

Big Programs, Little Budget: Forging Community Partnerships in a Small Town

November 14, 2018

Welcome and Announcements

- Today's webinar is a presentation of ALA's Public Programs Office, with support from ALA's Cultural Communities Fund (www.ala.org/CCF)
- Visit www.programminglibrarian.org for more online learning sessions, programs ideas and grant announcements
- Tech issues on today's webinar? Send a message through Q&A

Today's Presenter

Chelsea Price
Library Director
Meservey Public Library
Meservey, Iowa



Association for Rural & Small Libraries



Save the date:

2019 ARSL Conference
Sept. 4-7, 2019
Burlington, Vermont

More information at arsl.info.

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Big Programs, Little Budget: Forging Community Partnerships in a Small Town

**Chelsea Price, Library Director,
Meservey Public Library**

Agenda

- Introduction
 - Town of Meservey
 - Library
- Budget-friendly program ideas
 - Programs that don't work
 - Things to consider when planning
- Building community partnerships
 - Examples and ideas
- Big programs on a budget
- Outreach
- Q & A

Meservey, Iowa



- Population approx. 250
- Nearest school in district is 20 minutes away
- Nearest grocery store, movie theater, source of entertainment is 15+ minutes away

Meservey Public Library

- Offering FREE entertainment to community is key
- 2-person staff
- Prior to last year, we had not received an increase in funding from the city since the year 2000



BUDGET-FRIENDLY PROGRAM IDEAS

Harry Potter Party



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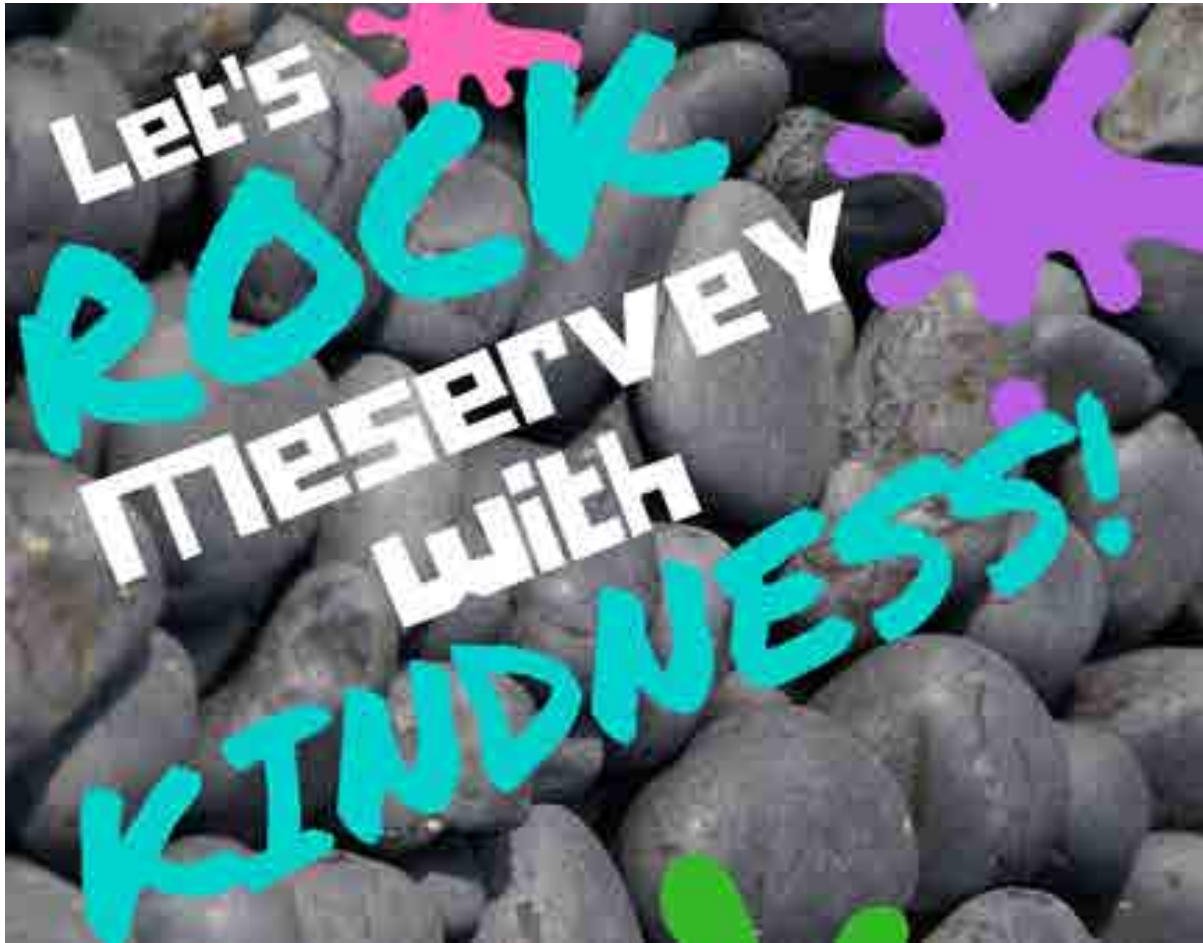
Wrap & Yap Party



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Rock-Painting Program



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Giant Board Games



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Some Programs will Fail...and That's Okay!



MESERVEY LIBRARY
PUPPY PARTY!

JOIN US ON
SUNDAY, FEBRUARY 4TH
FROM 2:00-3:00
TO WATCH A LIVE STREAM OF THE
PUPPY BOWL & ENJOY SNACKS,
CRAFTS, & GAMES!!



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Things to Consider

- 3 things that can MAKE your programs:
 - Visuals/hands-on
 - FREE
 - FREE FOOD
- Don't underestimate the value of passive programming
- Do away with prizes!



Building Community Partnerships

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Who are your town's local heroes?

Visit from Local Heroes



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Is there anyone you know in your area that has an interesting hobby, passion, or pet that they'd share with patrons?

Therapy Dog Visit



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Floral Pumpkin Workshop



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Yoga/Zumba Instructor Visit



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Canvas-Painting Party



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**Look for organizations or businesses that
might have something to gain by
partnering with your library.**

Partnership with the Local Humane Society



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Nature Center Partnership



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Photos with Santa

STORIES & SNACKS WITH SANTA!

Meservey Library Saturday, Dec. 17 at 10:30
Come & meet Santa - great photo opportunity!



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**Don't hesitate to partner up with
nearby libraries.**

Joint Library Concert



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**Reach out and form relationships with
local business owners.**

Back-to-School Pizza Party



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Potato Bar Fundraiser



Meservey Public
Library

Baked Potato Bar Fundraiser

Stop by the
Meservey Fire Station
on
Wednesday, Feb. 28
from
5:00 - 7:00 PM

and enjoy a baked potato with all the
fixin's, refreshments, and dessert!
There will also be a book & DVD sale.

**Freewill donations will go toward the
Meservey Library summer carnival!**

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**Don't forget that high schoolers
are often very happy to help
and serve as role models for
younger kids!**

Large-Scale Events on a Budget

"Books educate and inspire, and they soothe souls - like comfort food without the calories." - Elizabeth Berg, Home Safe

An Afternoon with Elizabeth Berg

Join the New York Times bestselling author to hear about her newest novel, snuggle with an adoptable dog from the Humane Society of North Iowa, and enjoy baked treats from Fairy Kisses Bakery, Othelia's Doughnuts, and more!

Thursday, August 31 at noon
Meservey Public Library



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Things I Learned

- Just ASK – you never know what might happen!
- Reach out and form relationships with local media
- Don't only promote yourself and your library on social media



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Things I Learned

- ASK FOR HELP!
- Consider making things yourself rather than renting or buying them
- Ask for discounts

Outreach: Growing Your Program Audience

Advertising on a Budget

- Video content
- Ask local businesses
- Church bulletins
- Water bill
- Digital photo frames at circulation desk



Get OUT to Get Them IN



- Where is your community?
 - Find out...then go there!
- Leave your comfort zone
- Don't forget that you are always representing the library
- Make a point to regularly visit local schools
- When doing outreach, **HAVE FUN!**

THANK YOU! QUESTIONS?

Feel free to contact me at
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