Building Library Awareness: How branding your library can help market your programs and services and increase funding

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• Understand how to create your library’s identity.

• Learn you how to communicate your identity consistently in your marketing & fundraising materials.

• Be inspired with print, electronic and in-house ideas to implement in your library.
The West Pittston Library

- Service Area: 4,900
- Annual Budget: $176,000
- 1 full time & 7 part time
- Small reading library
Anne & Summer

• During our 5 ½ years together, we have increased:
  • Number of programs by 255%
  • Attendance at programs by 431%
  • Visits to the library by 21%
  • Annual campaign donations by 218%

• 2013:
  • 273 adult and youth programs
  • 3,000 attendees from all over the region
Why do we communicate?

• Raise Money (fundraising)
• Reach the right audience for our programs & services (outreach & marketing)
• Establish leadership position around core issues (advocate)
How do we know we’re effective?

- Image is consistent
- You direct impressions
- Audience pays attention  
  therefore...
- Raise more money
- Fill your programs & people know about your services
- Decision makers value what you do

BUT HOW?

BRANDRAISING
Marketing:
The action or business of promoting and selling products or services.

Branding:
An organization’s visual identity—name, logo and graphic design.

Brandraising:
The process of developing a cohesive identity and communications system that supports fundraising, outreach and advocacy.
Organizational Level

Identity Level

Experiential Level

Visual Identity
Messaging Platform

Online  In Print  On Air  In Person  Mobile
Organizational Level:
Drives all aspects of your library’s work
Vision

Big Idea!

What should the future look like?
To be the community’s living room, classroom and best friend’s kitchen island.
Vision

Mission

Values

Objectives

Audiences

Positioning

Personality
Mission:

Why do we exist? What do we do?
A description of the actual work the library is doing.
#5 Create Young Readers
GROWTH

#13 Satisfy Curiosity
GROWTH

#14 Stimulate Imagination
DISCOVERY

#17 Visit a Comfortable Place
CONNECTION
OUR MISSION IS TO ENRICH THE LIVES OF OUR COMMUNITY MEMBERS BY CREATING AN ENVIRONMENT FOR GROWTH, DISCOVERY AND CONNECTION.
Objectives

Defining specific goals that must be reached in order to achieve the mission.
1. Encourage people to gather, socialize & study/work/read at the library.
2. Improve the collection to reflect patrons’ interests.
4. Be the “gem” of the community.
5. Increase annual donations
Values:

Values are the guiding principles that shape and inform the library’s approach to its work.
What makes your library an incredible place?

Welcoming

• New community members
• Know patrons by name
• Positive, personalized service
• “Their” library

Make everyone who walks through the door feel special and a part of the library community.
Audiences

Fundraising: individuals, corporations, foundation & government

print

Program: patrons (current & potential); potential donors

facebook

Advocacy: community leaders, policy makers, media & potential donors

In person
Vision
Mission
Values
Objectives
Audiences
Positioning
Personality
Positioning:
Define what makes your library unique and what the big idea is that you hope to establish in the minds of your audiences.

(what the staff & board say about the library when no one’s listening)
• Small in size; big in customer service
• We don’t shush; we get shushed
• Do we fit your librarian stereotype?
• Innovative programs
• Hilarious
• Awesome, up-to-date collection: new writers & hit TV shows
Personality
A list of attributes that reflect the way your library wants patrons to experience it.
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