Members now have free access to both 101+ Great Ideas for Libraries and Friends as well as the companion guide, Even More Great Ideas for Libraries and Friends.

The books contain hundreds of ideas and best practices to help libraries and Friends connect with their communities, raise money, plan programs, and advocate for funding.

Following an introduction, which sets the stage for effective library and community partnerships, Even More Great Ideas for Libraries and Friends features ideas for innovative programs, successful fundraising, strategic advocacy, powerful public relations, memorable membership campaigns, and more. As in the first book, each idea is presented with practical instructions, graphics, and implementation tools so you can adapt these programs successfully and creatively to match your library’s specific needs and opportunities.

Chapters in Even More Great Ideas include Raising Money for Libraries; Selling Books; Programs for Services and Outreach; Advocacy and Public Awareness; Building Membership in Friends, and Organizational Effectiveness.

Both books are available as free downloads in PDF format in the Trustee Zone and in the Friends & Foundations Zone. To access, login and navigate to “Publications” in either zone. Right click on the link for the title you want to download, and then select “Save file as” and save to your computer.

A sampling of ideas included in Even More Great Ideas for Libraries and Friends:

- Raising Money with Historical Photographs
- Trivia at the Library
- Read-A-Thon
- Collectibles and Antiques Appraisals
- Effective Booksales
- Friend-to-Friend, a Free Book Program
- Working with Booksellers
- Honoring Faculty Scholars
- The People’s University
- Friends - The Library’s Ambassadors
- Celebrating Library Anniversaries
- Library Card Campaigns
- Raising Library Awareness through Alumni Collections
- Advocacy Campaigns
- Honoring Friends Benefactors
- Membership Drives That Work
- Getting Corporate Members
- Surveying Friends Members
- Getting and Keeping Motivated Volunteers
- Friends’ Standing Committees
- Sample Marketing/Communications Plan and Strategic Plan
Attracting today’s volunteers to your Friends group

Many Friends groups in public libraries are concerned about where the next generation of Friends volunteers will come. They are concerned because many groups feel they are “aging out” and they can’t seem to recruit new, younger, active members. The truth is, however, that one of the largest cohorts of volunteers in America is the baby boomers! There are plenty of volunteers just waiting to help, but they want to do things differently.

Unlike the older volunteers who make up the core of many Friends groups, these people – born between 1946 and 1964 – have recently exited the workplace or are still in careers. It’s true; many of the active volunteers in America are still working. What does this mean for Friends groups? Actually it means a number of things.

First, most of these “new” volunteers don’t want a long time commitment. They want to be engaged in tasks that have a defined time line. Some like to do their volunteer work remotely (think online book sales, or publishing the newsletter) while others see volunteerism as a way to meet like-minded people and want to be able to work in teams (think your annual book sale, or a special fundraising event).

One thing that today’s volunteers generally don’t want is to sit in meetings. This is the first generation of women who were or are primarily in the workplace versus being homemakers. Many of these baby boomer volunteers have been sitting in meetings their entire working careers! As wage earners, they often have the means to travel and wish to do so (hence the desire for defined tasks with a defined ending!).

Because most Friends groups are centered around meetings where the volunteers must come and report out their accomplishments, they are not structured to be very attractive to new volunteers. This can be changed, however, and Friends groups that feel they can’t get “new blood” in their groups will have to change or else they may see their legacy of service end.

How to change? It will seem counter-intuitive, but Friends groups must reach out to more volunteers than ever before. What? You must be thinking, we can’t even get one new person interested, how are we going to get many? The answer is the core group must start breaking down their work into many finite pieces.

Take a look at how you manage your annual book sale. You rely on many volunteers to make it work. You schedule many people to work in shifts at the cash register. You ask another group to schlep boxes to your sale site. You ask others to sort and place books on tables. And yet another group to help with clean-up. You have many hands on deck for the weekend. Everyone has a discrete task and they’re happy to help. Who is going to say no to working at the register for two hours on Saturday afternoon? This is exactly the model you can use in all your work.

Asking many people to engage in a well-defined and limited volunteer opportunity is key to bringing many more helpers to your group. It is critical that someone in your core group keep excellent records on who has agreed to help and how they can be reached because, believe it or not, they will be happy to help again with your next event. In fact, you will find that some of your task oriented volunteers will find the work so satisfying that they’ll be asking you how they can become more involved and voila – a new member of your core group!

Friends provide invaluable service to libraries. It is critical to the future that these groups stay vibrant and strong. Changing how you do your work will be key to that future.

For more on volunteers in America, visit www.bls.gov and search “volunteers.”
WHCLIST Award applications due April 1

The White House Conference on Library and Information Services Taskforce (WHCLIST) and the ALA Washington Office are calling for nominations for the WHCLIST Award. Each year, the award is granted to a non-librarian (Trustee, Friend, or general supporter) participant in National Library Legislative Day (NLLD) in Washington, D.C. NLLD will be held May 2-3, 2016. The winner receives a stipend of $300 and two free nights at the NLLD hotel.

WHCLIST has been an effective force in library advocacy nationally, statewide, and locally since the White House Conferences on Library and Information Services in 1979 and 1991. WHCLIST has provided its assets to the ALA Washington Office to transmit its spirit of dedicated, passionate library support to a new generation of advocates. Both ALA and WHCLIST are committed to ensuring the American people get the best library services possible.

The criteria for the WHCLIST Award are:

- The recipient should be a library supporter (Trustee, Friend, general supporter) and not a professional librarian.
- Recipient should be a first-time attendee of NLLD.

Representatives of WHCLIST and the ALA Washington Office will choose the recipient. The ALA Washington Office will contact the recipient’s senators and representatives to announce the award. The winner of the WHCLIST Award will be announced at NLLD.

Applicants must register for NLLD and pay all associated costs. Applicants must make their own travel arrangements. The winner will be reimbursed for two free nights in the NLLD hotel in D.C. and receive the $300 stipend to defray the costs of attending the event.

To apply for the WHCLIST award, please submit a completed NLLD registration form; a letter explaining why you should receive the award; and a letter of reference from a library director, school librarian, library board chair, Friend’s group chair, or other library representative, to Lisa Lindle (llindle@alawash.org). For information or to mail an application, visit www.ala.org/advocacy/advleg/nlld/funding.

Save the date for Leg Day, May 2-3, 2016

Online registration for National Library Legislative Day (May 2-3, 2016) is now open. To register and for more information, visit www.ala.org/advocacy/advleg/nlld.

Hundreds of library advocates will descend on Capitol Hill to meet with members of Congress and their staffs. For information, visit www.ala.org/advocacy/advleg/nlld.

Library advocates who cannot make it to Capitol Hill for the event can still be a part of the effort by participating in Virtual Library Legislative Day. Call and/or email your elected officials on May 3, or any time the week of May 2-6. United for Libraries, the ALA Washington Office, ALA Chapter Relations, and the ALA Office for Library Advocacy will lead Virtual Library Legislative Day, an opportunity for all library advocates to make their voices heard on a national level. For more information, visit www.ala.org/united/advocacy/virtuallegday.

Friends: Send your librarian to Leg Day

National Library Legislative Day will be held on May 2, 2016, in Washington, D.C. While United for Libraries hosts a Virtual Library Legislative Day, when Friends and Trustees are urged to call, email, or tweet their senators and representatives, there really is no action as impactful as an actual, in-person visit. Many library directors would love to go to Washington to speak with their Congressional delegation about issues effecting libraries, but all too often they lack the funds to get there.

Every piece of library legislation impacts your library – it’s as simple as that. The legal or medical databases patrons use every day are often funded by the state library with federal dollars. The e-rate the library receives for wireless access is another federally funded program. The privacy of your patron records could be in jeopardy if security legislation doesn’t exempt libraries. These are just a few national library issues that can affect your library’s services.

How can you help? If your library director would like to attend this event but lacks the resources to do so, consider paying for this very important trip. In addition to meeting law makers face to face, librarians are also invited to a full day of briefings about what legislation is pending and how it impacts libraries at the local level – along with what they can do about it. It’s a priceless learning opportunity!

As your community’s best advocates, you may want to consider a gift that far outweighs a new chair or table for the library (though we love you for these!). If your director is interested in attending National Library Legislative Day, give him or her chance to head to Washington to make a difference that can last a lifetime.

Visit www.ala.org/nlld for more information. To learn more about Virtual Library Legislative Day, visit www.ala.org/united where you will find reproducible flyers and other helpful tips.
Women in Horror Month – A celebration of women who write dark fiction

BY LISA MORTON, PRESIDENT OF THE HORROR WRITERS ASSOCIATION (HWA) AND JG FAHERTY, HEAD OF THE HWA LIBRARY & LITERACY COMMITTEE

Beware! There are women waiting to terrify you, set your pulse racing, make you sleep with the lights on...Because these women write horror!

February is Women in Horror Month (WiHM). And we at the Horror Writers Association are doing our part to let the world know that the ladies of horror are waiting to capture you with their stories.

Women in Horror Month began in 2009 and has grown into an international phenomenon with its own website (http://www.womeninhorror-month.com), blog, and film festival. The idea behind WiHM is to let people know that women are as deeply involved in the horror genre as men. For too long, women have been underappreciated and underrepresented. Too many people suffer from the misguided perception that women can’t compete with men when it comes to sending a shiver up the spine. They forget that some of the greatest classics in the horror genre were written by women. Women such as Mary Shelley, Shirley Jackson, Daphne du Maurier, Joyce Carol Oates, and Anne Rice.

The Horror Writers Association (HWA) takes this issue (and other diversity-related problems, including representation of writers of color and LGBTQ authors) seriously. That’s why our officers and volunteers work hard to not only help put a spotlight on the many women who write horror and dark fiction, but to encourage more young girls and women to pen their own tales.

Editors routinely report low numbers of women submitting to their horror-themed novel lines and anthologies; female horror authors often find themselves categorized as paranormal romance or urban fantasy writers, or purposely categorize themselves that way in order go get published. These are the kinds of problems the HWA is working to eliminate. Among the things we do:

Lead programs to increase diversity. In 2016, Lisa Morton, HWA President, commissioned the Diverse Works Inclusion Committee, which will serve to expand knowledge about new works of horror by women writers, writers of color, and LGBTQ writers.

Partner with other organizations. We do this by having a presence at BookExpo, the L.A. Times Festival of Books, ALA conferences, and other events. Most recently we’ve joined with United for Libraries to share resources. A complete list of HWA authors who are available for appearances/presentations can be found through Authors for Libraries (http://authorsforlibraries.org/), where libraries can search by name or zip code for local authors.

“We’re very excited about this partnership that adds tremendously to our Authors for Libraries database,” said United’s executive director, Sally Gardner Reed. “Now libraries across the country have even more access to authors in their area who would be delighted to come to libraries to discuss their books and their own experiences in writing.”

Speak out. Many of our members take the opportunity in February to host blog events featuring women authors. For example, this year JG Faherty, who heads our Library & Literacy Committee, will run a series of guest blogs by women authors, including well-known names in dark fiction and up-and-coming writers.

Utilize social media. Through our website and social media accounts, we promote women authors heavily during February and in the past we’ve produced special online events, such as the blogging event we did in 2014 (http://horror.org/welcome-to-women-in-horror-month/).

Support education. In 2014, we created the Mary Wollstonecraft Shelley Scholarship for female horror authors. This scholarship aims to encourage more female writers to enter our genre and to aid in the education of those already working within it.

Get the public involved. At our annual StokerCon (http://www.stokercon2016.org), which brings together authors, publishers, and readers, we offer educational panels on a wide range of topics, including diversity in writing.

Promote new books to schools and libraries. On our web page dedicated to librarians (http://horror.org/librarians.htm), we provide links to recommended reading lists, highlighting some of the best writing the genre has to offer.

Promote writers through our awards and PR programs. Throughout the year, our Publisher’s Liaison works with publishers to get more diverse works made available for reading lists and awards consideration. We hope this will expand the recognition of our Bram Stoker Awards, which in turn will help schools and libraries become more aware of writer diversity and give the next generation of writers new icons to follow.

Get involved at the local level. The HWA has chapters throughout the world, and they also work to promote diversity. John Palisano, HWA Vice President and President of the LA Chapter, recently reported that female representation has expanded enormously over the past four years.

The American Library Association recognizes the importance of this month through The Readers’ Advisory Guide to Horror (an ALA publication, see links and resources next page).

In closing, it’s important to remember that the purpose of Women in Horror Month is to let readers know there are many women writing great dark fiction, and to encourage people to follow their dreams of writing. So please spread the word to your readers and writing groups.
Authors for Libraries website connects authors with their local libraries

Calling all programming Friends and Librarians! United for Libraries has established a terrific database called Authors for Libraries. These authors are great supporters of libraries and would love nothing more than to come to your library discuss their books and the art of writing.

To find out how you can bring an author to your library, go to authorsforlibraries.org and do a zip code search to find an author near you (don’t forget to enter a number of miles for the radius search). Also, be sure and click on the link for “Tips for Libraries and Friends Groups” to get step-by-step instructions and advice on how to contact an author and ensure a very successful program.

This database is growing every day and recently, Horror Writers of America joined United for Libraries providing us with more than 1,000 additional authors (see the article on page 4). Not only are these authors looking forward to library programs, most will also go to bat for you in times of crises. Getting an op-ed from a local author could go a long way in attracting the attention of those who fund you. United for Libraries is pleased to welcome the Horror Writers of America and all our authors who have strong allegiances to libraries.

Check it out at www.authorsforlibraries.org

Broadening the scope of small/mid-sized library foundations

Did you think library Foundations were really only for large libraries? Think again – library Foundations have become increasingly important for libraries of all types and all sizes. In fact, mid-sized and smaller libraries are finding ways to partner with library staff to create greater community awareness and engagement in the library’s financial future.

To learn more about how working with a library Foundation can benefit your library, watch the recorded webinar featuring Paula Beswick, director of the Bozeman (Mont.) Library Foundation.

To access the recording, login to the United for Libraries website and visit either the Trustee Zone or the Friends & Foundations Zone.

Preservation Week is April 24-30,

In 2005, the first comprehensive national survey of the condition and preservation needs of the nation’s collections reported that U.S. institutions hold more than 4.8 billion items. Libraries alone hold 3 billion items (63 percent of the whole). A treasure trove of uncounted items is held by individuals, families, and communities.

Some 630 million items in collecting institutions require immediate attention and care. Eighty percent of these institutions have no paid staff assigned responsibility for collections care; 22 percent have no collections care personnel at all.

ALA encourages libraries and other institutions to use Preservation Week to connect our communities through events, activities, and resources that highlight what we can do, individually and together, to preserve our personal and shared collections. To learn more, visit http://www.ala.org/alcts/preservationweek.

Additional links of interest for Women in Horror Month:

A substantial, but not at all comprehensive, list of women horror writers: https://en.wikipedia.org/wiki/Category:Women_horror_writers


The Official HWA Website and Social Media Pages: www.horror.org https://www.facebook.com/groups/Horrorwritersassoc/ https://twitter.com/HorrorWriters

Wine Toss for WiFi in Manchester

When the Manchester City Library turned 100 in 2014, the Foundation sponsored a number of events to celebrate – including a visit by best-selling author Dennis Lehane and a successful open house in November. Another year passed since then and in order to revitalize the Foundation after that successful and busy year, it was time to raise money and bring the library-loving community back together.

Enter the “Wine Toss for WiFi” event held in the fall of 2015. Library Director Denise van Zanten came up with a simple and effective idea – why not have a wine toss in the big and beautiful rotunda of the library? With donations of wine from a local winery and from members of the board, all that was left was to provide refreshments and send out invitations to the donor list and to the general public.

Once the rotunda was decorated with lots of wine-toss stations, the attendees were invited to buy three rings for $5. When the ring dropped over the neck of the bottle, the lucky winner got to keep the bottle of wine. The event was short and yet raised several thousands of dollars from the approximately 100 people who attended.

The event is being planned for another year. What is being done differently? Denise reported that they will be seeking corporate underwriters for the event and also having it catered so the consumption of wine would be permitted under New Hampshire state law. Denise also gives acknowledgement to the Foundation president, Matt Johnson who is always willing to give new ideas a try!

Why fundraising fails: tips for Friends and Foundations

Recently the publication, “Board Source” featured an article by Alyce Lee Stansbury, CFRE and president of Stansbury Consulting in Florida. The article talked about the six main reasons fundraising fails.

For Friends and Foundation members looking to start a campaign, check out these pitfalls to avoid from the outset:

1. Fundraising fails when there’s no comprehensive fundraising plan.
2. Fundraising fails when the board has no ownership of the fundraising plan.
3. Fundraising fails when the fundraising goals are unrealistic from the start.
4. Fundraising fails because simply no one is asking.
5. Fundraising fails when the organization is not telling its best story.
6. Fundraising fails due to lack of CEO involvement.

“To avoid this column being a total downer,” said Stansbury, “here are a few happy thoughts about why fundraising works. According to Independent Sector, 90 percent of U.S. households donate to charity, 56 percent were asked to give, and 95 percent of those gave when asked. The power of asking is clear. In my view, there were three reasons for the success of both campaigns: (1) the boards of each organization were highly engaged in the effort; (2) each board had a clear, unequivocal vision for the future of the organization and communicated it to donors, and (3) both board and staff were willing to ask for gifts.”

The complete article can be found at http://www.tallahassee.com/story/money/2016/02/20/there-six-main-reasons-when-fundraising-fails/80609312/
Libraries change lives: staff and patrons share stories in Indianapolis

The Indianapolis Public Library Foundation encourages their public to write stories about how the library changes lives. These stories are then posted on their website. This is an excellent way for donors and potential donors see the true impact of the library and making it much more inviting for those who wish to give. In addition, these stories can be shared with local government funders to show that libraries are far from defunct; that in fact, they are essential. Following are just two of their moving stories.

SHANIKA, Branch Manager, East Thirty-Eighth Street

Sometimes, we need others to encourage us to pursue our dreams.

When I started working at the Indianapolis Public Library, my colleagues and former managers always encouraged me to pursue my Masters of Library Science degree since I have a passion for helping people succeed. I'm so thankful for their nudging and prompting to make this dream come true.

Thanks to the Indianapolis Public Library Foundation's support, I was able to attend two major library conferences because part of my registration costs were covered. Through these conferences, I was able to learn skills needed to become an effective library leader.

Now, as a Branch Manager, I want all my fellow colleagues to have the same kind of encouragement I received. I give to support my colleagues’ professional development, so they can hone the necessary skills to be great assets to our patrons!

ERIC GILLESPIE, CFO and Controller, Mays Chemical Company

I grew up in Dayton, Ohio, in an inner-city neighborhood. The library in our neighborhood was a sanctuary for a handful of us kids. It was a haven where we could get books and read and do something different. I remember getting gold stickers I could cash in for prizes during the summer. I picked up habits there that have stuck with me. The library has a special place in my memories, and as a result I support the Library Foundation now, so other kids can have those same experiences.

Library Foundation staff, board members, volunteers, etc., from all types of libraries are invited to participate in the United for Libraries electronic discussion group focused on topics of interest to library Foundations.

Both those with expertise in library Foundations as well as those in the beginning stages of creating a Foundation are encouraged to participate in the free form discussion. Discussion topics might include fundraising, event planning, capital campaigns, planned giving, effective meetings, board recruitment, etc.

The electronic discussion group is an information forum for those wishing to seek and share best practices for library Foundations. When you send an email to the electronic discussion group, it is automatically sent to all subscribers, and their emails are sent to you. In this way, Foundations from around the country can share advice and their real world experiences. Messages are automatically archived for future searching. You do not need to be an ALA member or United for Libraries personal or group member to participate.

For instructions on how to join the electronic discussion group, visit www.ala.org/united/foundations/electronic-discussion-group or email United for Libraries at united@ala.org.

To submit an article to Framework for Foundations, email it to united@ala.org.
Trustees, staff, and Friends relations – conflict or harmony?

BY NICHOLAS SPILLIOS

In The Lego Movie, Emmet exclaims, “You are the most talented, most interesting, most extraordinary person in the universe. You are capable of amazing things. Because you are special and so am I!” Sometimes we tend to forget that a successful relationship is one in which we build up another person. Libraries are no exception. They build their strength on how strong the relationships are between its key players.

Does your library have a close and working relationship among Trustees, staff, and Friends? Does each group understand how relationships impact library operations? Does each group understand the role that each plays in the success of the library? How close is that relationship? Do they care? They should. For the quality of the relationship may provide a solid base in the direction the library takes.

If a strong and harmonious relationship exists, it will be determined by the understanding of each group of the personal competencies established by each. Then we can assess whether the relationships are in harmony.

Competencies are considered to be those skills that provide a group with the potential for successfully performing their roles. Roles must be clearly understood and acted upon.

If roles and competencies of Trustees, staff, and Friends are understood, then all three can work in harmony by following specific guidelines for enhancing relationships. For a more comprehensive overview of competencies, refer to The Complete Library Trustee Handbook published by United For Libraries (www.alala.org/united).

Following are some suggested guidelines.

1. Staff must provide information to their Board of Trustees and Friends which will make them more knowledgeable in carrying out their roles.

2. The above information will include parameters of operation which the parties agree they must limit themselves to in order to prevent misunderstandings.

3. Staff and Friends must agree on the “wish list” - a comprehensive list of library needs to which Friends can contribute. Friends should not draw their own assumptions on needs.

4. Respect by each group of the other groups must be a “given.” All relationships are based on honest respect if progress is to take place.

5. Relationships can be solidified by examining the common ground for initiating projects which benefit the library, including fundraising which can be initiated and completed.

6. Each expects the other to value their activities and contributions.

7. Each group must be part of an advocacy network working for the library.

8. Friends appreciate staff input and advice through an assigned staff person who attends their board meetings.

9. Staff appreciate the concerns of patrons brought to their attention by Trustees and Friends in a positive and constructive manner.

10. Staff expects that Trustees and Friends will connect with the community through active participation on community and service agency boards.

11. Each group must respect the decisions of the other groups expecting that special attention has been followed on the impact of such decisions.

12. Each group understands that the efforts of each is making a difference.

Welcome to harmony! Truly, relationships are important and in the long run stand to impact library service and customer satisfaction.

Limited copies of The Complete Library Trustee Handbook, published by United For Libraries, are available for sale. Please call (800) 545-2433, ext. 2161 or visit www.alala.org/united to order your discounted copy today.
Evaluating your Board of Trustees

As important as it is to evaluate the library director, Trustees should take time out as well to consider how well they are doing as a board. Has the board played a major role in facilitating the director’s efforts to deliver top notch programs and services? Does the Board fully understand the library’s policies and is willing to stand behind them? Does the Board use a parliamentary authority to help all members participate equally in discussions and decision making? Does the Board stand behind the library’s policy on intellectual freedom – prepared to act thoughtfully and in accordance with policy when books or other materials are challenged?

United for Libraries has a terrific publication free and downloadable to all of our members called, “A Library Board’s Practical Guide to Self-Evaluation?” The guide is designed to ensure these two outcomes:

1. Boards will gain an understanding on specifically what strengths and weaknesses are present.
2. Boards will operate as a team in addressing their needs and concerns.

This Practical Guide is meant to be used either during a prolonged board meeting or more ideally, a board retreat. Each member of the board fills out an assessment form that reveals the depth of knowledge each board member has regarding his/her role. Such questions to consider are:

- Board Knowledge and Decision Making
- Advocacy and Lobbying
- Policies
- Finance
- Strategic Planning
- Professional Development

The Practical Guide includes a very handy worksheet where board members can answer “yes” or “no” to a series of questions within the categories above making assessment easy. Is the Board strong and on the right track? Or does the Board need to work on areas of weakness?

Library Boards are critical to the success of the libraries they serve. Because of that, it is also critical that Boards take time out once a year to assess how well they are doing. You have received this newsletter because you are a member of United for Libraries. We have so much to offer you! Maximize your membership by going to www.ala.org/united/trusteezone. Download all the terrific information we have to help you be the best Trustee you can possibly be! If you need assistance with your login to access the Trustee Zone, call (800) 545-2433, ext. 2161 or email united@ala.org

Short Takes for Trustees videos offer easy, quick training

Short Takes for Trustees includes 10 short videos (8-10 minutes each) that can be shown during Trustee meetings to stimulate discussion about the important role that Trustees play in the governance of their libraries.

The videos are designed especially for Trustees to watch with their library directors. A single video can be shown at a meeting, or multiple videos can be watched in succession.

Topics in the series explain the basics, such as what it means to be a Trustee (discussing the broad fiduciary responsibilities of governing boards as well as the limits of an advisory board), as well as how to set policy, how to evaluate the library director (and why you should!), along with board self evaluation, and the ethical and parliamentary standards for boards – both governing and advisory.

The courses include: What It Means to Be a Trustee; Board Meetings; Board Ethics; Library Advocacy; Library Policies; Strategic Planning; Working with Friends; Evaluating the Library Director; Board Self Evaluation, and Succession Planning and New Board Orientation.

Each video is accompanied by a printable set of handouts and additional resources.

A subscription to the Short Takes for Trustees series if available to all boards at the low price of $79 for United for Libraries members and $99 for non-members for a year’s access. For more information and to purchase the Short Takes for Trustees series, visit www.ala.org/united/trustees. Regional and statewide pricing of Short Takes is available by calling or emailing United for Libraries.
The importance of library patron privacy

In Omaha, Neb., a conflict arose between the board and the mayor when the mayor asked the board for their patron list. Because the board refused to divulge this information, the mayor and her staff are working to turn all of Nebraska’s governing boards into advisory only leading to greater control over the library (and its records) to the local politicians.

Whether your board is governing or advisory, it is imperative that library records remain confidential. Although most states have legislation protecting patron records, the mayor in this case stipulated that she did not want patron records (i.e. reading lists), but simply their names.

The American Library Association (and United for Libraries) has taken a strong stand on this issue. Below is the official statement.

Privacy is essential to the exercise of free speech, free thought, and free association. Lack of privacy and confidentiality chills people’s choices, thereby suppressing access to ideas.

The possibility of surveillance, whether direct or through access to records of speech, research and exploration, undermines a democratic society. In libraries, the right to privacy is the right to open inquiry without having the subject of one’s interest examined or scrutinized by others.

Confidentiality of library records is a core value of librarianship. Confidentiality exists when a library is in possession of personally identifiable information (PII) about users and keeps that information private on their behalf. This includes such library-created records as closed-stack call slips, computer sign-up sheets, registration for equipment or facilities, circulation records, Web sites visited, reserve notices, or research notes. One cannot exercise the right to read in any format if the possible consequences include damage to one’s reputation, ostracism from the community or workplace, or criminal penalties.

Consider patrons looking for a new job or information about rock climbing or skydiving; this is information that the current employer or insurance company would like to have. Choice requires both a varied selection and the assurance that one’s choice is not monitored.

For libraries to flourish as centers for uninhibited access to information, librarians must stand behind their users’ right to privacy and freedom of inquiry. Just as people who borrow murder mysteries are unlikely to be murderers, so those seeking information about terrorism are unlikely to be terrorists. Assuming a sinister motive based on library users’ reading choices makes no sense and leads to fishing expeditions that both waste precious law enforcement resources and have the potential to chill Americans’ inquiry into current events and public affairs.

The Code of Ethics of the American Library Association (see next page) and the association’s Library Bill of Rights (see below) acknowledge the paramount importance of library patron privacy.

The American Library Association's Library Bill of Rights

The American Library Association affirms that all libraries are forums for information and ideas, and that the following basic policies should guide their services.

I. Books and other library resources should be provided for the interest, information, and enlightenment of all people of the community the library serves. Materials should not be excluded because of the origin, background, or views of those contributing to their creation.

II. Libraries should provide materials and information presenting all points of view on current and historical issues. Materials should not be prescribed or removed because of partisan or doctrinal disapproval.

III. Libraries should challenge censorship in the fulfillment of their responsibility to provide information and enlightenment.

IV. Libraries should cooperate with all persons and groups concerned with resisting abridgment of free expression and free access to ideas.

V. A person’s right to use a library should not be denied or abridged because of origin, age, background, or views.

VI. Libraries which make exhibit spaces and meeting rooms available to the public they serve should make such facilities available on an equitable basis, regardless of the beliefs or affiliations of individuals or groups requesting their use.


Although the Articles of the Library Bill of Rights are unambiguous statements of basic principles that should govern the service of all libraries, questions do arise concerning application of these principles to specific library practices. See the documents designated by the Intellectual Freedom Committee as Interpretations of the Library Bill of Rights.

The Library Bill of Rights is available online at http://www.ala.org/advocacy/intfreedom/librarybill with links to the Intellectual Freedom Manual and Interpretations of the Library Bill of Rights.
The American Library Association Code of Ethics

As members of the American Library Association, we recognize the importance of codifying and making known to the profession and to the general public the ethical principles that guide the work of librarians, other professionals providing information services, library trustees and library staffs.

Ethical dilemmas occur when values are in conflict. The American Library Association Code of Ethics states the values to which we are committed, and embodies the ethical responsibilities of the profession in this changing information environment.

We significantly influence or control the selection, organization, preservation, and dissemination of information. In a political system grounded in an informed citizenry, we are members of a profession explicitly committed to intellectual freedom and the freedom of access to information. We have a special obligation to ensure the free flow of information and ideas to present and future generations.

The principles of this Code are expressed in broad statements to guide ethical decision making. These statements provide a framework; they cannot and do not dictate conduct to cover particular situations.

I. We provide the highest level of service to all library users through appropriate and usefully organized resources; equitable service policies; equitable access; and accurate, unbiased, and courteous responses to all requests.

II. We uphold the principles of intellectual freedom and resist all efforts to censor library resources.

III. We protect each library user’s right to privacy and confidentiality with respect to information sought or received and resources consulted, borrowed, acquired or transmitted.

IV. We respect intellectual property rights and advocate balance between the interests of information users and rights holders.

V. We treat co-workers and other colleagues with respect, fairness, and good faith, and advocate conditions of employment that safeguard the rights and welfare of all employees of our institutions.

VI. We do not advance private interests at the expense of library users, colleagues, or our employing institutions.

VII. We distinguish between our personal convictions and professional duties and do not allow our personal beliefs to interfere with fair representation of the aims of our institutions or the provision of access to their information resources.

VIII. We strive for excellence in the profession by maintaining and enhancing our own knowledge and skills, by encouraging the professional development of co-workers, and by fostering the aspirations of potential members of the profession.

Adopted at the 1939 Midwinter Meeting by the ALA Council; amended June 30, 1981; June 28, 1995; and January 22, 2008.

The Code of Ethics is available online at http://www.ala.org/advocacy/proethics/codeofethics/codeethics

Archived Ask a Trustee columns, along with toolkits, newsletters, publications, and special offers for Trustees, are available in the Trustee Zone on the United for Libraries website. Visit www.ala.org/united/trusteezone and sign in with your login and password. If you need help logging in, call (800) 545-2433, ext. 2161, or email united@ala.org.

Apply for United for Libraries’ Major Benefactor Citation

Giving public recognition to an individual, family, or corporate body that has made a major gift to your library will generate publicity that can encourage other gifts as well.

United for Libraries’ Major Benefactor Citation comes with a plaque for the library and a plaque for the donor. (Please allow six weeks from the time of application for receipt of both plaques.) These plaques, along with a library celebration and a press release from your library, can let your community know that gifts to the library are truly appreciated and make a real difference.

Major Benefactor Citation recipients are featured on the United for Libraries website, and a press release about each recipient is issued through United for Libraries and ALA.

Applicants are asked to include documentation describing the nature of the library’s relationship with the benefactor; benefits to the library in the form of money, real or personal property, negotiable paper, or other tangible contributions; why the gift is considered major, and any publicity generated as a result of the gift.

A fee of $500 ($450 for United for Libraries members) covers all administrative costs and materials, including the two plaques.

To apply for the Major Benefactor Citation, visit www.ala.org/united and click on “Awards & Grants” then “Major Benefactor Citation.” Past awardees can also be found on this site (www.ala.org/united/grants_awards/benefactor). A downloadable application as well as submission guidelines are available on the website. Applications may be submitted at any time, however, please allow for a minimum of six weeks to receive the plaques.

For more information, call (800) 545-2433, ext. 2161, or email united@ala.org.
Focus on Friends

Orienting new active members in your Friends group

Even the most eager and active volunteer for your group can go “rogue!” It doesn’t happen often, but when it does, it can be incredibly painful. Can you fire a volunteer? The answer is yes (and sometimes it’s the most responsible course of action), but with some planning up front, you may never have to.

Following are a couple of sample job descriptions and “rules of the road” that you should share with any new officer or committee chair. If they understand their jobs up front, and have signed off on the job description, you’ll have something concrete to use if and when a volunteer steps “out of bounds.”

Hospitality Chair & Committee

- Facilitates the co-ordination of four membership meetings per year with committee members.
  1. Reserves meeting room.
  2. Finds speaker.
  3. Arranges for refreshments.
  4. Promotes program.

President

- Presides over official meetings of the Friends Board.
  1. Works with executive committee to set the agenda.
  2. Facilitates good discussion – ensuring that everyone gets an equal say in discussions.
  3. Votes only to break a tie.
  5. Appoints committee chairs.

Rules of the Road for All Active Friends Members:

- Be accountable – follow the job description for your committee or office.
- Be “Friendly!” Enjoy your colleagues and the opportunity to make a difference for the library.
- Ask for help when you need it, or let the executive board know immediately if you are unable to fulfill your duties.
- Respect the status of the Friends of the Library’s good name in the community and do everything to ensure that you only contribute to that excellent reputation.

As you can see, the job descriptions don’t need to be long and complex – they should just be clear about expectations. Using these along with a “Rules of the Road” document, you’ll likely save a lot of headaches in the future. In addition, if possible, assign a mentor to any new chair or officer to help them enter your group’s culture and understand their roles and responsibilities quickly and easily.

This article is available as a free fact sheet (#30) on the United for Libraries website. Visit www.ala.org/united/friends/factsheets.

We want to hear from you! Please send United for Libraries your library and/or Friends group’s newsletter. For digital newsletters, please add united@ala.org to your distribution list. For print newsletters, please mail to: United for Libraries, 859 W. Lancaster Ave, Unit 2-1, Bryn Mawr, PA 19010.

When a Friend steps out of bounds

Most active members of any given Friends group are happy, helpful team players. They have joined your group because they want to be engaged and they want to contribute to the betterment of the library. Once in a while, however, a Friend can become, shall we say, a little unfriendly. They may be a bully wanting to do things their own way, regardless of what the group as a whole intends. They may want to tell the library exactly how to spend the money the Friends raise, or they may want to withhold giving money to the library altogether. Or, they may just go their own way making singular decisions and wreaking havoc with customary procedures of the group.

Of course, the very best way to handle an unfriendly Friend is to avoid the situation in the first place. This can best be done with a set of job descriptions outlining specific roles and duties (see Fact Sheet 30: Orienting New Active Members in Your Friends Group), along with a statement on how the group works as a team (for rules and guidelines, see the sample below) and how the group will handle those not adhering to the job description or the team rules (asking the member to get in line or else asking that member to step down). Have all volunteers and board members sign this.

It is never easy to reprimand or “fire” a volunteer, but if your group is a 501(c)(3) organization, it has fiduciary responsibilities. These responsibilities not only include safeguarding the money raised, it also means safeguarding the good name of the group and insuring that the group stays stable and healthy. If your board is allowing a single individual to take command then your board is failing in its fiduciary responsibility. Knowing that should help make the decision to reprimand or fire a volunteer easier – you’re just doing your job!

Here are some tips for working with a “rogue” volunteer:
Focus on Friends

To ensure your or your group is receiving all available member benefits, United for Libraries needs your email address. To add your email, send it to united@ala.org.

Two Friends groups and/or library Foundations will be recognized with Baker & Taylor Awards for their outstanding efforts to support their library during the year 2015.

Given annually since 2000, the Baker & Taylor Awards have recognized more than 40 groups around the country. Winning groups receive $1,000. Applications must be emailed, faxed, or postmarked by May 2, 2016, so now is the time to think about your group’s activities in 2015 with an eye on winning $1,000.

The awards will be given based on a specific project that took place or culminated during the 2015 calendar year.

Applicants must be Friends or Foundation group members of United for Libraries through June 2016. Please contact United for Libraries to verify your eligibility prior to preparing your entry.

Groups may apply in any of the following categories:
• Public Library Friends Group or Library Foundation with assistance from paid staff (employed by library or Friends group).
• Public Library Friends Group or Library Foundation without paid staff.
• Academic Friends Group; School Library, Media Center, or Special Library Friends Group; State Friends Group.

The application form is available at www.ala.org/united (click on “Awards & Grants,” then “Friends Groups”). Entries should also include a two-page summary, any additional background information, and a copy of the official release form (available online with the application). Entries must be postmarked no later than May 2, 2016.

Supporting materials (press releases, photographs, clippings, promotional materials, etc.) may be included. No materials will be returned.

Entries will be evaluated with these areas taken into consideration:

1. Planning: Friends/Foundation, library, and community involvement, use of resources, appropriateness of the activity, and measurable goals and objectives.
2. Implementation: Use of resources, public relations, task monitoring, and broad membership involvement.
3. Evaluation: Assessment of activity or program, measurable results.
4. Innovation: New idea or implementation, creative involvement of people, fresh use of public relations.
5. Community Involvement: Broad support by the community in planning and implementation.

Additional remarks commenting on aspects you feel are noteworthy but that do not fit the rating criteria are welcomed and encouraged. To learn more about past award-winning projects, visit www.ala.org/united/grants_awards/friends/bakertaylor.
United for Libraries dedicates Literary Landmark for Bertha Mae Winborne Edwards


The Brighton Elementary School Choir provided the musical prelude. Presenters included the Honorable Kenneth I. Wright, mayor of Portsmouth, Joel Thomas Winborne, and Cassandra Newby-Alexander, Ph.D., of Norfolk State University.

Bertha Winborne Edwards was the first librarian hired by the city of Portsmouth to staff the Community Library in 1945. Her decades of service thereafter opened the door to the intellectual world for Portsmouth’s African-American citizens at a time when something as simple as library services were denied them otherwise.

Mrs. Edwards was a Portsmouth native and graduate of I.C. Norcom High School. In 1942, she graduated from Hampton Institute, today’s Hampton University. This historically black college in Hampton, Va., was founded in 1868 by both the black and white leaders of the American Missionary Association.

Following the Civil War, Hampton Institute’s mission was to provide education to newly-freed African-Americans. Hampton Institute was well-known for its library program, established in 1925 by a grant from the Carnegie Corporation. At that time the only other accredited library school in the south was the Emory University Library School in Atlanta, but it was not open to African-Americans.

Before she was hired at the Community Library, Mrs. Edwards was active in her own community. She taught at the Zion Baptist Church kindergarten in Portsmouth, she worked briefly at the Norfolk Naval Base, and she married her husband, George, a World War II veteran.

She began her work as librarian in the summer of 1945, six months before the Community Library opened. Her role in developing the library ranged from placing orders for the heating system and office equipment for the newly-constructed building to purchasing the books and periodicals that would become the core of the library collection, as well as establishing the library’s rules for usage. She also trained an assistant librarian, Mrs. Charlotte Driver, who went on to a long library career as well. It was Mrs. Edwards’ goal to set up a library with books “by and about Negroses,” and more. She authored a nine-volume series of Portsmouth black history.

About Literary Landmarks

The Literary Landmarks Association was founded in 1986 by former Friends of Libraries U.S.A. (FOLUSA) president Frederick G. Ruffner to encourage the dedication of historic literary sites. The first dedication was at Slip F18 in Bahia Mar, Fla., the anchorage of the Busted Flush, the houseboat home of novelist John D. MacDonald’s protagonist Travis McGee. In 1989, the Literary Landmark project became an official FOLUSA committee. Literary Landmarks continues to be a program of United for Libraries.

Dedications have included homes of famous writers (such as Tennessee Williams, Elizabeth Bishop, Eudora Welty, and William Faulkner), libraries and museum collections, literary scenes (such as John’s Grill in San Francisco, immortalized by Dashiell Hammett, and Willa Cather’s Prairie near Red Cloud, Neb.), and even “Grip” the Raven, formerly the pet of Charles Dickens and inspiration to Edgar Allan Poe and now presiding (stuffed) at the Rare Books Department of the Free Library of Philadelphia.

Recent additions include the Ernest Hemingway Home and Museum; the Mark Twain Boyhood Home & Museum, the Jon Hassler Library, the Langston Hughes Community Library and Cultural Center, and the Alex Haley Museum & Interpretive Center.

To date, more than 150 Literary Landmarks have been dedicated across the country. United for Libraries invites groups to apply for a Literary Landmark designation for any special location in a community that is tied to a deceased literary figure, author, or his or her work.

A Literary Landmark dedication is a newsworthy event that can draw attention to your library or group, and your rich literary heritage. For information, visit www.ala.org/united/products_services/literarylandmarks, call (800) 545-2433, ext. 2161, or email united@ala.org.
**Great ideas for academic Friends**

Members now have free access to both *101+ Great Ideas for Libraries and Friends* as well as the companion guide, *Even More Great Ideas for Libraries and Friends*.

The books contain hundreds of ideas and best practices – including ideas for academic Friends!

Among those included in *Even More Great Ideas*, you’ll find:

- Friends of the University of Arizona Libraries Raise Over $100,000 in Partnership with Basketball Coach
- Phone-a-Thon and Honor

Books: Two Programs with a Happy Synergy

- Involve Your Friends in the Life of the Campus
- Honoring Faculty Scholars at Wake Forest (NC) University
- University of Pittsburgh’s University Library System Marketing Communications Plan

And many more! Login to the Friends & Foundations Zone to access the downloadable PDF included free with your United for Libraries membership.
Good Ideas From The Network

Programs

Michigan

Thanks to the sponsorship of the Michigan Library Cooperative Director’s Association and others, Michigan’s 5.1 million registered public library card holders have the ability to print passes for reduced price or in many cases, free admission to state parks and recreation areas, museums, and a host of other family friendly activities. The Michigan Activity Pass (MAP) program (http://michiganactivitypass.info) is a partnership between Michigan’s 385 public libraries and close to 400 cultural attractions across the state. As word of this outstanding opportunity has spread via extensive press coverage, MAP has in turn become wildly popular. To that end, Michigan library patrons checked out more MAP passes during the period May 24, 2015 through July 4, 2015 than during the previous 12 month cycle of the program, which ran from May 24, 2014, through May 23, 2015.

Allen, Texas

With the recent release of Mr. Holmes starring Ian McKellen, the Friends of the Allen Public Library hosted a Sherlock Holmes symposium. The Friends stated that “for Sherlock-ians, accepting clues at face value can be challenging, but there are times when the facts are fascinating and far from elementary. Symbolizing genius and highly intuitive investigative skills, Sherlock Homes remains a worldwide enduring hero. The recent release of Mr. Holmes is a vivid reminder that the works of A. Conan Doyle as depicted by Sherlock Holmes are hugely popular.”

St. Louis, Mo.

The Friends of the St. Louis (Mo.) Public Library hosted a special holiday concert as part of their “NOT SO QUIET!” Concert Series.

Walnut Creek, Calif.

The Walnut Creek Library Foundation provided funding for a teen craft program at the library prior to the holidays so those attending could make their own gifts for their friends and families. At the first program, the teens were taught to embroider and all materials and a lunch were provided. Later a party was thrown with hot chocolate and treats with another opportunity for teens to make DIY holiday gifts.

Cadillac, Mich.

The Friends of the Cadillac Wexford Public Library and Friends of the Library will host a Shakespearean acting troupe in March 2016. And only by reading this book will you understand why the least likely fan of Shakespeare will anxiously await to see which play is performed.”

Station Eleven is the story of the Traveling Symphony, a troupe of Shakespearean actors and orchestral musicians traveling the shores of the Great Lakes in a post-apocalyptic Michigan. Striving to maintain their humanity in the altered landscape of a world where 99% of the population has been wiped out by a flu pandemic, the Traveling Symphony operates under one credo: “Survival is insufficient.”

Membership

Flint, Mich.

The Friends of the Library and Archives at Kettering University promotes membership in its quarterly newsletter by letting readers know that FOLA membership is open to anyone interested in supporting the Kettering University Library and Archives. Member categories include student, senior citizen, individual, or family and each may be taken out for one, two, or three years, with discounts for a two- or three-year membership. All memberships are tax deductible donations to Kettering University. Members receive a quarterly newsletter, advance notice on programs and events, and are able to check out library materials. Most importantly, members help advance the Kettering Library and Archives as crucial centers of learning at the university.

Phoenix, Ariz.

The Friends of the Phoenix Public Library have their own blog called “LiteratePhx,” which they send out
to members. You can visit it at www.plfriends.org/blog. If you are interested in starting your own blog, you’ll be happy to know that it’s quite easy to do. You can find easy to follow instructions here: http://computer.howstuffworks.com/internet/social-networking/information/blog1.htm.

Bristol, Conn.

“What’s an app?” The Bristol Public Library’s technical librarian teaches Friends who want to stay current how to create web and Facebook pages, tools that are a must in order to function at maximum potential in today’s world.

Books

Wichita, Kan.

The Friends of the Wichita Public Library have a group of volunteers who manage their bookstore. The Retail Sales Committee was established in 2013 and they continue to meet monthly. Books are processed five days a week. Following guidelines about condition, date, sale possibility, etc., the volunteer accepts, sorts, and designates placement of books. The sorter for the day sorts first for the book store, secondly for the internet sales and then for book sales through a third party remainder service. Sorting is both a science and an art. Individual interests, book knowledge, organizational skills, and desire for order has improved the work.

Advocacy

Oklahoma

Friends of Libraries in Oklahoma (FOLIO) is calling on all library supporters to fight further cuts to the state library’s budget. Noting that the state library has been cut just over 30% since 2008, they want to ensure that an additional 10% isn’t cut for the coming year. Educating library supporters about how important the state library services are at the local level, they share the fact that the State Department of Libraries furnishes interlibrary loan, online databases, summer reading program training (including technology and certification classes), assistance with internet broadband access, assistance with federal grants, web site hosting for some public libraries, and so much more. It is critically important for all library supporters and patrons to understand what cuts to state library funding translate into service cuts at the local level.

FOLIO also gives specific instructions of what library advocates can do:

• Attend Legislative Day.
• Invite legislators to library events.
• Write letters to the editor in your local newspaper.
• Communicate and energize people in your community.
• Mobilize local friends and advocates to vote.
• Attend the advocacy workshop hosted by FOLIO.

Outreach

Oklahoma

The Friends of Libraries in Oklahoma (FOLIO) has Outreach Ambassadors who are really and willing to talk to consult with other Friends groups and/or officers. They want to help others be successful in their efforts to strengthen their libraries.
**Notable Quotables**

“Libraries are the foundation for learning.”


“I think the most powerful gift you can give someone is a book. My mother gave me my first book *(Horse Of Course)* and taught me to read when I was 4. Since then, books have been my must-have source of inspiration, entertainment, and connection with friends. How do I support my book habit? Through my local library, where all the librarians know me and gather up my giant piles of on-hold books as I walk in the front door. Libraries, quite simply, feed me... I could not exist without them.”

Sonia Ellis, *Talk to Me*, 2014

“Libraries are the reason I’m a writer today. I spent hours after school at my local library, poring over books and doing research. About what? Anything I wanted! That was just the point. I knew that someday I wanted to see my books on those shelves.”


“Where else but at a library can a person with no money in their pockets walk into a place of quiet and peace, and walk out with something beautiful and borrowed?”

Don C. Reed, *Stem Cell Battles: Proposition 71 and Beyond*, 2015

**Marketing**

**Boca Raton, Fla.**

Books came alive at Boca Raton’s 45th annual holiday parade with a float funded by the Friends, and the library staff made it happen. The judges announced prize winners, and the library float won first place for its creative depiction of Mrs. Claus and her storybook characters. Also, it’s the first year the library has ever entered the parade. The Friends were proud to march with the float and to be the funders of a fantastic team event... the crowds loved it.

**Fundraising**

**Phoenix, Ariz.**

The Friends of the Phoenix Public Library made an online end-of-the-year appeal to their members. Here’s what they said:

“Over the last few weeks, we’ve shown you some great, easy ways to support your local libraries at no cost to you [by shopping through their online store] or by shopping at our bookstore. But if you love what Phoenix’s public libraries do for our community and you’re in a position to make a financial gift to literacy this holiday season, we graciously ask you to consider making that donation today.

Your tax deductible donation to the Friends of the Phoenix Public Library provides funding for the library programs and services that make our community stronger. In 2014, your generosity allowed us to support more than 500 programs across Phoenix’s 17 public libraries – such as the Stuffed Animal Sleepover at Cesar Chavez Library, Read-to-Me Dog programming at Cholla Library, and software to help the College Depot staff track their students.”

A donate button was highly visible to provide for easy online giving along with what each $20, $30, etc., donation would buy for the library.

**Westlake, Ohio**

The Friends of Westlake Porter Public Library announced it gave more than $100,000 to the library in 2015. The organization’s members raised the funds through used book sales, the library gift shop, a trees and wreaths silent auction, and an annual book sale. The group also donated thousands of volunteer hours throughout the year. Westlake Porter Public Library used a majority of the gift for building renovations and updates in 2015-2016. The remaining funds went towards providing all of the library’s programming, such as Science Week, National Library Week, and the adult and youth Summer Reading programs. The Friends run the Book Nook Used Book Room and Portables Gift Shop, in addition to hosting the annual Book Sale. The group sponsors Sunday Sounds and the Ice Cream Social (this year it will be July 25).

To submit an item to Good Ideas from the Network, email it to united@ala.org.
United for Libraries offering Skype and in-person consulting

United for Libraries is offering libraries, Trustees, and Friends a budget-friendly alternative to on-site consulting — Skype sessions.

Groups of all sizes can receive professional consultation services via Skype at an affordable price. United for Libraries staff has more than 50 years of combined experience in the areas of library governance, advocacy, marketing, fundraising, Friends development, establishing a social media presence, strategic planning, conflict resolution, and more.

In addition, United for Libraries board members can provide professional expertise in such areas as academic Friends group development, board recruitment, financial management, and more.

Pricing includes the Skype session, along with handouts and up to 30 minutes of consultation with the convener prior to the event.

Rachel Ziegler, director of Plainfield-Guilford Township (Ind.) Public Library, coordinated a Skype session for her library’s Trustees with United for Libraries director Sally Gardner Reed. “My Trustees really enjoyed hearing about advocacy from Sally,” said Ziegler. “It definitely sparked positive discussion and ideas!”

In addition, United for Libraries offers in-person workshops, seminars, training, and assistance in a wide range of areas. Services can be customized to meet the needs of your library community and its supporters. Staff and board members are available to lead programs or workshops.

Multi-library pricing is also available for digital access to the Trustee Academy, Short Takes for Trustees, and Engaging Today’s Volunteers for Libraries and Friends.

For more information and pricing options, call United for Libraries at (800) 545-2433, ext. 2161, or email united@ala.org.

Book Club Choices offers reader’s advisory assistance

Book Club Choices, a regular feature in this newsletter, offers a brief synopsis about new and recent fiction to help your book club select new titles to read and discuss. Each review gives a quick overview of the story and relates the underlying theme to help you decide if the story will be a good fit for your particular book group.

More than 100 books are now featured on the United for Libraries website. To find the reviews, visit www.ala.org/united and click on “Friends Groups.” Then select “Book Club Choices” to find a complete listing with book cover and review for each of the titles featured in the newsletter.

New survey coming in the next newsletter

We regularly receive requests from Friends groups and libraries around the country asking questions about the average size of Friends groups and how much money they raise. Questions also arise about merged Friends and Foundations as well as the size of Foundations in cities and towns of all sizes. In addition, we are always on the lookout for new resources needed by Friends groups, Trustees, and Foundations.

United for Libraries will be conducting a brief survey this spring. We will be asking questions about the population size served by your library, the number of members in your Friends group, how much money your group raised last year, and the types of issues facing Friends and Foundations.

Please be on the lookout for the survey notification and take a few minutes to complete the brief survey. We promise it won’t take more than a couple of minutes, and can be completed by paper form in the next newsletter or online (link to be provided). We will report back with our findings in a future newsletter.

Upcoming events

Teen Tech Week
March 6-12, 2016
http://teentechweek.ning.com

School Library Month
April 2016
www.ala.org/aasl/slm

PLA Conference
April 5-9, 2016
Denver, Colo.
www.placonference.org

National Library Week
April 10-16, 2016
www.ala.org/nlw

National Library Workers Day
April 12, 2016
http://ala-apa.org/nlwd

National Bookmobile Day
April 13, 2016
www.ala.org/bookmobiles

Money Smart Week
April 23-30, 2016
www.ala.org/offices/money-smart-week

Preservation Week
April 24-30, 2016
www.ala.org/offices/money-smart-week

Choose Privacy Week
May 1-7, 2016
http://chooseprivacyweek.org

Children’s Book Week
May 2-8, 2016
www.bookweekonline.com

ALA Annual Conference
Orlando, Fla.
June 23-28, 2016
www.alaannual.org
Friends groups across the U.S. celebrate National Friends of Libraries Week


The Friends of the Escanaba Public Library invited the public to share in its celebration of National Friends of Libraries Week. With the support of the Escanaba Library, the Bonifas Fine Arts Center, the Daily Press and local radio stations, the Friends group was able to get their invitation out to the community.

The week before the event, the public was notified of the upcoming celebration in both the Bonifas Arts Page and the Briefs section of the Escanaba Daily Press. A local radio station also gave the president of the Friends board air time, where he was able to spread the word about all the happenings at the library for Friends of Libraries Week.

The week before Friends of Libraries Week, the library gave out coupons to its patrons, which entitled them to a free hard cover book from the Used Book Room, redeemable during Friends of Libraries Week. Each day during the week, the Friends board members manned a table full of information, membership envelopes, free gifts, book bags, and the chance to sign up for one of two Kindles to be given away. A continually running video showed the history of the group, and some of the past events that the Friends have sponsored.

Besides redeeming the coupons for a free book, patrons also enjoyed the book sale in the Used Book Room, where all hardcover books were a quarter. That room turned out to be a very busy place for the members of the Friends who volunteered their services. The children who came to the library were not forgotten. They got to enter the pumpkin decorating contest sponsored by the Friends. A family could sign up for a pumpkin, take it home, and bring it back decorated. Everyone enjoyed the fruits of those little laborers.

Ten new members joined the Friends that week, almost a 15% increase. The two lucky Kindle winners were delighted with their prizes, smiling children enjoyed the Pumpkin Contest, and the library and Friends had an enjoyable and busy week meeting and greeting old and new friends.

The Friends of the Southfield (Mich.) Public Library held its first Fall Gala in the library after closing hours on Oct. 22, during National Friends of Libraries Week. The Friends also moved the bookstore from the basement to the main floor and created a contest to name the new bookstore.

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The Friends annual meeting was held the day before the gala,
where Friends gave away a free ticket to the gala. They also promoted National Friends of the Library Week with signage, and the board wore the group’s new Friends shirts and nametags.

The Friends moved the bookstore from the basement to the main floor and created a contest to name the new bookstore. Signs around the library promoted the bookstore contest. The Friends awarded three winners who helped name the new bookstore. They also received promotional prizes. Bookmarks were created with the new name (Friends BookShelf), and at the gala the Friends unveiled the name with a cake.

As members of the Southfield Chamber of Commerce, the Friends were involved in their Annual Taste of Southfield, where they sold books and promoted the Friends by handing out information about the Friends, and the jazz and blues concerts at the library. Friends also gave away certificates to the concerts and discounts to the bookstore. They attended the Summer Mixer to promote the Friends and the upcoming gala.

The Friends appeared before the city council at a live meeting to discuss National Friends of Libraries Week, the Gala, the opening of the new bookstore, and joining the Friends. They later appeared before the council after the gala to thank them, and to let everyone know that it wasn’t too late to become Friends members. This was televised to all local residents with city cable.

Many board members spoke to local business owners about the Friends and what they do. As a result, local businesses donated items and gift certificates for prizes. The mistress of ceremonies, Mary Anne Meade of WRCJ, donated her time at the gala. They Friends donated to her organization, and the Friends were publicly recognized about the gala, the new bookstore, and more, on the air during their annual radio pledge drive. The radio station covers the tri-county area of Metro Detroit.

### ALA Annual Conference

**Orlando, Fla.**

**June 23-28, 2016**

**The Laugh’s On Us**, sponsored by SAGE

**Sun., June 26, 2016**

5:30-7:30 p.m.

Comedian and United for Libraries spokesperson Paula Poundstone will headline this evening featuring a lineup of hilarious writers. Wine and cheese will be served, and a booksigning will follow. Tickets cost $60 in advance ($55 United for Libraries division members), $65 onsite. Tickets may be purchased online.

**Gala Author Tea**, sponsored by ReferenceUSA

**Mon., June 27, 2016**

2-4 p.m.

Popular authors will discuss their writing life and forthcoming books. Enjoy tea, finger sandwiches, and sweet treats. A booksigning will follow. Tickets cost $60 in advance ($55 United for Libraries division members), $65 onsite (if available). Tickets may be purchased online.

**ALA Annual Conference**

The 2016 ALA Annual Conference will be held June 23-28 in Orlando, Fla. For more information, visit www.alaannual.org.

In addition to The Laugh’s On Us, sponsored by SAGE, and the Gala Author Tea, sponsored by ReferenceUSA, United for Libraries will host a President’s Program; Nuts & Bolts sessions for Friends, Foundations, and Trustees; discussion groups; meetings; author events; workshops, and additional programs.

Registration for the ALA Annual Conference is available online at www.alaannual.org.

For more information, visit www.ala.org/united/events_conferences/annual.
**The Past**
*by Tessa Hadley*

When four adult siblings come together at the old family home in Devon, England, for their annual retreat tensions rise immediately. The siblings — Alice, Fran, Harriet, and Rolland — have brought along some additional family members. Oft-married Rolland brings his new wife, the exotic Pilar brings her teenaged daughter Molly, Fran brings her two young children Ivy and Arthur, and Alice brings the son of her ex-lover, Kasim. A complex set of characters who all share secrets, desires, grudges, and history.

Hadley has created a lush backdrop against which the family must decide whether to sell the crumbling homestead. The money would be nice, of course, but memories linger, and it’s hard to come to a mutual decision.

As the three-week reunion passes, mysteries present themselves. The young Ivy and Arthur make an innocence-destroying discovery at an old cottage on the property and struggle whether to tell the grown-ups. Meanwhile, Kasim, unaware of the significance of their find, decides this might be the perfect place for seducing Molly.

Harriet, the quiet unmarried sister, discovers an awakening within her and acts on it. It’s a misjudgment and causes her humiliation she’s not sure she can bear.

As memory and nostalgia mix with both intrigue and practical concerns, we see each character revealed to us in the light of their past and the reality of their future. This novel is perfect for book clubs that are fascinated by what makes family dynamics unique.


**The Swans of Fifth Avenue**
*by Melanie Benjamin*

Most people know Truman Capote by his writing — especially *In Cold Blood* and *Breakfast at Tiffany’s*. What many may not know is that Capote was quite the darling of high society during the 1950s and 1960s. A diminutive, gay man; Capote seemed to fit in with the women of New York who were married to wealthy and important men and spent their days and evenings “being seen.”

In particular, Truman Capote became best friends with Babe Paley, who was married to the serially unfaithful founder of CBS, William Paley. Babe not only brought Truman into her elite circle of high fashion and seemingly perfect friends; she (and her friends) confided their deepest secrets to him. By and large, these women who lunched were captives of their times. Each had style, humor, and intelligence, and were trapped in marriages more about the money than love.

Populated with names that still linger in today’s memory — Slim Keith, Gloria Guinness, CZ Guest, and Pamela Churchill (even Jackie Onassis has a cameo) — we learn about their lives behind the facades. We also learn about Truman’s unhappy upbringing and his descent into alcoholism and extreme narcissism, which eventually has him spilling the Swans’ secrets in an expose for *Esquire*. He is shocked when they feel utterly betrayed. Such is the extent of his delusional sense of impunity.

This novel drips with the times of America during the 1950s and 1960s. A diminutive, gay man; Capote seemed to fit in with the women of New York who were married to wealthy and important men and spent their days and evenings “being seen.”


**Be Frank with Me**
*by Julia Claiborne Johnson*

It’s no secret that we have a very real problem with body image in our society — being overweight certainly among the worst. This novel is a dark and often funny look at what it’s like growing up fat.

In a collection of inter-related stories about Elizabeth/Beth/Lizzy/Liz, we get a very clear insight into how an extremely poor body image can dominate our own perception of self. Even her name changes with every change of her body as Elizabeth goes from teenager to nearing middle age. In fact, we don’t even learn her name until the second chapter; such is the dominance of her weight as identity.

As a “fat girl,” Lizzie is so ashamed that she accepts men who come to her drunk and late at night after being unable to score with women in bars and nightclubs. She turns to the internet to connect with a series of creepy men, and is terrified to send a full body photo to a man who is quadriplegic (another glimpse into body image). When she does meet a man who loves her and proposes to her, she begins a strict and painful regimen to lose weight.

Her new and perfect body brings her no release from her terrible sense of self, and eventually the marriage falls apart.

This novel is unrelentingly real and a must read for anyone who has had that bad moment looking in the dressing room mirror — in other words, everyone. Book clubs will have much to discuss regarding body and sense of self.

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