

Marketing Plan from a Public Library, Sample 2

Worthington Libraries 2012 Communications and Development Plan

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Plan Focus Areas

FUNDRAISING AND DEVELOPMENT

Encourage both public and private support of the Library.

PROGRAMMING

Present targeted programs designed to educate, enlighten, and entertain people of all ages.

PUBLIC RELATIONS AND MARKETING

Increase awareness and understanding of the library's value in the community.

PARTNERSHIPS AND OUTREACH

Facilitate and support effective library partnerships and collaborations.

Fundraising and Development

Encourage both public and private support of the Library:

- Continue to work with the Friends Foundation of Worthington Libraries to identify the best organizational solution to support the short- and long-term fundraising goals of the Library. This process could include:
 - creating new position descriptions for Friends Foundation board members,
 - assisting the Friends Foundation with identifying new board members,
 - developing an orientation procedure/packet for new Friends Foundation board members,

- setting an appropriate fundraising goal for the Friends Foundation,
 - working with the Friends Foundation to identify and cultivate fundraising prospects, and
 - establishing a separate organization to manage the Worthington Libraries Endowment Fund and assisting that group with everything outlined above.
- Identify the key focus areas for library fundraising (homework help, create young readers, build successful enterprises, etc.).
 - Secure grant funding for key projects and initiatives (Family Reading Festival, Homework Help Centers, school technology partnerships, etc.).
 - Tie fundraising efforts to Worthington's philanthropic history and the establishment of the community's first library.
 - Educate the community about the giving opportunities available through the Library, Friends Foundation, and endowment fund.
 - Evaluate the necessity of purchasing fundraising software to better track and record library donations and donations to the Friends Foundation/endowment fund.
 - Prepare an annual budget request for the Friends Foundation.
 - Coordinate the Hear & Now author series and other events to benefit the Friends Foundation.
 - Update the library's Power Philanthropy Portrait on The Columbus Foundation website.
 - Create a Power Philanthropy Portrait for the Friends Foundation and/or the endowment fund advisory group once they have established all necessary policies and procedures.
 - Recognize donors in the library's winter newsletter.
 - Research the feasibility of implementing a "fundraising days" program whereby people could sponsor a day of service at the Library in exchange for some type of meaningful recognition.
 - Encourage an annual gift (outside of membership) to the Friends Foundation.
 - Work with legislators and the community to maintain public funding for the Library.
 - Invite legislators to attend and take part in library events (like the Family Reading Festival).
 - Train key library stakeholders (Friends Foundation board, etc.) as funding advocates.

Programming

Present targeted programs designed to educate, enlighten, and entertain people of all ages.

In November, we formed a program planning ad hoc committee to address some concerns related to the number of programs we are presenting each quarter. We cannot sustain programming at current levels if we also want to meet community outreach expectations and the needs of patrons visiting the Library. We will work to reduce the number of traditional programs presented by the Library while increasing our overall impact. The following are goals of the committee:

- Work with staff to reduce the number of programs we are presenting each quarter.
- Define our programming mission and align the library's programming goals with fundraising focus areas and vice versa.
- Establish realistic programming expectations and provide enough time to make an impact

before moving on to the next initiative.

- Provide program planning training for staff.
- Revise all programming forms.
- Offer more targeted programs for specific populations (one big scouting program instead of several held throughout the year).
- Increase communication among buildings to avoid duplication and share ideas.
- Create a more visitor-centered approach to engage people in “on the fly” programs whenever they visit the Library.

In addition to the committee work, we will maintain an emphasis on providing quality programs and continue the library’s signature programming. Specifically, the community relations department will:

- Plan the February by the Fire concert series in conjunction with Jazz Arts Group.
- Plan Northwest Library’s summer concert series (using volunteers to secure signatures for noise permits).
- Continue planning and presentation of the Hear & Now author series in partnership with the McConnell Arts Center to benefit the Friends Foundation of Worthington Libraries.
- Coordinate the Summer Reading League in partnership with the Columbus Clippers:
 - Create all graphics and promotional items.
 - Secure additional coupons to be used as prizes.
 - Coordinate school visits with the Clippers, ticket distribution, and game volunteers.
 - Coordinate library programming in conjunction with the Summer Reading League.
- Plan the Family Reading Festival (securing a teen author as the featured speaker).

Public Relations and Marketing

Increase awareness and understanding of the library’s value in the community:

- Work with the community, library board, Friends Foundation, and staff to research and write the library’s next strategic plan:
 - Seek proposals and engage a consultant to implement the community portion of the strategic planning process.
 - Conduct focus groups, surveys, and additional market research to learn more about how patrons view and use the Library now.
 - Help the community learn more and get excited about how the Library could be used in the future.
 - Involve the staff in trend tracking.
 - Identify focus areas for the next strategic plan and determine future funding needs for plan implementation.
- Continue implementation of the “Find yourself here” branding campaign:
 - Introduce a new series of brand messages and retire older ones.
 - Develop a plan for using community members in the campaign.
 - Promote individual librarian expertise with “Find” messages.

- Continue development of the library's social media presence through Facebook and Twitter and the use of QR codes.
- Coordinate website promotion of "special days" with library resources, displays, and events.
- Determine the best way for other staff members (beyond the community relations and technology departments) to get involved with promoting the Library and interacting with patrons through social media.
- Introduce a new, more visually appealing e-mail newsletter.
- Assist with the development, design, and promotion of the new Worthington Memory website.
- Publish a 2011 annual report.
- Plan the annual community breakfast during National Library Week.
- Coordinate the library's participation in the Memorial Day Parade and other community events.
- Submit articles, as appropriate, to local and national media outlets.
- Collect patron stories and record them (along with names and contact information) in a database.
- Use patron quotes to promote library programs and future levy initiative.

Partnerships and Outreach

Facilitate and support effective library partnerships and collaborations:

- Coordinate the library's participation in the annual Groundhog Day Business Forecast breakfast sponsored by the Worthington Area Chamber of Commerce.
- Work with the City of Worthington to develop a series of programs to benefit library and city staff (sensitivity training, violence in the workplace, etc.).
- Participate with the City of Worthington and Worthington Schools in the planning and promotion of the 2012 community celebration of Martin Luther King Day.
- Conduct a focus group with teachers in the Worthington School District to determine how the Library can best meet the technology/research needs of students and parents.
- Retool and rebrand the library's Ambassador Program (an outreach program originally designed for classroom use to promote the library's website and electronic resources).
- Promote library outreach to daycare centers, preschools, and other community organizations.
- Continue outreach activities with the Worthington Food Pantry (and discuss ways of adding value to this initiative).
- Continue successful partnership with the Worthington Garden Club in the presentation of programs focused on community sustainability and the environment.
- As needed, continue partnership with other libraries in Franklin County to present programs related to job help and technology help.
- Plan annual recognition event to thank library volunteers.
- Create a way for staff members to recognize and reward volunteers for outstanding work.