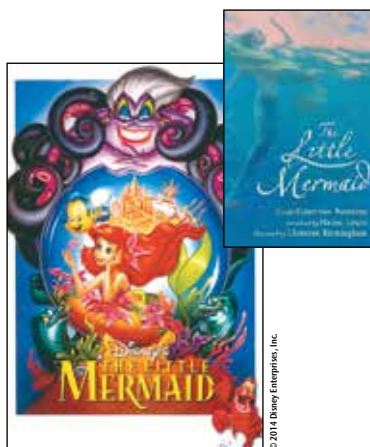


In Secret
Based on: *Thérèse Raquin* by Émile Zola
Rated R

NEW RELEASES



Jaws
Based on: *Jaws* by Peter Benchley
Rated PG



The Little Mermaid
Based on: *The Little Mermaid* by Hans Christian Andersen; Rated G



The Parent Trap
Based on: *Lottie and Lisa* by Erich Kästner; Rated PG

DID YOU KNOW?

In *The Lego Movie* the word "lego" is never actually used.

-imdb.com

THESE MOVIES WILL BE AVAILABLE FOR FALL PROGRAMMING!

For more information, programming ideas and to view additional ideas for your book-to-movie club, visit www.library@movlic.com.

LIBRARY SPOTLIGHT

WHETHER IT'S BIG OR SMALL, RURAL OR URBAN, NO TWO LIBRARIES ARE QUITE THE SAME. HERE WE INTERVIEW LIBRARY WORKERS TO FIND OUT WHAT PROGRAMS, SERVICES AND ACTIVITIES THEY ARE PROUD TO PROVIDE.

BURLINGTON BRANCH LIBRARY

Jeff Johnston – Manager

Number of cardholders? 3,800

Number of books in circulation? 5,233

What was your library's best program or event?

We just launched a new morning summer program for adults called "Coffee, Donuts & a Movie" that we're very excited about. The second film in the series, "The Monuments Men," drew a large crowd - and we received many compliments and requests to continue the program year round.

What books are you reading right now?

We're working with the Young-Williams Animal Center to provide a program of free spaying and neutering for pet owners in our area. We'll offer a class on pet care in our meeting room that will be required for pet owners seeking the free service. We're creating a display of pet care books to spotlight the program. So I've begun pulling books from the display to bring myself up to speed including, currently, a wonderful book called "Good Old Dog" written by the faculty and staff of the Tufts Cummings School of Veterinary School of Medicine.

How does your library create community?

Because the Burlington Library serves a socially and economically diverse population, and because we have a large meeting room, we've become a de facto community center. We're on the dividing line between one of the underserved sections of the city on one side, and an affluent section on the other side. The library has received tremendous support from the entire community since we opened in 2006. The meeting room serves as a town hall for neighborhood associations, political groups and public meetings with elected officials, and as a meeting place for a wide variety of non-profit organizations. We also display local artists and photographers including student work in our meeting room and hold receptions for them there. The Knoxville Symphony quartet offers a program for children, exposing many of them to classical music for the first time. And our story times and children's programs have created friendships among parents who were strangers when they first attended.



What are your library's summer reading or holiday plans?

The Knox County Public Library System offers a Summer Reading Club for listeners, readers, teens and adults. They provide rewards booklets and programs. We've just had Michael Messing's Magic Show and the Zoomobile, and we'll have a "Divergent" party for teens and an "End of Summer Party" for younger children in July.

How does your library get funding?

We're funded by Knox County property taxes. We receive additional items not included in the budget through our outstanding Friends of the Library organization. In addition, we're able to provide special programs at Burlington throughout the year thanks to the generous support of the community for our monthly book sale.

Do you attract volunteers? What programs have they helped with?

Our volunteers manage the book sales, and serve the library in a variety of other ways, from preparing story time crafts to planting and watering the flowers.

What's your favorite part of your library?

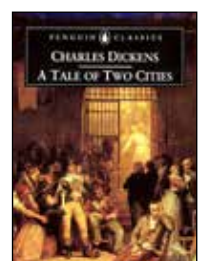
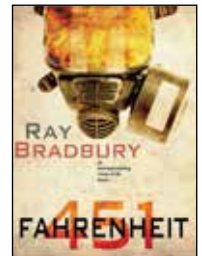
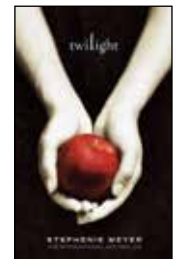
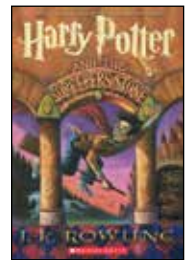
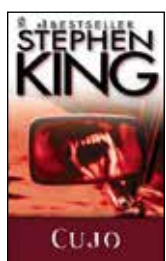
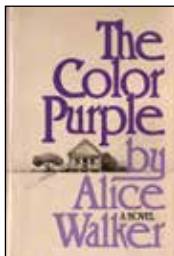
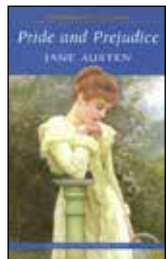
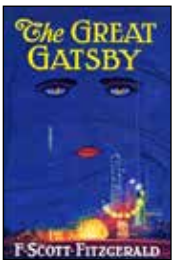
I'd vote for the Meeting Room because of the variety of programs and events we can hold there; the patrons would probably vote for the Computer Lab and the workshops that are offered.

How do you use movie programming in your library?

All of our movies and programs are accompanied by book displays that are related to the film or program. The displays are often empty following the event.

FUN, *GAMES* & C?NTESTS

Can you match the first words of these famous novels to their correct authors?



1. "It was the best of times, it was the worst of times..."

2. "Not so long ago, a monster came to the small town of Castle Rock, Maine."

3. "It is a truth universally acknowledged, that a single man in possession of a good fortune must be in want of a wife."

4. "Mr and Mrs Dursley, of number four Privet Drive, were proud to say that they were perfectly normal, thank you very much."

5. "In my younger and more vulnerable years my father gave me some advice that I've been turning over in my mind ever since."

6. "It was a pleasure to burn."

7. "Call me Ishmael."

8. "My mother drove me to the airport with the windows rolled down."

9. "It was a bright cold day in April, and the clocks were striking thirteen."

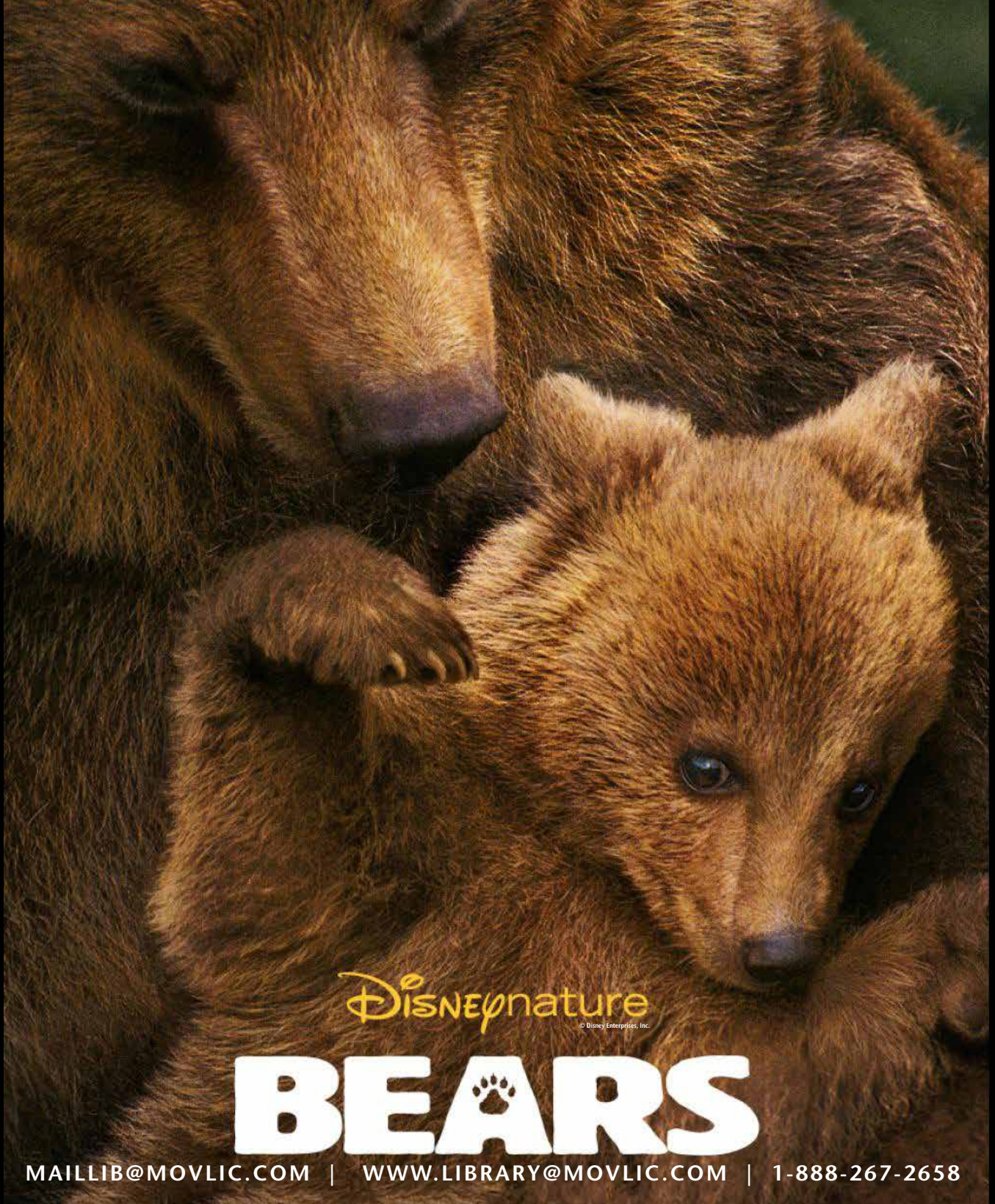
10. "You better not never tell nobody but God."

Answers: 1. Charles Dickens, A Tale of Two Cities 2. Stephen King, Cujo 3. Jane Austen, Pride and Prejudice 4. J.K. Rowling, Harry Potter and the Sorcerer's Stone 5. F. Scott Fitzgerald, The Great Gatsby 6. Ray Bradbury, Fahrenheit 451 7. Herman Melville, Moby Dick 8. Stephenie Meyer, Twilight 9. George Orwell, 1984 10. Alice Walker, The Color Purple

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