THE GOOD, THE GREAT, AND THE *Unfriendly*

A Librarian's Guide to Working with Friends Groups

SALLY GARDNER REED | UNITED FOR LIBRARIES

ala editions
An imprint of the American Library Association
Chicago 2017

www.alastore.ala.org

SALLY GARDNER REED is the executive director of United for Libraries, a division of the American Library Association (ALA). United for Libraries provides support, education, and consultation to those groups affiliated with their local libraries to help increase and maximize their support—such as Friends, Trustees, and Foundation members—along with library directors who work with them. Prior to accepting this position in 2002, Reed spent nearly 20 years in library administration.

Reed is the author of nine books on library management, advocacy, volunteering, and fundraising, as well as numerous articles for professional library journals. She has presented programs and workshops to hundreds of Friends of Library groups, library boards, and librarian groups, nationally and internationally. Reed is the 2000 recipient of ALA's Herbert and Virginia White Award for promoting libraries and librarianship.

© 2017 by United for Libraries

Extensive effort has gone into ensuring the reliability of the information in this book; however, the publisher makes no warranty, express or implied, with respect to the material contained herein.

ISBNs
978-0-8389-1498-4 (paper)
978-0-8389-1522-6 (PDF)
978-0-8389-1523-3 (ePub)
978-0-8389-1524-0 (Kindle)

Library of Congress Cataloging-in-Publication Data

Names: Reed, Sally Gardner, 1953- author.
Title: The good, the great, and the unfriendly : a librarian's guide to working with friends groups / Sally Gardner Reed.
Description: Chicago : ALA Editions, an imprint of the American Library Association, 2017. Includes index.
Identifiers: LCCN 2016037885| ISBN 9780838914984 (pbk. : alk. paper) | ISBN 9780838915226 (pdf) | ISBN 9780838915233 (epub) | ISBN 9780838915240 (kindle)
Subjects: LCSH: Friends of the library—United States—Handbooks, manuals, etc. | Friends of the library—United States—Case studies.
Classification: LCC Z681.7.U5 R453 2017 | DDC 021.70973—dc23 LC record available at https://lccn.loc.gov/2016037885

Cover design by Kim Thornton. Image © Blan-k/Shutterstock, Inc. Interior design and composition by Dianne M. Rooney in Adobe Caslon Pro and ITC Novarese.

♾ This paper meets the requirements of ANSI/NISO Z39.48–1992 (Permanence of Paper).

Printed in the United States of America

21 20 19 18 17 5 4 3 2 1

www.alastore.ala.org

CONTENTS

Acknowledgments *ix*

1 **How to Start a Friends Group (and Why You Should)** *1*

2 **Engaging Active New (and Younger) Friends** *23*

3 **Merging Friends and Foundations** *37*

4 **Engaging Your Friends in Advocacy** *49*

5 **When Friends Go Rogue** *59*

6 **Ideas to Steal—Taking Your Friends from Good to Great** *71*

APPENDIXES

A Sample Memorandum of Understanding *133*

B Advocacy Campaigns: Legal Limits on Spending for Non-Profits *135*

C Sponsorship and Gift Acceptance Policy *137*

D Working Together: Roles and Responsibilities Guidelines *140*

E Guidelines for Giving *142*

F Making the Case for an Academic Friends of the Library Group *144*

G Library Support for Friends Activities *146*

Index *149*

www.alastore.ala.org

How to Start a Friends Group (and Why You Should)

IF YOU'RE OLD ENOUGH, YOU'LL REMEMBER THE GOOD OL' DAYS WHEN library advocacy was not a part of the librarian's lexicon. There was a good reason for that: the typical library got a typical 4 percent or so increase every year to cover the typical rise in the cost of doing business. Back before the dawn of the digital era, libraries generally delivered a straightforward service; they bought, shelved, and circulated books and journals. They used their in-house resources to provide reference and information services and to provide services for youth. Oh, it's true, libraries diversified in the 1950s with filmstrips and again in the 1960s with phonographs, but basically, libraries both public and academic offered a single service operation. Easy peasy!

Then, everything changed. It all started with automated catalogs and circulation systems. There were both funders and patrons who lamented the loss of card catalogs and the ability to see from circulation cards who checked out books before them (never mind the invasion of privacy). Efficiency won out, however, and money was made available to make the move toward 21st century automation.

At about the same time, in the late 1980s and 1990s, libraries began taking steps to capture emerging digital resources to bring their promise for nearly unlimited access to information to their communities. The

www.alastore.ala.org

Internet was clunky and mostly meant for academic purposes, but with acoustic couplers, it could be made available in public libraries as well. These were exciting times! Libraries were on the forefront of this new era, and many of us thought that this would give us amazing credibility with our funders. They would see us as the entrepreneurs that we truly were and fund libraries as the premier providers of online resources to the public. Boy, were we wrong!

In the public library world, funders initially told us to stick with books; academic libraries were luckier. In both cases, however, our world of information delivery was changed forever. Talk about diversification! Now libraries had many ways to deliver information and literature, and formats were (and are) constantly changing. Books do remain a stalwart, but we now have online information delivery as well. Some libraries continue to provide books on CD and movies on DVD, and who knows what's next. As diversified as format and content are, for a lot of libraries funding remains unresponsive to the costs of delivering widely diverse and constantly changing services that are in demand in the community and on campus. Enter a significant growth in fundraising for libraries, and that often means "friends" or foundations (more on that in chapter 3).

Via stand-alone databases as well as indexes and other information resources on floppy disk, academic libraries embraced technology well in advance of most but the largest public libraries. Because of the scholarly nature of academic libraries, it was easy to make the case to support the continuously changing technological environment. As networks evolved, however, the academic library as a "place" was occasionally questioned as access to digital resources could be achieved in dorm rooms, in the student union, in the cafeteria, and even across the globe.

As libraries progressed further into the digital age (thus, again, diversifying and increasing the costs of doing business significantly), public library funders looked around and decided that, as the Internet became ubiquitous, libraries had been rendered obsolete. After all, they told us, you can get anything on the Internet. Enter the age of advocacy. We had to help "educate" our funders about the fact that everything is *not* available on the Internet—at least not without a cost. And, hey, books are still circulating at a high rate.

Public library supporters had to reiterate the concern about the digital divide. Though this divide has become narrower, it has also become much, much deeper. There are those who do not have access to the Internet at

www.alastore.ala.org

home. Mostly, these are people living in or near poverty and who have the most to gain from access. Immediately, job search information that is almost entirely online comes to mind, but that's just one hurdle. Government information at national, state, and local levels is increasingly available only online. Those seeking information about health care services, social services, and food support services are at a decided disadvantage in getting access to the information that will help them and their families. Libraries are often the only point of Internet access for the "have-nots."

We continue to educate our funders that as we embrace all that technology has to offer, all types of libraries have become busier than ever before. It became important to let many of our funders know that even if they believe libraries are no longer essential, the community at large and the student body have been voting with their feet. Librarians have captured technology in its many forms and have turned their libraries into vibrant community and academic centers for learning of all types.

So, if your library doesn't have a "Friends of the Library" group (also known simply as "Friends"), here are some good reasons why it should.

The most obvious is for the fundraising. Friends—the good groups—raise money on a continual basis throughout the year and turn all that money right over to the library to help fill in the gaps that its annual budget doesn't cover.

But there is more that your group can do. A good Friends group can help you engage your community—academic or public. They can help you provide programming that helps your community understand the importance of the library on a daily basis. They can help your library reach out to underserved communities to let them know the library is there for them. And, importantly, they can let your funders know that the library is essential to the community and needs to be fully funded. Libraries across the country have seen their budgets increased or their cuts reversed because of the mighty efforts of their Friends groups (see chapter 4). You need Friends!

STARTING A PUBLIC LIBRARY FRIENDS GROUP

When it comes to starting a Friends group, as the saying goes, it's not rocket science! But, it does take some time from someone at the top. The library

www.alastore.ala.org

director or his or her designees, along with a trustee and an interested patron or two, are the best people to be in charge of getting this started.

Creating a Friends group will take some time, energy, and expertise. It's a good idea to do it right the first time rather than rush into it, make costly mistakes, and spend months or years to come trying to convince those who may have been turned off by a haphazard approach to join the Friends group once you do have your house in order.

Here are some of the issues that will have to be addressed as you start a new Friends group:

- Development of a core (executive) group of Friends members who will actually be doing most of the administrative work, recruiting of new members, and planning for Friends' activities.
- Development of a written operating agreement between Friends and library administration, outlining respective roles and authority (see appendix A).
- Establishment of purpose and determination of priorities for service.
- Development of an implementation structure that includes the leadership team and task forces for accomplishing the work for the year ahead, such as book sales, membership drive, fundraising events.
- Development of organizational bylaws and establishment as a 501(c)(3) organization for the purpose of accepting tax-deductible contributions.
- Development of a dues structure.
- Development of a recruitment campaign.

Addressing this list of objectives might seem daunting, but it constitutes important structural elements for a successful Friends groups. Taken one at a time, each of these components is readily achievable, and addressing each of them will ensure that your new group gets off on the right foot.

Development of a Core Group (Leadership Team)

A new Friends group will be established by a core group of library supporters who may well become the group's first leadership team. Because

www.alastore.ala.org

there is a good deal of up-front work to do before a membership campaign is kicked off, it makes sense that the work is shared among a small but hard-working group with a real desire to see success.

If you are a library administrator wanting to start a Friends group for your library, you would be wise to turn to those in your community or on campus who are known for their support of your library and for their ability to get things done. If you are a library patron or supporter who realizes that a Friends group can help the library increase and/or improve its services, let the library administrator know and ask him or her to join you (or a library staff liaison) in developing such a group.

Set up a meeting including five to ten supporters who are willing and able to bring a group to life. Go over the aforementioned list of objectives and begin to brainstorm how and who will accomplish them. Some of the objectives can be done simultaneously, and some will have to be done sequentially. For example, it's obvious that the core group will have to be established before a broad-based recruitment campaign begins. The list of objectives has been ordered in a relatively sequential way, and it might be best to tackle each in the order presented. For example, you won't be able to quality for 501(c)(3) status until you have first identified your organization's structure and developed your bylaws.

The most common way a new and somewhat taxing initiative fails is from lack of sustained momentum. That's why it's important to involve those people who you know will commit for the long term as members of the core committee. It's also important to schedule biweekly or monthly meetings until your core group is ready to launch its first membership campaign. What you are attempting to do is important; remember that and remind your group of that, so their level of commitment stays high.

The Formal Operating Agreement between the Friends and the Library

What? Do we really need to get it in writing? After all, the Friends and the library both have the same ultimate goal in mind—improving and enhancing the library's service. While it's true that you both are undoubtedly focused on the same goal, how that goal is best accomplished can be and often is the road to ruin for many Friends and libraries. The Friends, for example, might see early childhood learning as the most important public library service—and the library itself might even agree! However, that

www.alastore.ala.org

case may have been well made to the city administration and well funded, whereas the library's program budget may be non-existent and the library may be desperate to create programs for teenagers. Where will the Friends' money go? Should it go to picture books or teen programs? Who decides?

The academic library may be in serious need of a marketing campaign to raise its profile and cache on campus, but the Friends may have been most successful and most interested in raising money for new computers. Should the Friends continue down their traditional path that has been so successful or should they channel their resources into a new, professional marketing campaign? Again, who decides?

Nothing has doomed the relationship between Friends and the library more than misunderstandings about how the money and the time of the Friends group will be spent. Of course, the best working arrangement is to ensure that both the Friends and the library continue to keep one another in the loop. A member of the Friends' leadership team should always attend trustee or library governance meetings to keep this group up to date on the work of the Friends. Paradoxically, in public libraries, it is not recommended that a trustee be assigned to attend the Friends' meetings. Because the money raised is used for operational expenses, a trustee on the Friends board can get involved in decision-making that should be done at the management level, not the governance level.

Nothing will get the Friends and the library on the same page better than working together to design a plan of where the library is heading every year. What are the challenges ahead? What kinds of opportunities are out there that the Friends can help with? When this happens at the beginning of every fiscal year, the Friends' goals will be in alignment with those of the library, greatly reducing any conflicts about how resources will be employed.

To ensure that Friends and the library have a solid foundation for all future funding and advocacy initiatives, it's a good idea to work out how decisions regarding the Friends' efforts will be made and who will make them. The best (and most typical) practice is when the Friends provide funding for items on the library director's wish list. The ideal agreement will involve a spirit of mutual input into the final decision. In the end, the library administration has, by policy and position, the ultimate authority to accept or reject any gift to the library.

The goal in an operating agreement should be that all Friends' gifts (of money, time, or talent) meet exactly the highest needs of the library.

www.alastore.ala.org

Considerations for the operating agreement should include answers to the following:

1. How will the Friends be incorporated into the library's planning process?
2. Are Friends authorized to spend their funds on organizations, agencies, programs, or projects that are not directly linked to the library and, if so, under what conditions? This will be included in the mission and bylaws of the Friends group, and it is good to be clear about this upfront, since money spent for other purposes can be a point of contention between the library and the Friends.
3. What support will the library give the Friends in terms of publicity, mailings, and/or labor for the book sale, space for the book sale, office space, office staff support, etc.?
4. Will the Friends engage in advocacy campaigns on behalf of the library and, if so, who will be involved in the design and message of those campaigns?
5. What role and authority will the Friends have for developing and implementing programs?

Establishing the Friends' Mission, Purpose, and Structure

Establishing a mission and articulating the purpose of your Friends group are excellent ways to focus your group on the roles you feel are most important, and they will help you develop a useful structure. In addition, knowing and articulating your key mission will help you recruit the people with the talents you need most to serve on committees, task forces, and in leadership roles. The purpose of your group will depend on the group's interests and the library's needs. If you are forming a Friends group for the first time, it is likely that there is some imminent need that you wish to address right away. This should be reflected in your mission, but the mission should not be so narrowly defined that once an immediate need is met, the mission of the Friends isn't as relevant to meeting future needs as it should be.

If you are establishing a Friends group because the library has been chronically under-funded to such a degree that services are inadequate and you want to form a group to pass a special tax levy or create an advocacy

www.alastore.ala.org

campaign aimed at the community or college administration, the role of advocates should be included in the mission. However, this role is best articulated generally, and there should be room for other enterprises. In other words, the group's mission might be to work to ensure adequate funds for the library through advocacy, fundraising, and promotion. Once you've been successful in achieving your initial objective (you've passed the levy or the administration has increased the library's budget), your group is now positioned to continue its good work in other ways—such as establishing a foundation, raising additional money for collections, or supporting a library marketing campaign. In general, most Friends groups work to achieve the following objectives:

- Provide direct additional financial assistance.
- Advocate for the library at the local level for increased financial support by the library's parent institution or the community.
- Encourage gifts.
- Raise money or pass bond issues for building and other capital projects.
- Provide volunteer services to the library.
- Increase community or campus awareness about the library.

The way in which any of these or other objectives are achieved will be determined by the group at large, along with input from the library's administration and governance. The most effective way to accomplish such goals is to set up a structure within the Friends organization so that focused work can be accomplished. Committees and/or task forces will be important for the smooth operation of the Friends group, and the successful achievement of its objectives include (but certainly aren't limited to):

- A leadership team
- Membership and Friends promotions
- Library promotions and advocacy
- Book sales
- Nominations
- Development
- Programs
- A newsletter

www.alastore.ala.org

The charges for these committees and task forces will mostly be self-evident, but some might have charges that are a reflection of the library's needs. For example, the Development Task Force may want to work on establishing a fundraising campaign, a library foundation, or investigate further ways for the Friends to generate income. (Book sales are common ways to do this, but Friends groups across the country have been extremely creative in finding other ways.)

The leadership team will mostly oversee and support, as the work is assigned to a task force or is done by the library. It's entirely conceivable, for example, that the library staff will publish the newsletter under the Friends' name while the Friends contribute the funds and some of the content. The same is true for "Library Promotions and Advocacy." It may be that the trustees have this as their primary role, and the Friends' job will be to support their initiatives with resources, such as personnel and funds.

Establishment of Bylaws and 501(c)(3) Status

Before you go "live" with a membership drive, it's important to establish your Friends as a 501(c)(3) organization if this group is to work for a public library. If you are forming a group for an academic environment, you might be able to organize under the development office's status. For academics, it is not only wise but also imperative that your development office is on board with your plan to form a Friends group.

The 501(c)(3) status means that your organization is nonprofit and, therefore, tax exempt—which means your group can accept tax-deductible contributions. It's not that difficult to get this status, but in order to ensure that you cover your legal bases (on both the state and federal levels), it is best to hire an attorney, prevail upon your institution's attorney, or see if you can find an attorney within your library "family" and try to get pro bono assistance.

There will be some restrictions with the 501(c)(3) status such as a limit on advocacy. This doesn't mean you can't engage in capital campaigns or public awareness campaigns, but it does mean that you will be restricted as to how much of your group's income can be spent on "lobbying" (see appendix B). Much of what the Friends do in promoting the library, however, is "educational"—i.e., informing the community or administration about the value of libraries. Very often, an advocacy campaign will include

www.alastore.ala.org

much that is simply "educational" in nature; funds spent in this manner are completely legitimate.

One criterion that will be required for your 501(c)(3) status is that your organization has established bylaws. These bylaws should include:

1. Name of the Friends group and its headquarters (which might be the library itself).
2. Mission statement.
3. Who will be served by your organization?
4. Governing body, including:
   - Titles of officers.
   - Terms of office.
   - How officers are selected.
   - Appointment and duties of standing committees.
   - Provisions for special or ad hoc committees.
5. Meetings:
   - Time, place, and frequency of meetings.
   - Method for calling regular and special meetings.
   - Attendance requirements.
   - Quorum requirements.
   - Order of business.
6. Procedures for amending bylaws.
7. Parliamentary authority.
8. Dissolution clause (detailing what will happen to the group's assets if it should dissolve).
9. Date of adoption.

Be sure to check the requirements for your 501(c)(3) status before adopting your bylaws, as the IRS requires that certain items be included. To get an excellent overview of what will be required to establish your Friends as a nonprofit organization, go to www.nolo.com, and in the search window at the bottom of the lower left-hand side of the first web page, type in "nonprofit organizations." Next, click on "How to form a nonprofit organization." In addition to this excellent overview online, Nolo Press has a number of publications addressing the legal requirements for nonprofits.

www.alastore.ala.org

INDEX

#
5K races, 88–89, 96
501(c)(3) status, 4, 9–10, 43, 59–60, 65, 133, 135–136
501(c)(4) status, 53
990 forms, 46, 60

A

academic libraries
  advocacy and, 2–3, 49–50
  recruiting volunteers for, 34–35
  starting Friends groups in, 9, 13, 14–22
  value of Friends groups in, 15–16, 20–21, 144–145
  See also specific libraries
ACRL Standards for Libraries in Higher Education, 19
administration, responsibilities of, 140–141
adult literacy programs, 116–117
advertising strategies, 54–56
advocacy
  for academic libraries, 2–3, 49–50
  examples of, 126–132
  as Friends' objective, 8, 49–57, 141
  lobbying limits and, 9, 53, 57, 135–136
  in merged models, 41–42
  for public libraries, 2–3, 50–53, 126–132
agreements, operating, 5–7, 133–134
Aiken Public Library, Friends of the, 124
Allen Public Library, Friends of the, 72, 104, 105, 115
American Library Association (ALA), 20, 40
angel trees, 76
antique appraisals, 84, 99
Arapahoe Library District, Friends of the, 75, 80, 81, 117
Arcata Library, Friends of the, 83
art exhibits, 110, 114
Atascocito Historical Society, 82
Auburn Library, Friends of the, 95, 113, 124
auctions, as fundraisers, 86, 87, 103
Austin Public Library Friends Foundation, 101, 106
authors
  as advocates, 128
  programs with, 14, 78, 84–85, 94–95, 106, 108, 116–125
awards, for advocacy, 131

B

Babcock Library, Friends of the, 86
baby boomers, as volunteers, 23–29, 36
"Bach to Books" programs, 115
Badgerdog workshops, 106
bags, sale of, 81, 88
Ball, Edward, 116–117
Balmain Libraries, Friends of the, 122
band galas, 116
Banned Books Week events, 101, 122–123
barbecues, 79–80, 86–87
basketball ticket sales, 90
Beardsley Memorial Library, Friends of the, 97
Beaver County Pioneer Library, Friends of the, 100
Bemidji Public Library, Friends of the, 108
Benton County Library, Friends of the, 131
Bergenfield Library, Friends of the, 81

www.alastore.ala.org

Berkeley Public Library, Friends of the, 107, 128–129
Berry, Wendell, 94
"Beyond the Book Sale" workshop, 110
"Bling for Books" events, 87
block parties, 123–124
board members
  cooperation between, 39
  dysfunctional Friends and, 64, 66, 67–68
  responsibilities of, 28–30, 140–141
Boca Raton Public Library, 128
book appraisals, 83
book festivals, 122, 124–125
"Book It!" 5K Walk/Run, 88–89
book sales, 38–39, 77, 103, 110
BookMatch programs, 108
bookplates, sale of, 84–85, 101
books, handmade, 72
"Books and Bars" programs, 105
"Books 'n Boil" events, 90
"Books Sandwiched In" programs, 113
"Boots & Books" festival, 122
"Born Learning Trails" programs, 114
bowling events, 82, 93
"Brew and Chew Gala" fundraisers, 100–101
bricks, sale of, 89
brochures, 12–14, 30, 134
Brookfield Library, Friends of the, 119
Brown County Library, Friends of the, 114, 121
Buckley Public Library, Friends of, 96
budget cuts, 61, 126–127, 129–130
budgets, for campaigns, 51, 53
Burbank Public Library, Friends of the, 79
Bureau of Labor Statistics, 36
business discounts, as incentives, 74, 77
buttons, campaign, 54
bylaws, 4, 9–10, 60, 65–66
Byrnes, Jacky, 98

C

Cadillac Wexford Library, Friends of the, 110, 116, 119
calendars, sale of, 100, 115
Calhoun County Library, Friends of the, 123
campaign slogans, 51–52
campaign strategies, 53–57
campus libraries. *See* academic libraries
"Candy Store in December" fundraisers, 100
Carlyle Campbell Library, Friends of the, 125
Carnegie Library Trolley Tours, 96
Cary Memorial Library, 85, 102, 121
Cecil County Public Library, 129
"Central Conversations" programs, 109
chambers of commerce, as resources, 33, 35, 78
Cheatham County Public Libraries, Friends of the, 118
Cheboygan Area Public Library, Friends of, 99
Chelsea District Library, Friends of the, 107
children
  need for library services to, 52–53, 130
  programs for, 84, 112, 114–115, 119, 122
  See also students; teenagers
"Chocolate & Spirits" festivals, 94
chocolate-themed events, 85, 94
Christmas-themed events, 76, 86, 94, 108, 111, 119
Citrus County Library System, 95, 131–132
civic organizations, as resources, 33
college libraries. *See* academic libraries
College of Charleston, Friends of the, 116–117
college student volunteers, 24, 34–35, 36
Colleton County Memorial Library, Friends of the, 121–122
Collingswood Public Library, Friends of the, 88
coloring nights, 103
committees vs. task forces, 8–9, 26–32
communication methods, 19–20, 32, 54–56
community arts events, 80
community engagement, 11–14, 32–35, 54–56, 132, 147–148
community service requirements, 34–35
concerts, 83, 104, 111, 115, 116
"Connect to Creativity" art shows, 114
Connecticut Libraries, Friends of, 140–141
consultants, 45–46, 63
contests
  cooking competitions, 90, 111
  raffles, 73–74, 78, 85, 87–88
  spelling bees, 85

www.alastore.ala.org

video competitions, 120–121
writing competitions, 107, 122, 124
cookbooks, 79, 105
cooking events, 79–80, 86–87, 90–91, 105, 111, 114
"Cookout for Books" event, 91
Coquitlam Public Library, Friends of, 91
core groups, 4–5, 13–14. *See also* leadership teams
Corporation for National and Community Service, 23, 33
costume jewelry sales, 93–94
coupon booklets, 77
Covington Library, Friends of the, 74–75, 111, 117
craft-themed events, 86, 88, 104
Creating the Customer-Driven Academic Library (Woodward), 19
credit union incentives, 71
crossword tournaments, 115–116

D

data, on volunteer rates, 36
Del Webb Library, Friends of the, 74
deliverables, 11–12, 13
"Desserts Ever After" programs, 112
"Diamonds in the Rough" event, 80
Digital Game Development Summer Camp, 92
digital divide, 2–3, 52
digital media presence, 19, 32, 56, 128–129
Dimunation, Mark, 125
dinner events, 73, 79–80, 89–90, 94–95, 119, 125
"Dinner with Friends" events, 90
direct lobbying, 135–136
disc repair fundraisers, 82
discounts, as incentives, 74, 77
Discover & Go partnership, 115
divorce, from rogue Friends, 67–69
dollar match challenges, 73
donations
acceptance policies for, 137–139
of gadgets, 100
recurring, 63, 76, 93, 102
through purchases, 81, 92
donor recognition, 138–139
"Don't Come to Tea" campaign, 81
Dover Library, Friends of the, 85
dues, 11–12
dysfunctional Friends, 6, 44–46, 59–69

E

e-cards, sale of, 94
Edgartown Library Foundation, 86–87
Edgerton, Clyde, 125
education-based institutions, as resources, 33–35
Egan, Timothy, 84
Eisner, David, 23
email campaigns, 126–127
English teas, 104
Etowah Carnegie Library, Friends of the, 100–101
"An Evening of Poetry" programs, 113
"An Evening with Friends" gala, 72
events. *See* programs and events
external relations statements, 19

F

Facebook, 19, 32, 56, 128–129
fact sheets
Guidelines for Giving, 142–143
Legal Limits on Spending for Non-Profits, 135–136
Library Support for Friends Activities, 146–148
Making the Case for an Academic Friends Group, 144–145
Sample Memorandum of Understanding, 133–134
Fairfield County Library, Friends of the, 107, 118
"Fall Classic" raffles, 87–88
family nights, 84
"Farm to Table" dinners, 89
financial support, as Friends' objective, 8, 15, 20, 141
financial workshops, 110
fitness incentives, 72
"Five Bs" campaign, 97
flash plays, 120
Florence County Library, Friends of the, 90, 131
flyers, 54

www.alastore.ala.org

FOLA (Friends of the Kettering University Library and Archives), 16–18, 79, 103, 107, 113
FOLIO (Friends of Libraries in Oklahoma), 126
food-themed events, 79–80, 85–87, 90–91, 94, 105, 111, 114
"Foresight and the Future of Libraries" program, 121
"Foreword: A Grand Opening Gala" event, 98
foundations, mergers with, 37–48
founding memberships, 12
Frank, Dorothea Benton, 124
"Frankly, We Love Our Library" events, 86–87
Free Library of Philadelphia, Friends of the, 96, 101
Friend of the Year Award, 131
"Friends & Flags" reception, 82
Friends groups
  advocacy by, 8, 49–57
  aging out of, 23–24, 27, 46, 48, 66–67
  benefits of, 3, 20–21, 75, 144–145, 147–148
  divorcing from, 67–69
  mergers of, 37–48
  problems with, 6, 44–46, 59–69
  roles and responsibilities in, 28–30, 140–141
  starting in academic libraries, 9, 13, 14–22
  starting in public libraries, 3–10
  See also volunteers
Friends groups, specific. *See* names of specific libraries
Friends of College Libraries survey, 15
Friends of Libraries in Oklahoma (FOLIO), 126
"Fuel Your Mind" events, 102
fundraising
  as basis for Friends groups, 3, 20
  examples of, 79–103
  merged Friends groups and, 37, 40, 41–42
  rogue Friends and, 62–63, 68

G

gadget donations, 100
gadget repair fundraisers, 82
gala events, 72, 91, 97–101, 116
game nights, 107, 113
gardening programs, 106
genealogy programs, 118
Georgetown County Library (SC), Friends of the, 80, 97, 124
Georgetown Law Library (DC), 84–85
Georgia Southern University, 72, 89
gift acceptance policies, 61–62, 137–139
Gill, Norman, 123
gingerbread house contests, 111
Gingher, Marianne, 73
goals and objectives, 4–5, 6, 8, 29, 38–39, 137
Goetsch, Lori, 116
"Gold Rush" book fairs, 89
Golden, Garry, 121
golf events, 92, 97
GoodSearch.com, 92
governing boards. *See* board members
grassroots lobbying, 53, 136
"Great Decisions" programs, 108–109
"Great Gatsby Gala" fundraisers, 99–100
grocery purchase donations, 81
Grumdahl, Dara Moskowitz, 106
GuideStar.org, 60, 63
Guntersville Public Library, Friends of the, 77

H

Handley Regional Library, Friends of, 93, 111
handmade books, 72
Hanson, Charles D., 14
Hartington Public Library, Friends of the, 82
"Health, Wealth, Happiness, and Humor" programs, 119
health organizations, as resources, 33
"Healthy Choices" programs, 123
Henderson Libraries, Friends of, 72, 89
Hennepin County Library, Friends of, 74, 81, 106, 108
Henry, Tami, 72

www.alastore.ala.org

Hiller, Beverly, 131
HistoryLink, 117
holiday-themed events, 76, 86, 94, 108, 111, 119
"Hollydaze" celebrations, 111
Holsenbeck, Howard, 73

I

Ida Long Goodman Memorial Library, Friends of the, 76
incentives, membership, 71–79
"Inside the Book" programs, 117
Internal Revenue Service (IRS), 10, 50, 57, 60, 135–136
Internet access, 2–3, 52
Irwin, Kathy, 16

J

Jackson County Public Library, Friends of the, 99
Jamesburg Public Library, Friends of the, 97
jewelry sales, 93–94

K

Kansas State University Libraries, Friends of the, 97–98, 116
Kennon, Tonya, 102–103
Kershaw County Library, Friends of the, 73
Kettering University Library and Archives, Friends of the, 16–18, 79, 103, 107, 113
Kids Cook! programs, 114
Kids Count campaign, 81
Kirkwood Public Library, Friends of the, 77, 84, 104, 122–123
Kline, Robert, 89–90
Kodak Library, Friends of, 79

L

Lawton Public Library, 121
L.E. Phillips Memorial Public Library, Friends of, 74, 78, 92, 100, 117, 127
leadership teams, 4–5, 6, 8–9, 13–14, 26–31, 35
lecture series, 123
Lee County Library System, 94
legal limits, on nonprofit spending, 9, 53, 57, 135–136
letter writing campaigns, 129
letters to the editor, 52–53, 55
libraries. *See* academic libraries; public libraries
library cards, exclusive, 76–77
library directors
  responsibilities of, 42, 49, 65, 140–141
  rogue Friends and, 61, 62, 65, 69
  success of Friends and, 15, 20
  wish lists of, 6, 102–103, 133, 143
Library Education and Advocacy Committee, 127
Library Legislative Day, 127, 132
"Library Libations" events, 84
"Library Lovers Unite!" campaign, 127–128
library staff
  open houses for, 107
  support from, 146–148
lifetime memberships, 12
Lindbergh, Charles, 118
literacy agencies, support of, 65–66
literacy classes, 116
Literary Speed Dating events, 112
"The Literary Vine" events, 87
"Literary Voices" benefits, 84
Little Free Libraries, 107
"A Little Noon Music" programs, 111
lobbying, 9, 53, 57, 135–136
Long Beach Public Library, Friends of the, 101
Los Angeles, Library Foundation of, 99
"Love Your Library" events, 21, 95
Loveland Public Library Foundation, Friends of the, 78, 84, 95, 118
Lucy Robbins Welles Library, Friends of the, 75, 109, 112

M

Madison Public Library Foundation, 98
"Make, Create, Innovate" campaign, 102
marketing, 19–20, 30, 51–56. *See also* promotional materials
Marshall Public Library, Friends of the, 83
match challenges, 73
Mayer, Oliver, 120

www.alastore.ala.org

McElhatton, Heather, 108
Meadowridge Library, Friends of, 98
meetings, 6, 10, 25–26, 28, 60–61, 141
membership benefits, 11–12, 13, 75
membership campaigns, 12–14, 28–30, 32–35, 71–79
membership dues, 11–12
memorandums of understanding (MOUs), 5–7, 133–134, 148
memorial lecture series, 123
Memphis Libraries, Friends of the, 91–92
Meredith Public Library, Friends of the, 103
mergers, of Friends and foundations, 37–48
Michalak, Sarah, 73
millennials, as volunteers, 24
miniatures, sale of, 83
mini-golf events, 92, 97
Minnesota Association of Library Friends (MALF), 110
Miramar Library, Friends of the, 112
Mishawaka-Penn-Harris Public Library, Friends of the, 92
mission statements, 7–8, 18, 21, 65–66, 144–145
money management, disagreements over, 6, 60, 61–63
monthly donations, 76, 93, 102
Mother's Day events, 83
Mott Library, Friends of the, 16
Mount Prospect Public Library, 78, 85, 87–88
Mountville Branch Library, Friends of, 93
mural prints, sale of, 97–98
"Murder, Maestro, Please!" event, 96–97
murder mystery events, 82, 93, 96–97
museums, partnerships with, 115
music-themed events, 83, 104, 111, 115, 116
mystery-themed events, 82, 85, 93, 96–97

N

National Association for the Education of Young Children (NAEYC), 52
networking, 20, 141
Nevada County Libraries (CA), Friends of the, 89
New York Public Library (NYPL), 94, 102, 108, 129
Newberry County Library, Friends of the, 124
Newport Beach Public Library Foundation, 76, 89–90, 93, 114
newspapers, marketing in, 54–56
Niggli, Josephine, 103
night-themed events, 84, 91, 95, 103, 107, 113, 116–117
Nolo Press, 10
nonprofit status, 9–10, 44, 59–60, 65, 133, 135–136
Norfolk Public Library, 137
North Shore Library, Friends of the, 123
Northern Illinois University Libraries, Friends of, 83
"Not So Quiet!" concert series, 104

O

Oakleaf, Megan, 15
Oberlin College, 125
Old Dominion University Libraries, Friends of the, 119
Onaway Friends of the Presque Isle Library, 112
open houses, 75, 78, 107, 108
operating agreements, 5–7, 133–134
Orange County Library, Friends of the, 73
Oscar-themed events, 89–90
Overmyer, David Hicks, 97–98

P

parties and galas, 72, 91, 97–101, 116, 123–124
partnerships
  foundations and Friends, 38–40
  literacy, 65
  museums and Friends, 115
Paul, Ryan, 91
Pearson, Peter, 38, 40–43
Peninsula Library, Friends of the, 91
pet memberships, 74–75
Phoenix Public Library, Friends of the, 78, 111, 126–127
pie sales, 98
planning, strategic, 26–30, 50–51, 141, 143
plays, flash, 120
poetry readings, 109
The Polar Express programs, 119

www.alastore.ala.org

policies
for advocacy campaigns, 135–136
for gift acceptance, 61–62, 137–139
opposition to, 64–65
responsibilities for, 140
Ponte Vedra Beach Library, Friends of the, 84
"Power Guide for Successful Advocacy," 132
press releases, 13–14, 138–139
Pride and Prejudice programs, 124
problems, with rogue Friends, 6, 44–46, 59–69
programs and events
with authors, 14, 78, 84–85, 94–95, 106, 108, 116–125
examples of, 103–126
food-themed, 79–80, 85–87, 90–91, 94, 105, 111, 114
murder mysteries, 82, 93, 96–97
music-themed, 83, 104, 111, 115, 116
night-themed, 84, 91, 95, 103, 107, 113, 116–117
parties and galas, 72, 91, 97–101, 116, 123–124
raffles, 73–74, 78, 85, 87–88
See also specific programs and events
promotional materials, 12–14, 30, 134, 138–139
public awareness and marketing, 19–20, 30–31, 51–56
public libraries
advocacy and, 1–3, 50–53, 126–132
operating agreements for, 5–7, 133–134
recruiting volunteers in, 32–35
sponsorship policies for, 137–139
starting Friends groups in, 3–10
talking points for, 52–53, 129–130
See also specific libraries
public service announcements (PSAs), 55

Q

Quinlan, Catherine, 120
quiz nights, 91

R

races, 5K, 88–89, 96
radio public service announcements (PSAs), 55
raffles, 73–74, 78, 85, 87–88
Ramsey County Libraries, Friends of the, 88–89, 99–100
readers' theater, 103–104
recession-themed incentives, 79
recognition policies, for gifts, 138–139
recruitment campaigns, 12–14, 28–30, 32–35
Redwood Libraries, Friends of the, 115
Reed, John Shelton, 79
Reed, Sam, 130
relationship problems, with rogue Friends, 6, 44–46, 59–69
responsibilities
of board members, 28–30, 140–141
of Friends, 140–141
of library directors, 42, 49, 65, 140–141
retirees, as volunteers, 23–24, 34
Richland County Public Library, Friends of, 87
"Ride It" programs, 109
Rio Rancho Library, Friends of the, 82, 93
Riverside Public Library Foundation, 76, 81, 102–103
"The Road to the Oscars" event, 89–90
Rochester Hills Public Library (MI), Friends of the, 105
Rochester Public Library (NY), Friends of the, 109
rogue Friends, 6, 44–46, 59–69
Roswell Public Library, Friends of the, 129–130
Rowan Public Library, Friends of the, 132
Rubin, Jeff, 47
Rutledge, Jane, 38–40

S

Sacramento Public Library, Friends of the, 127
Salinas Public Library, Friends of the, 119
Sam Houston Regional Library, 82
San Antonio Public Library, 90
Santa Clarita Library, Friends of the, 76–77, 111
schools, as resources, 33–35
Scrabble tournaments, 119
secretive friends, 60–61
seniors, programs for, 112–113
Shakespeare Sundays, 109

www.alastore.ala.org

Sherlock Holmes symposiums, 104
Sherratt Library, Friends of the, 72, 91
signs and flyers, 54
"Sleuth Soiree" event, 85
slogans, 51–52
Smith, Alexander McCall, 118
"Snow Time to Read" programs, 108
social capital, 19–20
social media, 19, 32, 56, 128–129
Solomon, Laura, 19
"Soulful Story" programs, 121
South Carolina Libraries, Friends of, 131
Southern Utah University (SUU), 72, 91
speakers bureaus, 56
Speedway Public Library, Friends of the, 82
spelling bees, 85
sponsorship policies, 137–139
Spring Hill College Library, Friends of the, 89
St. Louis Public Library, 78, 104, 109, 123, 125–126
St. Paddy's Day 5K, 96
St. Patrick's Day Tea programs, 114
St. Paul Public Library, Friends of the, 38, 40–43, 105, 115–116, 123–124
Stahls Automotive Museum, 105
statistics, on volunteer rates, 36
"Stay Home and Read a Book Ball" fundraiser, 99
Stel, Maria, 47
Stoneham Public Library, Friends of the, 71
Storyfest, 111
strategic planning, 26–30, 50–51, 141, 143
string quartets, 83
students
  programs for, 84–85, 96, 106, 107, 113–114, 120–122, 124
  as volunteers, 24, 34–35, 36, 122
  See also children; teenagers
summer reading programs, 117
"Super Friends" campaign, 101
"Sweet Night at the Library" events, 95
Symonds, Craig L., 119

T

talking points, 52–53, 55–56, 129–130
task forces vs. committees, 8–9, 26–32
"Taste of Sylva" events, 98–99
tax-exempt status, 9–10, 44, 59–60, 65, 133, 135–136
teenagers
  programs for, 53, 92, 104, 114
  as volunteers, 24, 36, 122
  See also students
television public service announcements (PSAs), 55
"Tell Your Library Story" campaign, 128
Tellico Village Library, Friends of the, 86, 90
"Ten for Ten" campaign, 91–92
Tennes*See* Libraries' Trustees and Friends, 131
tennis fundraisers, 101
Texas Libraries & Archives, Friends of, 82
textile fundraisers, 86
theater programs, 82, 103–104, 120
Thomas Crane Public Library, Friends of the, 86
"Tiny But Mighty" gala, 97
Tippecanoe County Public Library, Friends of the, 38–40
Toledo-Lucas County Public Library, 114
Tompkins County Public Library, Foundation of, 109, 127–128
tote bags, sale of, 81, 88
Trinidad Library, Friends of, 83, 87
trustees, 6, 9, 39, 61, 67–68, 134
Tulsa City-County Libraries, 94, 108, 113
Twitter, 19, 32, 56

U

"Unbelievable Chocolate" raffles, 85
"Understanding Social Capital" (Solomon), 19
Union County Library, Friends of the, 80
United for Libraries
  academic Friends and, 19–20, 144–145
  recommendations from, 71, 128, 133–136, 142–148
university libraries. *See* academic libraries
University of Massachusetts-Amherst, 90
University of Minnesota Libraries, Friends of the, 120–121
University of Missouri Libraries, Friends of the, 103–104
University of North Carolina Libraries, 73, 79

www.alastore.ala.org

University of Southern California Libraries, 120
University of Tennes*See* Libraries, 96
University of Washington Libraries, Friends of the, 84
University of Wisconsin-Madison Libraries, Friends of, 105

V

The Value of Academic Libraries (Oakleaf), 15
values statements, 18
video contests, 120–121
Vinita Public Library, 122
vision statements, 18
The Voice for America's Libraries newsletter, 19
volunteers
  baby boomers as, 23–29, 36
  benefits for, 11–12, 13, 75
  differences among, 25–28
  recruiting of, 12–14, 28–30, 32–35
  statistics on, 36
"A Vote for Murder" event, 93

W

Walnut Creek Library Foundation, 96–97, 104, 106, 110, 112, 114
Warso, Edward, 47
Washington State Library, 130
Waynesboro-Wayne County Library, Friends of the, 87
"We Love NC BBQ @ the Library" event, 79–80
"We Love Our Library" dinners, 95
West Texas Book Festival, 122
Western Michigan University Libraries, 118–119
Westlake Porter Public Library, Friends of, 77, 92
"What Did You Discover at the Library?" contest, 120–121
"What Do Americans Say about Public Libraries?" study, 129
Whitman County Library, 130
wine tastings, 84, 86, 90
Wingate University Friends of the Library, 95
winter holiday events, 76, 86, 94, 108, 111, 119
"Wisconsin's Rich Food Heritage" programs, 105
wish lists, 6, 102–103, 133, 143
Wizard of Oz programs, 123
women volunteers, 23–24
Woodward, Jeannette, 19
Works Progress Administration (WPA), 105
writing contests, 107, 122, 124
writing workshops, 106

Y

yard signs, 54
Young Literati, 125–126

www.alastore.ala.org