

AzLA Marketing and Advocacy Report July 2017

Updates: MAC is working on two items for outreach. One is a revised rack card and the second is a paper fortune teller. I will have a couple of the fortune tellers for passing around at the meeting.

We are also seeking Board and Friends members who would like to be on our Round Table Panel at the conference. If anyone knows of a Board or Friends Group member who would like to be on a 5-6 person panel to discuss how Boards, Friends and Library staff can or should work together to fundraise, advocate and promote the library and its services/programs, please give them my contact information. Thanks.

Action/Discussion Items for board meeting: Back in August or September we were allocated \$1,000 in the budget for printing rack cards and promotional pieces for the annual conference. Given the changes to our finances since then, we'll need to decide if those funds are still available or if printing this year is a priority/possibility.

Submitted by: Michael Schor, Chair – Marketing and Advocacy Committee