

## **Agenda for the rest of the evening...**

Thank you for coming!!!! We are all pulled in a hundred different directions and your presence means that this group is important to you!!

Carolyn will give a brief history of some of the Friends history and accomplishments over the years.

Tom Shepley, Library Director, for the Pamunkey Regional Library System will talk to us briefly about the future plans of the system.

All this is background information for us addressing our three challenges for the night...challenges where the rule is: Everything is possible!

We will break out into three sub-groups of the Friends' Think Tank no later than 7:30 pm and work through the challenges.

Finally, we will wrap up about 8:50.

## **History/Instructions for Retreat**

Friends of the Rockville Branch Library, Inc. (FOTRL) was organized in April 1996. We are a 501(3c) non-profit corporation registered with the State Corporation Commission of the Commonwealth of Virginia.

The mission of the Friends of the Rockville Library, Inc. (as originally stated) is to support, improve and promote quality library service through

- financial support and resources for needs and programs not funded by the Pamunkey Library system,
- extension of opportunities for growth in literary arts to the patrons, both children and adults, and staff of the library, and
- to sponsor programs designed to add to the cultural life of the community; all in coordination with the Pamunkey Library system.

Over our 18 years of existence we have provided the following Multiple purchases for library such as furniture, book drop, copier, coffee maker and so much more.

Dozens of programs sponsored over the years.

Built storage shed for books.

Various fundraisers over time including tote bags and note cards, bake sales and more with our primary revenue coming from book sales (our renewable fundraising source!)

2008 – The Friends advocated for the addition to the Rockville Branch Library which had been taken “off the strategic planning list.” Spearheaded by then President Susan Eisenger and with the help of many including John Gordon, Harwood Cochran, and many, many others – a major fundraiser took place on a hot, hot day and over \$20,000 was raised. Additional donations and fundraisers netted \$38,000 some of which was shared with the Fire Station. As Susan states, “We would not have the library (addition) without the Friends” And many benefactors.

New book shed built on library grounds

2009- Website created [www.rockvillelibrary.org](http://www.rockvillelibrary.org)

Added monthly book sales (ongoing near circulation desk\*)

Reduced large book sales to once per year (manpower is a major issue\*)

Funded painting of the Library as requested by Pamunkey.

There may be additions or corrections which you can send to me....there is no recorded history and that endeavor would be good for someone interested in working on it.

Our Membership:

2000: 55 members increased significantly after reminder cards mailed.

2010- 67 total memberships

2012- 43 total memberships

2013- 53 total memberships

2014-62 total memberships (26 are life members)

This membership is fairly stable but nearly half are life time members....

Pamunkey Strategic Plan...Tom Shepley

## Instructions for breakout sessions:

- We are here because we care about our Rockville library and want to help the Friends' group support it!
- We are seeking ideas...the rule of the evening is Everything is Possible! Rather than debate what may or may not work, we are seeking to generate possibilities! We are the Friends' Think Tank!!! No decisions will be made tonight! This is not a Board meeting; it is a revitalization meeting!

Break out into three assigned groups: the red/white/blue hearts, flags, and stars!

The hearts will go to the \_\_\_\_\_.

The flags will go to the \_\_\_\_\_.

The stars will go to the \_\_\_\_\_.

Please stay with your assigned group for the evening. You will have about 20 minutes to discuss each of our three challenges: [building membership](#), [our specific book sales](#), and [promoting library usage and programs](#). Each challenge will be in a different area and you will move with your group until all three challenges are discussed. Each group leaves behind the recorder's notes so the next group can review them and build on those ideas. For example, the RWB Stars might suggest \_\_\_\_\_ and then the hearts come along and add to that great idea with \_\_\_\_\_.

We will ring the bell when it is time to move about....please remember to take your stuff with you EXCEPT the recorder's notes...Someone will need to record the group's ideas. Any questions?

Stars: Dick, Linda, Abby, Amy

Flags: Carolyn, Tom, Beth, Joyce

Hearts: Bill, Florence, Donna-Jo, Christine, Susan

The rules of brainstorming are:

1. Call out ideas.
2. Record.

3. Build on and or expand the ideas of others.
4. Pass
5. Eliminate exact duplicates

Other possibilities outside the realm of our challenges may be recorded on your post-its and added to this clip box which I will leave here. These ideas will be for future consideration. If you don't mind owning these ideas by putting your name on them, then we will be able to contact you if we need clarification in the future.

So....any questions???? Are we ready to generate ideas??? Remember there are no bad ideas...no "that won't work"...because our rule is Everything is Possible!!!

2014 Friends' Retreat

Carolyn Velletri	Board member	Yes
Dick Burgess	Board member	Yes
Bill Jeffords	Board member	Yes
Christine Pimblett	Board member	Yes; arriving around 7 pm
Abby Sage	Board member	Yes
Susan Eisenger	Board member	Yes
Florence Brooks	Board member (new)	Yes
Anne Margaret White	Board member (new)	No
Joyce Bubnack	Board member (new)	Yes
Amy Cheeley	Board member	Yes
Linda Gosnell	Board member (library rep)	Yes
Donna Jo Webster	Board member (library rep)	Yes
Floyd Spencer	Board member	No
Vickie Brown	Former board member	No
Ellie Coyne	Past President	No
Richard Wargin	Interested member	No
Ann Meador	Interested member	No
Christina Wood (?)	Interested member	No
Vickie Nielson	Interested member	No
Becky Yost	Former board member	No
Ann Wiltshire	Former board member	No
Beth Jeffords	Interested member (library)	Yes
Tom Shepley	Library system	Yes

## Challenge: Building membership

### *The current state of affairs*

Total membership: 62 memberships (This is fairly stable.)

Current Tools: on-line membership, paper applications, benefit list (have copies available)

### *Past thoughts and ideas:*

Ongoing bookmark campaign

Mug as incentive for joining

Educate/encourage staff to encourage Friends' membership when a new patron joins

Postcard reminder of membership renewal

Letters to local businesses

Display in library

### *Questions to ponder???*

Are the categories for membership still applicable? Changes?

What other membership benefits might we consider offering?

Brainstorm ways to increase membership.

Discuss the pros and cons of an incentive for joining (such as mugs)

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## *Building Membership Ideas as recorded at the Retreat 6/11/2014*

- Remove youth category as we currently do not have a Junior Friends group and youth are covered under a family membership
- Recognize Charter Members with permanent display (paver or a plaque); Bill J. has this list
- Annual Membership Recognition
- Send handwritten card out to new members thanking them
- Membership cards
- Send email reminder to expiring memberships with link to PayPal
- Upcoming Events Enews' to FOTRL members
- Colorful electronic display
  - Flat screen TV over the front desk with membership invitation and event promos
  - Big electronic marquee by road
- "Welcome to the Community" bag/letter to new residents from the library
  - Subscribe to this information (fee-based)
- Advertise volunteer opportunities
- Build on "Community hub" with social events
- Quarterly reception
- Facebook social media
- Partner with other libraries in the system
- Social groups (i.e. juvenile)
- Preview book sale night – how many convert to membership?
- Set measurable goal for membership and then actions steps to achieve
- Membership choir?
- Annual report to members detailing where money has been spent as well as future plans and asking for renewal
- Article in the Herald-Progress about what FOTRL have accomplished
- Free book off sale bookshelf when join or renew
- Make annual renewal occur the same time every year for everyone so one mass bcc email and snail mail reminder
- Package with something special about Rockville or plaque in library with names of lifetime members

## Challenge: Our renewable fundraiser - book sales

### *The current state of affairs*

We currently have two different book sales:

- 1) ongoing/monthly book sale shelf near the circulation desk
- 2) The annual spring book sale

COMPARISON OF FOTRL BOOK SALES REVENUE - SPECIAL VERSUS ROUTINE SALES				
Year	Special Book sale		Routine Monthly Book Sales	
2011	\$	134.50	\$	1,192.52
2012	\$	717.65	\$	1,042.00
2013	\$	1,060.43	\$	1,011.38
2014 YTD	\$	792.45	\$	656.22

May 2014 Book Sale = Sorting party....150 volunteer hours for \$800 in sales

### Some ideas from the past:

Proposed member-only book sale

Professional book sellers

Large book sale issues/considerations:

#### The actual books:

Appropriate books  
Sorted books  
Categories (i.e. gardening, sports)  
Purging books  
Storage of books  
Ongoing sorting (out of workroom)

#### Book Sale:

One big sale  
Location  
Mini-book sales  
Storage shed book sale  
Moving the books  
Moving carts  
Manpower  
Advertising

### *Questions to ponder:*

Last year our Routine Monthly Book Sale generated as much income as the large book sale!!!

Manpower issue is huge!

Could we organize ourselves and space to have an ongoing book sale of a larger proportion...alcoves in the community room?

Can we organize books for special events?

Should we sell tote bags? (This has been a recurrent theme.)



### *Book Sales Ideas as recorded at the Retreat 6/11/2014*

- Stay focused on our priorities for funds and utilize what we need
- Advertise at other libraries
- Partner with schools
- Hire temporary workers to move books
- Permanent off-site?
- Proactive media communication
  - Email
  - Facebook
  - Twitter
  - Instagram
- Look into scanner for evaluating inventory
- Build shelves in shed and in meeting room
- Can book sale be a reoccurring event in Howard hall if shelves are built?
- Marquee out front to promote sale
- Rotating racks for paper backs
- Identifying extra space in library for ongoing book sale
- Look at other fundraising ideas
  - Book Author dinner
  - Walnut Hill 5K
- Target groups that need community service hours
  - Junior ROTC
  - Girl Scouts
  - Boy Scouts
  - Work with high school for students that need hours

## Challenge: Promotion and support of library programs

### *The current state of affairs*

The library is the "center of our community."

The Friends financially support library programs (and have for 18 years!)

Library provides recognition to Friends for their support of programs

Signage for book sales only

Current ways to learn about programs: go to library (flyers,) word of mouth, newspaper, e-mails, and website.

### *Previous suggestions made:*

Our goal is to increase patronage/usage of the library by not only financially supporting special programs but also by promotion.

A representative is present at programs.

Signage for events, possibly a marquee

Flyers/newsletters sent to community households via mail

Library is sending e-mails for events

### *Questions to ponder???*

In what ways can we help "market" programs and special events?

What would it take to get a professional marquee at the library? Could that be a capital campaign item?

Would it be possible to partner with other community organizations?

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## *Promotion and Program Support Ideas as recorded at the Retreat 6/11/2014*

- Programs that get little attendance – disappointing
- More immediate info?
- Email blasts
- Hold programs more regularly
- Build relationships more (i.e. regular senior programs)
- Library should be viewed as a community meeting place
- Partner with schools? Other partnerships?
- Communication
  - Social media, Facebook, twitter, local paper
- FOTRL could hire someone to send out promotional materials
- Reach out to book clubs to facilitate choosing and obtaining materials
- Bookmark with library programs given with each book
- Marquee posting community events with library as the hub
- Have a community event
  - Library staff identify movers and shakers in community and the movers and shakers invite their friends and supporters
- Enews
- Have someone both at Rockville ball field booth with promo literature for programs
- Library visibility at community events such as Rockville Center/pool
- Groups to partner and align programming with
  - Ruritans
    - § Santa breakfast
  - Basketball rec. league
  - Pool
  - Baseball
  - West Hanover Garden Club
  - Western Regional Youth Association
- E-flyer that individuals can share with other individuals
- Facebook page

### *Additional Suggestions received after the Retreat*

- How about getting the candidates for Congress in to speak to the community about themselves and what they advocate. Avoid heavy politics but present more as introducing these folks to the community since they are unknowns. Send special invite to "Friends" but open to public via poster in the library. This is one of those things that can help build that relationship that I was talking about in our retreat. It is timely and important. Not sure how the candidates will react but I heard something from the Randolph Macon folks on TV about having a civil race without negativity. At least that was their take on it. Wouldn't that be nice?
- Also, any interest in bringing in those visiting nurses that give out flu shots? This could also be a relationship builder for us. These two may not make any money or even generate new members but definitely add value to the community and enforce us as the heart of the community. (Maybe even make a health fair out of it with some blood pressure, BMI tests or even some hands on CPR. At some point, maybe even do blood donations.)
- The Richmond Symphony gives concerts throughout the area. Maybe we could do this with a partner like the Rockville Center or by ourselves and rent the facility from them. Also need the parking. This one could be a money maker if there is enough interest.
- How about a local craft fair indoors around Christmas? This could also be a money maker via table rentals and maybe food. Also sales of any craft books or magazines. Maybe the garden club could teach or sell wreaths.
- And last - can we investigate the costs in running a bus trip to the State Fair? May need a local partner for parking on this one.
- I love the 5K idea. A double hit with relationship and money maker.
- Maybe we could poll the folks coming into the library about their interest in these ideas. That may give us some idea of possible success. Often, the first time you do something the results are not great but get better as word spreads. Also, as we become more active and visible in the community, we will attract more members.