Outreach Marketing Campaign Proposal
Anne Hatke
December 2012
Hatmon Public Library
Outreach Marketing Proposal
2012-2013

Marketing Plan Created by: Anne Hatke, Outreach Department Head

Outreach Marketing Committee: Paul Smith, Outreach Librarian
Marlene Jones, Assistant Outreach Librarian
Pam Martin, Publicity Manager
Kim Johnson, Director
Tom Wilson, Assistant Director
Andrew Quinn, Reference Librarian
Jim Stephens, Head of Technology

This document will be available online at the Library’s website:

www.hpl.lib.in.us
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Executive Summary

The Hatmon Public Library strives to serve local residents through an extensive collection, online resources, digital materials, technology access, programming, reference, reader’s advisory, and outreach services. Discussions and a review of our homebound program, Library Link, revealed that it is underutilized by the number of potential patrons in our community. Therefore, this marketing campaign is proposed to address the following needs:

1. Increase the usage of the Library Link services.
2. Develop partnerships with area service organizations and businesses
3. Build the library’s pool of volunteers.
4. Implement staff and operational changes to the program.
5. Establish ongoing promotional and publicity outlets.

Library Overview

The Hatmon Public Library (HPL) began in 1829 as a small collection of books in a log cabin on the edge of town. It was overseen by the local school teacher and open to the public in the afternoons and on Saturday mornings. In 1837 the operation of the library was transferred from the school to the city of Famtown, Indiana. In 1905 the Mayor wrote to Andrew Carnegie for a grant to fund the building of a permanent library. In 1906 the library relocated to the corner of Mount and German streets. It was given the official name of Hatmon Public Library in honor of the family whose initial book donation made the library a reality for the community. The library expanded with an addition in 1991, and the original Carnegie building continues to house the children and teen collections. Hatmon Public Library serves a rural community of 30,000 residents with two branch libraries in nearby towns. Local tax monies, donations, grants and the Friend’s of the Library fund the library operations, building maintenance, expansions and collections. The library currently has an operating budget of $2,569,780. An independent Board of Trustees, appointed by local agencies, supports and guides the library Director, Assistant Director, Financial Officer and Department Heads.

Mission Statement

“The Hatmon Public Library is dedicated to building relationships and sharing current, innovative resources to inspire, encourage and educate our diverse community of life-long learners.”
Theoretical Foundation

A study was conducted in the UK to develop a “Good Practice Guide on Library Services for Older People.” The study included information about developing policy, staff participation, marketing, libraries presenting a welcoming image to older patrons, partnership, reducing assumptions/stereotypes, support, diversity and older people as resources (Sloan, 2009). Of particular interest is the discussion that “Collaborating with other agencies, including health care and older people’s agencies, extends the reach of the library and enhances the quality of their lives” (Sloan, 2009). Building relationships and establishing partnerships are key elements of the proposed marketing plan for Library Link. Although, Library Link does not solely serve the senior community (people are homebound for other reasons as well), the idea of using agencies, that are serving our target populations, to market library programs is essential. Sloan’s (2009) study discovered that, “Not all library related activities need to take place in a library, and partnerships can facilitate bringing services out to older people [homebound] and offering them together with social contact opportunities.” Taking library services to the people is the essence of Library Link, and in order to fulfill that mission we must join with other community organizations.

Combining the efforts and talents of library staff and volunteers creates a unique environment that helps to serve the individual needs of Library Link patrons. Bourke (2009) writes that, “Volunteers can be used in value added programs which run alongside core service activities supported by paid staff.” The library needs to build its volunteer team so that we can extend and expand our Library Link services. This marketing campaign includes volunteer recruitment and training. Bourke discusses several traditional, as well as, innovative recruitment efforts. First, and most common, the library can develop a volunteer job description to post on the website and in local media outlets. “Speed matching” is used by the Northland Public Library in Pennsylvania (Bourke, 2009). This yearly event creates a forum for volunteers to briefly (3 minutes) view nonprofit organizations’ volunteer opportunities. Wine, cheese and a fun speed dating type atmosphere made 25 matches out of 27 potential volunteers (Bourke). Thinking outside the box can assist HPL in developing new strategies for marketing our volunteer opportunities. However, it is important to remember that, “…most volunteers are recruited by word of mouth and by people they know” (Bourke, 2009). Staff and current volunteers must be taught how to be effective word of mouth marketers of the library services and needs.

The Library Link campaign also strives to find ways to better market library services to current and potential users. The library must renew and revise current tools, and discover new opportunities to market and promote Library Link. A 2004 Library Technology Reports presents an excellent article with strategies for marketing services to patrons with disabilities, special needs or those that are older, all of which fall within our homebound target groups. As they are self-explanatory I will highlight the most relevant in the following list:
• Marketing tools must be accessible and placed where the people live, work, and play
• Staff must be active in letting patrons know the library has services designed for special needs
• Large print bookmarks (placed near the large print stacks or in large print books)
• One-on-one approach “…patrons appreciate staff taking time to talk to them”
• Continue internal promotion because family members or friends of someone with a disability will see the message and pass it on
• Seek service providers and recreational organizations used by people with disabilities to serve as the conduit from the community to the library
• Ask community partners to include the library brochures in client packets, on bulletin boards, posted around the facility and in newsletters and calendars
• Advertise the library’s targeted services under appropriate categories with the local phone directory
• Make documents readable and accessible with contrast, large print, bold type, white space, upper and lower case letters, pictures, short sentences and matte paper
• Reach seniors with written materials (coupon mailers, utility bill inserts, envelops)
• Arm current patrons with promotional materials and encourage word of mouth testimony

(Bates, 2004).

The U.S. Census Bureau reports that there are 842,673 (13.1% of the population) non-institutionalized people living with disabilities in Indiana. And there are 841,108 people over the age of 65 in Indiana (Bureau, 2011). Library services are needed to target these unique demographics. Library Link is a program that addresses multiple market segments. The marketing campaign must be diverse, innovative and inclusive in order to effectively develop, promote and maintain services for its patrons. Partnerships, volunteers and tailored marketing efforts will enable the library to direct its resources to initiatives that meet the patron needs and wants.
Market Audit and Research

Analysis
The library currently serves 13 patrons through Library Link. These patrons are physically disabled or elderly, and cannot access library materials at the library locations or Mobile Library. Potential Library Link users include elderly, physically disabled, mentally handicapped individuals, pregnant mothers on extended bed rest, persons on house arrest, chronically or terminally ill children or adults, and caregivers of homebound persons. Hatmon Public Library serves a population of ~30,000. There are many unique market segments that could potentially be served by Library Link services. It is necessary to expand our target audiences and create partnerships to reach into these distinct segments.

HPL currently supplies brochures of information about Library Link at all library locations. There is also information included on the website under Outreach. However, a homebound person will only learn about Library Link if a friend or family member sees and brings them the brochure, or if they have access to a computer and think to search for library services to meet their needs.

Montes County has three hospitals, a mental health organization, and numerous other community groups that can potentially connect the library to eligible Library Link patrons so that the service is more effective and utilized.

Environmental Scan
There are several political and legal factors to account for when considering what services to provide patrons outside of the physical library. Confidentiality is of great concern. Volunteers need training in confidentiality policies as they will be entering patron homes, accessing library accounts and choosing materials. E-content is another current political factor. Can we loan e-readers to homebound patrons? What type of electronic content management would be needed? Copyright could be a potential issue in that patrons could make copies of library DVDs. However, this can be done by any patron, not just homebound clients. Having appropriate liability insurance for staff, and maybe volunteers, entering homes is in another legal consideration. For all of these potential concerns the library needs to consult legal counsel as to appropriate measures and precautions to take to protect the library, its materials, and staff while continuing to provide technology-rich, progressive services to all patrons.

Economic factors impact all library services. Unique to Outreach; however, are rising fuel costs and vehicle maintenance since staff deliver items to homebound patrons. How can the budget be adjusted to prepare for projected increases so that services continue? Property tax caps are also potential economic influencers. Outreach services are often labor intensive (selecting, transporting, delivering, returning materials), requiring a lot of staff and/or volunteer time while
the return on investment may not be monetarily high. Nonetheless, the value of providing Outreach services to homebound patrons is significant, making it important for the library to plan for economic factors so that services proceed.

The library serves a diverse patronage that is not seeing a lot of changes in population statistics. However, there are social factors that influence the Outreach services provided. For example, while there is a city bus system, it does not serve the outer, rural communities of the county. Therefore, the Mobile Library provides library service to these areas. Library Link patrons are homebound for various reasons, so even if they have access to the City Bus they are unable to take advantage of its service, making Library Link home delivery necessary. Homebound patrons come from various socioeconomic backgrounds. They may or may not have access to a computer or Internet access, limiting their information resources. Library Link helps reduce the information and resource gaps by delivering print and audiovisual materials, with the potential of providing technology access as well through the use of tablet devices or e-readers. The library needs to consider social factors when determining what types of services to offer and how to best deliver them to the patrons.

Technology influences every aspect of life and library service. Technology can be used to enhance services to homebound patrons, if they have access. YouTube provides a way for libraries to share video book talks, programs and trainings to homebound patrons. Overdrive Media Console allows patrons to access e-books, audio books, music and videos in their own home, making it possible for homebound patrons to enjoy the same resources as those that can enter the physical library. However, these technology portals are shut if patrons do not have personal computers, devices or Internet access. The library should not assume that since we provide online resources they can be used by all. Therefore, we need to consider alternative services or technologies to share these services with homebound patrons. Could Library Link loan e-readers or iPods? Could patrons use a library tablet during the monthly delivery of materials so they have a chance to access databases or other online resources? Technology has much to offer, especially to those that are homebound. How can the library use new technologies to better serve homebound patrons?

**SWOT**

A current strength of the Library is an extensive collection of materials, print as well as electronic. Books are available in large print, regular type, soft cover, hardback, CD audio book, e-books and downloadable audio book formats. Audiovisual materials include DVDs, CDs, CD-ROMs, and online databases. Magazines, newspapers and Spanish language materials are also available. Additionally, our staff is knowledgeable of materials, resources, reference and reader’s advisory services. The combination of materials available and staff expertise ensures that patron requests, interests and needs are successfully met.
Limited numbers of volunteers pose a weakness to the Library Link service. Our ability to serve patrons is influenced by available volunteers. Also, volunteers’ familiarity with genres, materials and resources could be potential weaknesses in that they may need a lot of staff assistance to select materials for patrons.

Opportunities arise in making connections and partnerships with community organizations. Hospitals, social service agencies, Meals on Wheels, churches, nursing homes, and social clubs offer chances for referrals and resources to better meet homebound patron needs.

Threats to the Library Link service include downloadable e-resources, Amazon.com and Barnes and Noble. These electronic services are easily accessible from the home and may eliminate potential customers. However, an Internet connection and device are required to use these services which may not be possible for some homebound persons. And, even if patrons have Internet access and a device, they can download items for free from the library so they could potentially still be a Library Link, or at least a library patron.

**Original Data**

Personal interviews and short surveys would be used to gather original data. Questioning current and potential users about their needs, expectations, and desires would allow for continued development and growth of the Library Link program. Caregivers and/or referring agencies would also be surveyed to better understand what their clients and/or themselves need in homebound library service.

Sample Questions:

1. What types of informational resources do you need or want?
2. What types of recreational materials do you need or want?
3. What material formats do you prefer? (print, large print, electronic, audio, visual)
4. Would you prefer to primarily work with a library volunteer or staff member?
5. How often would you like delivery of materials? Once a month or twice a month?
6. Do you like to be contacted via phone or email?
7. Do you prefer to have materials dropped off quickly or would you like to chat for 10-20 minutes?
8. Do you have a personal computer and Internet access?
9. How is Library Link most valuable to you?
10. How can we serve you better? Please make suggestions or recommendations.

These questions could be used during an interview, on a paper survey or in an online survey.
Market Segmentation

Library Link serves patrons that are homebound for at least two months due to extended illness, physical disabilities, mental health disabilities, are elderly, or unable to leave home due to other extraordinary circumstances. Homebound patrons must be unable to obtain library materials via other means such as the Mobile Library or a Branch library. Library Link patrons must have, or be able to obtain, a HPL library card (proof of ID and address required). Patrons served by Library Link must live in Montes County.

Library Link patrons can be any age and need or want to use library materials but are unable to access them independently.

Service Identification

HPL provides homebound library services through Library Link. Patrons may request or place books, music CDs, DVDS, CD-ROMs, audio books, or magazines on hold. Library Link patrons are given a one-month checkout period for materials. Items are delivered once a month by a library staff member or volunteer.

Ansoff’s Matrix can help evaluate Library Link so that we can improve our services.

Market Penetration requires marketing efforts within the library to target patrons that may have friends or family members that could benefit from Library Link. Internal promotion can lead to referrals and information sharing networks.

Market Development can occur by establishing partnerships with new community organizations. Library Link has focused on serving the elderly that are homebound. However, there are many other market segments, such as mentally or physically handicapped, terminally ill, or pregnant women on bed rest that could also benefit from Library Link services.

Service Development finds new ways to serve existing users. Technology provides opportunities for new services. Surveys of current Library Link patrons will help determine what technologies they can currently access and what could possibly be added by the library. For example, tablets could be used to give homebound patrons Internet access during their monthly material delivery. Or video conferences and audio feeds of programs within the library could be accessed by patrons at home so they too can “attend” library events.

Diversification urges the library to find new markets to serve. Could Library Link extend its monthly deliveries to the local jail? Or what about targeting services to caregivers of homebound persons? These people may not be able to leave the homebound person alone, limiting their ability to access library materials as well.
Mission

HPL strives to provide library resources to all patrons within its service district. The Library desires to form community partnerships, train volunteers and equip staff to develop Library Link services to homebound patrons.

Goals & Objectives

1. Serve 60 Library Link patrons in the first year of marketing campaign.
2. Establish partnerships with community agencies: hospitals, social service agencies, Meals on Wheels, churches and social clubs.
3. Recruit 30 volunteers.
4. Develop Word of Mouth (staff, volunteers and current patrons) marketing initiatives.
5. Implement ongoing promotional outlets: newspapers, newsletter, Radio, T.V. and others.

Actions

The Library Link marketing campaign is slated to begin in earnest on June 1, 2013. The library is in the process of applying for an LSTA "Information Access for the Un-served" grant from the Institute for Museum and Library Services. The application will be submitted in January 2013 with notification of acceptance or denial in late February. Grant monies would be used for marketing initiatives to recruit volunteers, train staff and volunteers, develop partnerships with local agencies, as well as, to purchase portable technologies and assistive devices (MP3 players, BookSense Readers, CD players, and handheld magnifying glasses). View the grant guidelines at the following link: http://www.in.gov/library/files/2012_Information_Access_for_the_Un-served_Grant_Guidelines.pdf

December 2012

1. Committee members will develop a logo, slogan and print materials
2. A list of potential community partners will be developed and initial contact made
3. Research into assistive devices will be conducted
4. Complete LSTA grant application

January 2013

1. Submit LSTA grant
2. Make presentation and request funding support from the Friends’ of the Library
3. Investigate promotional outlets
4. Explore training opportunities for staff and volunteers

February-March 2013

1. Finalize funding sources and develop final campaign budget
2. Confirm community partners and roles of each
3. Develop referral process
4. Recruit volunteers
5. Create promotional materials: PSAs, brochures, Web presence, advertising

April-May 2013

1. Start Library Link blog
2. Create Facebook Fanpage
3. Train staff and volunteers
4. Purchase assistive technologies and materials
5. Create database for Library Link material check out

June 2013

1. Launch marketing campaign
2. Begin promotional initiatives

July 2013-October 2013

1. Continue trainings, marketing campaign and promotion
2. Enroll Library Link patrons
3. Record ongoing feedback

November 2013

1. Evaluate the marketing campaign, promotional activities and Library Link program
2. Conduct personal interviews and surveys of Library Link patrons
3. Hold focus groups for staff, volunteers and community partners

December 2013

1. Compile and evaluate information from interviews, surveys and focus groups
2. Submit grant evaluation requirements
3. Evaluate program goals, marketing initiatives, promotional tools and partnerships
4. Develop new objectives for continued growth, marketing and promotion
5. Initiate new partnerships and volunteer outlets to support Library Link
## Proposed Budget

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Communication: The Marketing Mix

Promotion

The Library Link marketing campaign is two-fold. Primarily it is focused on connecting potential patrons with services. Secondly, it is creating an awareness of services in order to recruit volunteers. The slogan, “Bringing the Library Home… Breaking Walls, Building Community” encompasses all aspects of the service—library materials to homebound patrons, the library as idea, not physical place, and relationships built between organizations, patrons, volunteers and staff. Instead of pigeonholing Library Link by viewing it as a service to homebound patrons, the marketing campaign strives to demonstrate what it can offer volunteers, homebound persons, as well as, caregivers and the larger community. Partnerships with area businesses and organizations reinforce the image of “library” as resources, materials and people, not a building. Many people continue to hold the belief that libraries are just for books, perhaps causing them to think that Library Link does not serve them because they are blind, illiterate, physically impaired or English language learners. The marketing campaign will work to alter and dispel these misconceptions.

Two drawings will be held for a Kindle and an iPod to encourage potential patrons to explore Library Link. New patrons (sign-up for services in June or July 2013) will be entered to win either a Kindle or an iPod. They will also each receive a canvas book bag emblazoned with the Library Link logo and slogan. Additionally, new volunteers will be entered into separate drawings for another Kindle or iPod. They will each receive a canvas book bag imprinted with “Library Link Volunteer,” the logo, and slogan.

Message

- **Awareness** will be established through posting informational flyers in the library, on the Mobile Library, in community businesses and organizations, and including brochures in local mailings such as Meals on Wheels, Electric bills and Supermarket coupon mailers. PSA and TV ads will be used to reach people in their homes and cars. Digital messages will be shared via the scrolling signs and closed-circuit TVs of area banks. Facebook and Twitter feeds will be used as social media outlets of information, and library and partner websites will include information and downloadable forms.

- **Interest and Desire** will be garnered through sharing personal stories of current Library Link patrons, volunteers and caregivers. PSAs will include quotes, and a promotional video will be created with personal testimonies. Establishing links between the service and actual people will help to create a sense of community and individual connections.

- **Action** will be encouraged through free book bags and drawings for a Kindle and iPods. There will be drawings for both new Library Link patrons, and new volunteers. Each new
participant or volunteer will also receive a canvas book bag when signing up. Community partners will help promote the service by extending personal invitations to their clients. Interested volunteers will be invited to “Homemade Hors d’oeuvres” for informational tidbits and snacks.

**Branding**

The Library Link logo was created with ClipArt and text boxes. The text is to be **Tahoma** with a minimum font of 14. The colors are to remain light blue links and darker blue people outlines as originally displayed in ClipArt. The campaign slogan is, “Bringing the Library Home…Breaking Walls, Building Community.” The logo and slogan may be used together or independently on promotional materials. All marketing and promotional materials should include the logo. The slogan can be used where appropriate.

![Library Link Logo](image)

**Public Relations**

Word of Mouth Marketing (WOMM) is going to be the key public relations strategy implemented for this campaign. Countless studies have shown that people are more likely to try a product or participate in a service when they hear about it from someone they know and trust, or someone in similar circumstances. Our Library Link patron base is significantly lower than is possible. We need to arm our staff, patrons, volunteers, board members and Library Link users with talking points, information and brochures to share with others. Library Technology Reports (2004) states that, “Word-of-Mouth testimonials always beat all the best printed materials available. Sometimes, all that needs to be said to patrons is, ‘tell your friends what we have for them.’ ” Simply asking patrons to share their experiences with others is a great start. However, Dowd, Evangelist, and Silberman (2003) identified five elements of WOMM that can help shape our public relations efforts.

1. **Identify the Influencers**- Find people that are natural advocates of the library or who simply enjoy sharing. These individuals are the voice of public relations. Staff and volunteers will receive training in WOMM as part of this campaign. However, there are others that we can also inform and arm with resources to assist our efforts. Incentives always help. For every new Library Link patron that someone refers they will receive $2 credit at the next book sale and a free cup of coffee from the coffee shop.
2. **Create Simple Ideas that are Easy to Communicate** - Help people develop ways to convey the benefits they have experienced from Library Link. A short, simple story that shares what the service means to them, a friend or family member gives the program personal significance. People can begin to understand how Library Link may fit into their own lives by hearing what others have gained.

3. **Give People the Tools They Need to Spread the Word** - Staff, volunteers and patrons should all have brochures and informational flyers to handout. Online information or videos should also be connected to easy to remember links that can be shared as well. The library Facebook page is a great way to get people connected.

4. **Host a Conversation** - Create a blog for volunteers, staff and others to discuss ways to share and promote Library Link. Conversations can also occur during the marketing campaign trainings and events.

5. **Evaluate and Measure** - Include a question for the initial Library Link interview asking how the patron heard about the service. Use this information to gather data about WOMM effectiveness and other ways to reach people.

Online tools will be used for public relations as well. Library Link will have its own fan page on Facebook where the library will post updates about new materials, cancelations due to weather and other pertinent information. “Fans” can add comments, make recommendations or ask questions. The Outreach Librarian will also be starting a blog for Library Link patrons. It will feature new materials, reviews, staff picks and information regarding outreach and technologies. Followers will be able to post comments so that the blog acts as a discussion forum for members.

**Publicity**

Publicity items will be used to get Library Link on people’s minds. Patrons, volunteers, businesses and partner organizations should immediately think of Library Link when encountering an eligible person. Flyers, brochures, bookmarks and posters will be posted in the library, in the supermarket, at schools, in area businesses, at the courthouse and in any other public place or partner building. Business cards will be handed out to potential volunteers with a QR code that links to the volunteer application. PSAs will be featured on three local radio stations throughout June and July. Videos will play on the closed-circuit TVs of area banks and businesses. The library blog, Facebook page and website will feature Library Link during the campaign. Clip Art and other public graphics will be used. However, actual photographs of Library Link patrons, volunteers and Outreach staff will be used as often as possible to create a personal connection between the information and real people.
Advertising

Advertising will be used to reach the market segments of the Library Link campaign. As homebound patrons are not going to be in the library or community as much it is necessary to use outlets such as television, radio and newspaper ads which will reach them in the home. Free PSA announcements on the local radio and TV stations will be utilized. However, the budget will include money designated for additional paid advertising. After the campaign, in order to determine if the return on investment is high enough to continue, the paid advertising it will be evaluated for its effectiveness and value in continuing to promote Library Link services. As friends and family members of homebound patrons, and potential volunteers are also targets, paid advertising in the community such as billboards, benches or signs will be researched to determine its potential value. And, as discussed under promotion, our community partners will also provide advertising opportunities at their locations, in their paper literature and through word-of-mouth advertising.

Advocacy

The Library Link marketing campaign will serve as an example of programming and services for the Library’s greater advocacy plan to target un-served populations. HPL hopes to receive a LSTA grant to support the campaign. The grant guidelines focus on helping libraries to extend and develop services to those that have difficulty accessing or using resources. The Library would like to also create specific services or programs for teens, low income families, seniors, foster families, special needs groups and more. HPL will be developing partnerships and building community connections during the Library Link campaign that will hopefully lead to advocates for future endeavors. Getting people and businesses on board with Library Link will generate support for other efforts to serve the under or un-served populations in our community. Training staff and volunteers on ways to promote and publicize library activities will also build core internal advocates. Additionally, Library Link patrons can be supporters of other services that target specific groups, giving the services invaluable “real-life” relevancy.
Internal Marketing

While the Library Link marketing campaign is geared towards Outreach services, it is vital that all staff be educated, prepared and informed. Part of the campaign aims at promoting Library Link to users within the library who may potentially know homebound people that could benefit. Therefore, to reach these in-house patrons it is necessary that the circulation, reference, children’s, teen and genealogy staff is able to discuss the service and provide information to the patrons they serve. To do this all staff will be updated throughout the campaign by their supervisors during departmental meetings. Promotional materials and campaign efforts will be shared so that everyone feels included and informed. Additionally, one person from each department will participate in the trainings that all of the Outreach staff and volunteers receive as part of the campaign. This person will then be able to train and guide the staff within his/her department so that everyone is armed with publicity, promotional, advocacy, support and recruitment skills. All promotional materials will be available to staff as well. Throughout the preparation stages and campaign, the staff room will have a message board to share ideas, observations or suggestions. A staff wiki will also be created as a virtual meeting place for recommendations or concerns. Creating an atmosphere of sharing and support will help all staff feel important in making the Library Link campaign successful.
**Evaluation**

The marketing campaign will be evaluated through focus groups of staff, volunteers and community partners. Individual interviews and surveys will be given to Library Link patrons as well. The information gathered will be used to evaluate how the service itself is functioning; what changes or adjustments should be made to optimize its effectiveness. We will also look at ways to continue promoting Library Link and building it as a core library service. General evaluation questions will also be asked of staff as to what marketing measures worked, why, and how they can be used in marketing other areas of the library.

Sample focus group questions:

1. What promotional materials were most effective? Why? How can these be modified over time to remain fresh and relevant in continued promotion of Library Link? How could these materials be used in other library promotional efforts?

2. Where did the library gain the best publicity? Why was it effective? Can it continue to be used?

3. Are there areas that could be changed, eliminated or added to improve Library Link services? What are patrons saying? What do they like or dislike? Why?

4. What training efforts were most beneficial to staff and volunteers? Should training continue on a regular schedule? Is additional training needed? Were there aspects of the training that should be removed or reduced?

5. What are our strengths and weaknesses with developing community partners? Are there other partnership opportunities that should be pursued? What didn’t work in building connections and relationship? What were positive interactions?
Reflection

Outreach services, marketing and promotional efforts are not new concepts to the library field. However, their appearance and approach can be reinvented and revitalized to ensure the library’s relevancy in coming years, to future generations. The Library Link marketing campaign combines several elements that are new and will help the library better serve its patrons. First, staff and volunteer training does not often receive enough attention. Budgets are tight. Why would we take precious financial resources, that could be used for patron materials, promotion or services, and use them to hire consultants or host trainings that take staff away from their regular duties? This marketing campaign recognizes that personnel training assists the Library in providing those resources and increasing the promotion because staff is equipped to answer questions, seek partners and advocate for services. Understanding the value of training and incorporating it into the marketing plan is a new focus of energies and resources which will ultimately help the Library reach its goals for Library Link, and countless other services. And, if staff and volunteers receive marketing training during this campaign, less money and time will have to be dedicated to training during future marketing projects.

Making community partnerships is common for libraries. However, libraries usually develop or seek partners for financial funding or donations. The Library Link campaign is unique in that it focuses on partnerships that act as channels to connect people with services. While this may be a secondary benefit of previous partnerships, the ones sought during this campaign are specifically for partners to be agents of promotion and recruitment. Looking at multiple ways community businesses and organizations can work with the library expands the services we can all provide to those served. Look outside the box for ways the community can work together. For example, using the bank and grocery store TVs or signs for promotion reaches market segments beyond the traditional outlets of newspaper or radio advertising.

Finally, Library Link focuses on using volunteers to make the service prosper. Volunteers are often difficult to find; however, the library needs to increase its efforts to recruit and train volunteers. There are many people with skills, time and interests that can work alongside library staff to better meet patron needs. This campaign strives to reevaluate the use of volunteers and their role in providing services to the community.
References


*Outreach.* (2012). Retrieved from Tippecanoe County Public Library: [http://www.tcpl.lib.in.us/outreach-services](http://www.tcpl.lib.in.us/outreach-services)

**CONTINUED APPLICATION**

**Do you need any assistive devices?** (Magnifying glass, CD player, Large Print, book holders, page turners)

**What is your age range?**
- 0-5
- 6-12
- 13-17
- 18-29
- 30-49
- 50+

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**LIBRARY LINK CUSTOMERS SAY...**

“I broke my hip and was unable to leave my home for 6 months. New books, movies and a friendly person to talk with kept my mind active and my spirits high.”

“Caring for a sick child is extremely difficult. Library Link lets us both enjoy new items and gives us something to look forward to each month.”

“I was isolated for years. Library Link allows me to once again explore the world and learn new things from my own home.”

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**Breaking Walls, Building Community**

**Library Link**

Hatmon Public Library
828 N. German St., Famtown, IN
(765) 210-1127
Email: librarylink@hpl.lib.in.us
www.hpl.lib.in.us
**WELCOME!**

**What?**
Monthly delivery of library materials to your home.

**Who?**
Any adult or child who is homebound for at least two months.

**How?**
Library staff or a volunteer will select and deliver items to your home. You tell us preferences and make requests.

Materials are available in multiple formats, including:
- Books
- Large Print
- Magazines
- Digital Downloads
- CD Audio Books
- CD Roms
- DVDs
- Music CDs

**FAQs**

**How do I sign up for Library Link?**
Do one of the following:
- Complete the attached form, turn it in at the circulation desk
- Complete the application online at www.hpl.lib.in.us
- Call (765)210-1127

**How do I get a library card?**
If you don’t have a card, we will help you apply for one during your first home visit. Please have a current photo I.D. available.

**Is there a waiting period?**
Depending on volunteer availability or staff schedules, Library Link services will begin within 2-4 weeks after your initial visit.

**Are there late fees?**
HPL does not charge overdue fines. You may renew items up to three times if they are not on hold for another patron. However, if an item is lost or damaged you will be charged for replacement and processing costs.

**SIGN UP!**

- Name: __________________
- Address: __________________
- __________________
- __________________
- Phone: __________________
- Email: __________________
- How long do you foresee being homebound? __________________
- In what materials are you interested? Circle all that apply:
  - Books
  - DVDs
  - CDs
  - Audio Books
  - Magazines
  - Fiction
  - Nonfiction
  - Young Adult
  - Children’s
  
  *Continued on other side*
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Home delivery of library materials

Place requests for specific items

Watch newly released DVDS

Be the first to read the latest from your favorite author

Hatmon Public Library
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Volunteer!

Deliver items to homebound patrons
Make new friends
Explore library materials

Hatmon Public Library

For more information & application scan the code, call (765) 210-1127, or email outreach@hpl.lib.in.us

Outreach@hpl.lib.in.us