

Call on United for Libraries
to provide:

- Workshops
- Seminars
- Keynote addresses
- Conference Programs

for library Friends, Trustees,
Foundations, administrators,
and library advocates.



What Past Participants Have Said about Past Workshops

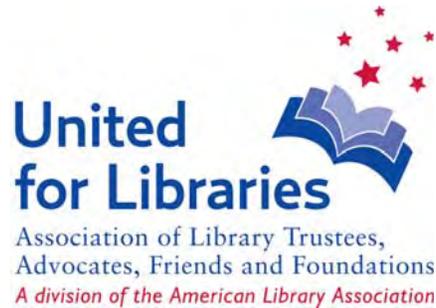
“Great new ideas for membership
and advocacy.”

“We are just organizing so the
presentation was excellent and will
be very helpful when we go back to
the library.”

“Fell asleep during a FOL workshop
6 years ago - this is the first time I’ve
been back - stayed awake the whole
time! Terrific and useful!”

“Stimulating new ideas.”

*Comments from a series of regional workshops for
Friends and Trustees across the state of Florida.*



Consulting Services for Friends, Trustees, Foundations and Libraries



United for Libraries

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*“Participants at our Friends and
Trustees workshops in Florida said it
was the best workshop we had held in
years. It truly invigorated our Friends
and Trustees throughout the state.”*

Sondra Taylor-Furbee

Executive Director, Southwest Florida Library
Network: Center for Leadership and Innovation

Revised 2/15

United for Libraries is a division of ALA with approximately 5,000 Friends of Library, Trustee, Foundation and individual members and affiliates representing hundreds of thousands of library supporters. Begun in early 2009 with the merger of Friends of Libraries U.S.A. (FOLUSA) and the Association for Library Trustees and Advocates (ALTA), United for Libraries brings together Trustees and Friends into a partnership that unites the voices of citizens who support libraries to create a powerful force for libraries in the 21st century. United for Libraries will help Trustees and Friends work together at the local, state, and national levels to promote and advocate for libraries, encourage the development of Foundations, and engage corporate supporters to unite and strengthen voices for libraries.

Speakers

Sally G. Reed, Executive Director, has conducted well over 200 workshops for Friends, Trustees, and librarians in more than 40 states. She is the author of numerous articles and books for the field of librarianship, the most recent of which include *The Complete Library Trustee Handbook* (Neal-Schuman, 2010), *Even More Great Ideas for Libraries and Friends* (Neal-Schuman, 2008), and *Making the Case For Your Library* (Neal-Schuman, 2000).

Beth Nawalinski, Director of Marketing & Communications, has worked with Friends Groups for more than 18 years at the local and now at the national level. She is the co-author of four publications including *Even More Great Ideas for Libraries and Friends* (Neal-Schuman, 2008) and *101+ Great Ideas for Libraries and Friends* (Neal-Schuman, 2004).

United for Libraries Board members are available throughout the country for workshops and training.

“Whatever the cost of our libraries, it is cheap compared to that of an ignorant nation.”

Walter Cronkite

United for Libraries offers workshops, seminars, training, and technical assistance in a wide range of areas. Services can be customized to meet the needs of your library community and its

Friends and Fundraising for Libraries

- Increasing Membership
- Starting or Revitalizing Friends Groups
- Best Practices
- Capital Campaigns
- Fundraising
- Grant Writing
- Program Funding and Endowments
- Strategic Planning

Community Based Strategic Planning

- Involving Friends, Trustees, and Foundation Members in the Planning Process
- Assessing Community Needs and Assets
- Aligning Community Support

“Excellent program presented by an experienced and enthusiastic leader.”

“Very practical information with good talking points to get us thinking about what we can do in our libraries.”

Colorado Academic Librarian Training

Public Awareness & Marketing

- Developing a Marketing Plan
- Creating and Delivering Your Message
- Working with the Media
- Generating Support for Fund Raising Initiatives and Capital Campaigns
- Strengthening the Profile of Your Library

Advocacy

- Developing an Ongoing Base of Support
 - Friends as Advocates
 - Community Leaders
 - Developing Allies with Other Community Organizations
- Advocacy Planning for Special Library Initiatives and Capital Campaigns
- Developing Advocates for Library Support at Local, State, and National Levels

More Information & Scheduling

Speakers are available for weekday and weekend workshops and training programs. For more information, to obtain pricing, or to schedule your training, contact United for Libraries at the address, e-mail, or phone number listed on the back of this brochure. Special discounts on related toolkits and workbooks available for participants.