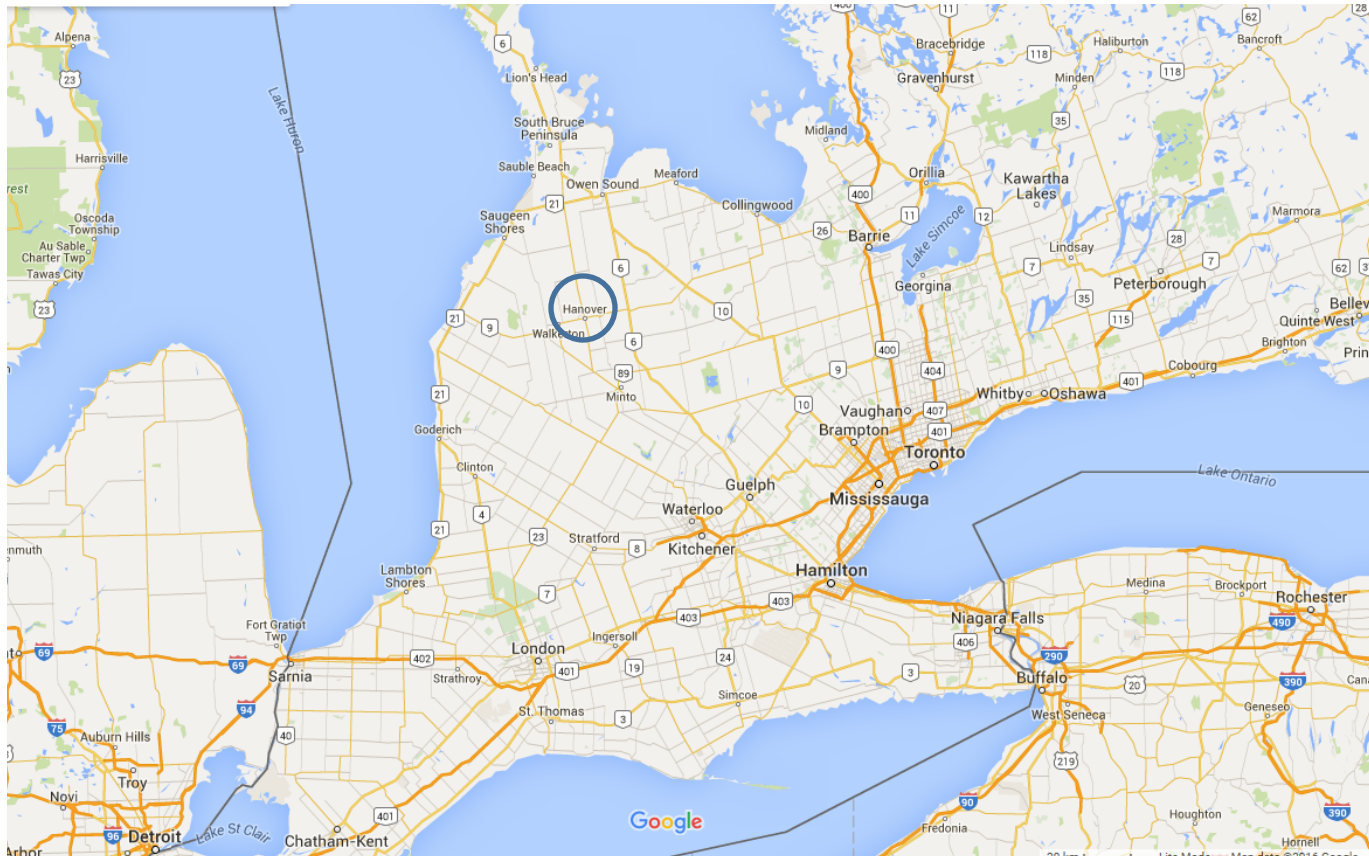


Prosperous Partnerships: Sponsorships in small towns





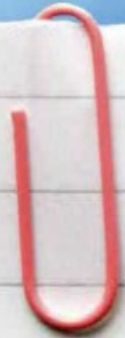
Hanover Public Library



I HAVE

A

Confession



People expect more of libraries,
but library budgets sometimes
don't recognize this



Why turn to local businesses or groups?

- Some projects or events are too small to warrant doing a grant application
- It will make the library more “plugged in” to the rest of the community
- Businesses that support library projects and have a good experience are more likely to continue their support.



Doing the groundwork



- Like many things, creating partnerships in your community takes time to do well.
- Laying the groundwork means integrating the library more effectively with the community
- Having a plan is fine, but always be ready to make use of new opportunities that might change the plan, but have a useful result.

Step one: realize you're great!



- The public library enjoys an excellent reputation everywhere: “surveys show their well-documented high levels of public satisfaction exceed all public and private sector service providers except fire and ambulance departments.” (Wendy Newman, *Canadian Libraries and Librarianship*, 2004)
- It's a smart move for businesses to align themselves with the public library. You're offering them respectability, and the chance to be seen as a good corporate citizen. Now, tell yourself that about a hundred times a day!

Make a wish list

- What would you do if you had the money?
- Who would benefit?
- What would you need to make it happen? Funding or materials or people?
- Be prepared to add, take away, or make changes to your wish list. Be as flexible as possible!



Step two: get networking!



But who with?

- Chamber of Commerce
- Business or Downtown Improvement groups
- Service organizations
- Clubs, eg Horticultural societies, PROBUS, seniors' groups
- Sports organizations
- Local events organizers
- Other libraries

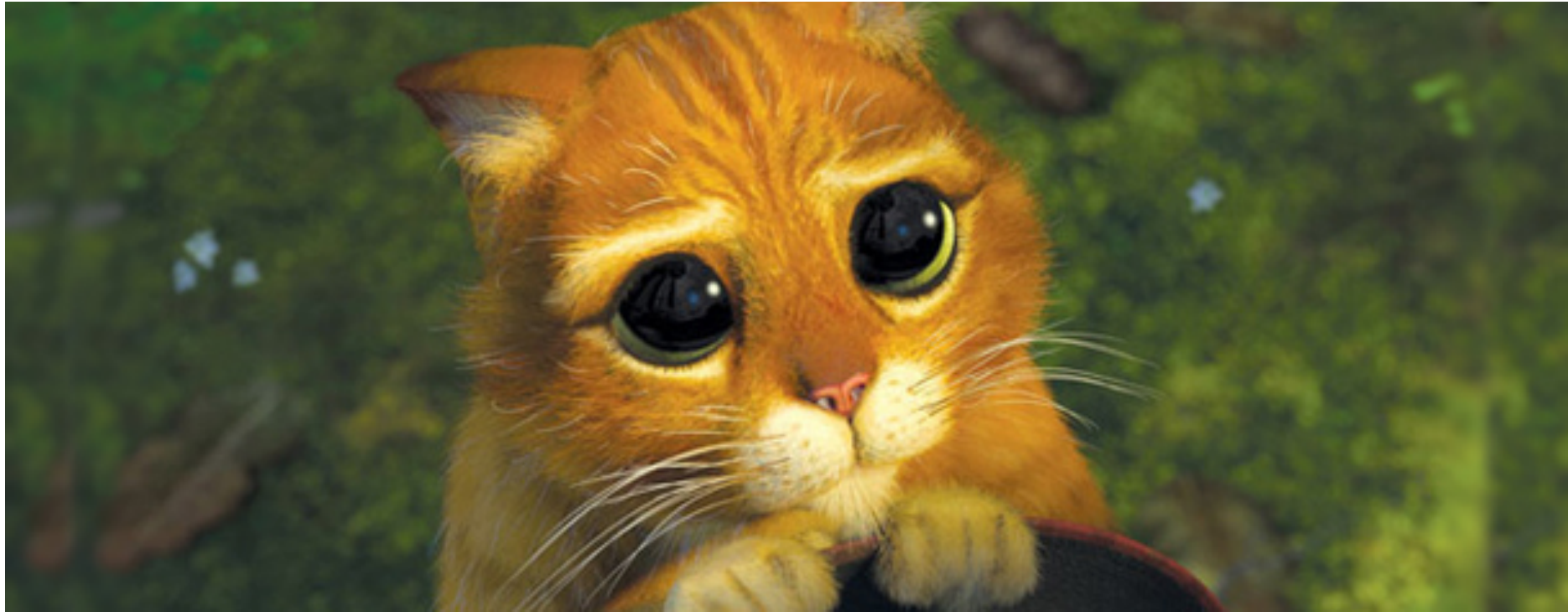


But I don't have time!



- Get buy-in from the boss and/or the board – you can eventually make more money for the library than the time spent creating sponsorships costs!
- Bank some lieu time by going to events and meetings on your own time
- “Deputize” **SOMEONE YOU CAN TRUST!** eg a board member or local community leader who is a library supporter

The Ask



The Ask

- List your target businesses – sometimes those that give the most are the best to ask; sometimes, not so much.
- Match prospective donors with projects or events on your wish list – do some research!
- Does it have to be money or can it be goods, or a discount on goods?
- Think of what can you offer to them in exchange

The Ask

- Have a second level of support in case they turn down the first e.g. a discount on materials rather than an outright donation
- In small towns, we might have history with someone that would make The Ask tough – use a deputy; or a connection that would make The Ask easier and more likely to be successful.

Reward Your Sponsors!



Thanks for coming to this!

The turnout for this session indicates that Superconference needs MORE content for small town and rural libraries.

Offer to do a session in 2017! If you've had a success at something, or even if you would like to see a get-together of small public library staff to discuss some issues or share ideas, tell the organizers. The only way we will get more conference content is to make it! (and you'll get a free day!)

I am a tiny potato

And I believe in you



YOU CAN DO THE THING