



# Friends CONNECT

[www.FriendsKyLibraries.org](http://www.FriendsKyLibraries.org)

**FRIENDS OF  
KENTUCKY  
LIBRARIES, INC**

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**Our Mission:**

- to advocate for public libraries on the local, state, and national level;
- to provide support for the formation and success of local Friends chapters.

## FKL Grant Awarded

In keeping with its role to provide support for the formation of new Friends chapters, FKL awards a non-competitive grant of \$400 to each chapter that has successfully obtained its 501(c)(3) classification with the IRS. We are proud to announce the newly formed Friends of the Carter County Public Libraries qualified and was presented with their grant during their Legislative Meet & Greet in October. Heidi Wineland, President, accepted on behalf of the Chapter; presenting the check was FKL President-Elect, MaryLynn Collins.

All FKL Chapter Members that have not acquired it are encouraged to do so. Grant applications must be filed no later than six months after receiving official notification of the classification from the IRS.



Heidi Wineland, Carter County Friends President; MaryLynn Collins, FKL President-Elect; and Curtis Owens, Carter County Friends Treasurer.

## Show Your Support

Do you have the *Support Kentucky's Libraries* license plate on your car yet? The new plate is available at any county clerk's office with a \$44 application fee. The annual fee on the plate thereafter is \$31. At the time of issuance, an optional \$10 can be donated to fund library science scholarships. Those who signed the initial petition to create the license plate and paid the \$25 application fee will receive a \$25 credit when the plate is purchased.

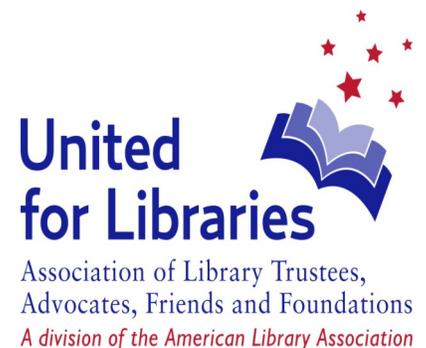


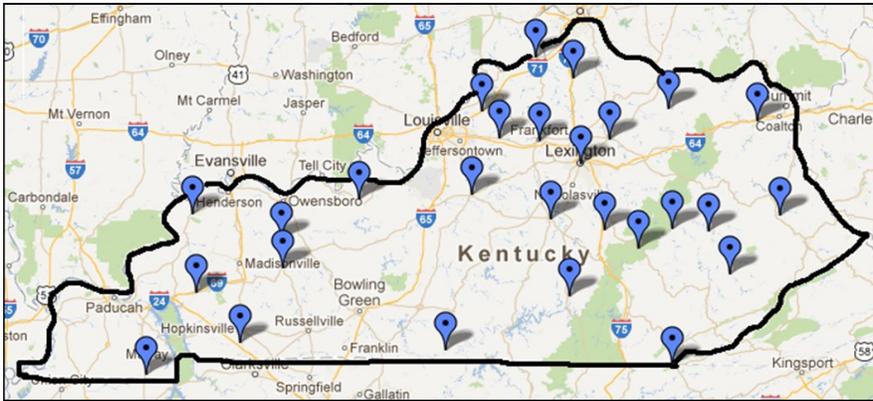
Lance Ferris, President of FKL, sports a new license plate on his car.

## New Name, Same Mission

In 2009, Friends of Libraries U.S.A. (FOLUSA) and the Association for Library Trustees and Advocates (ALTA) merged to become the Association of Library Trustees, Advocates, Friends and Foundations (ALTAFF). Now a new name, United for Libraries, brings together voices to speak out on behalf of libraries.

United for Libraries, a national network of enthusiastic library supporters, believes in the importance of libraries as the social and intellectual centers of communities. No one has a stronger voice for libraries than those who use them, raise money for them, and govern them. By uniting these voices, library supporters everywhere will become a real force to be reckoned with at the local, state, and national levels. Check out <http://www.ala.org/united/>.





### 2012 Legislative M & G

The third annual Library Legislative Meet & Greets were held at over 30 sites throughout October, bringing together patrons and legislators/candidates to talk about the importance of libraries in local communities. We'll be doing it again next October, so plan to attend at a library near you. Speak up for libraries!

SD	Site	Counties Included	Date	Attendance		
				Gen	Legis	Loc Off
1	Murray	Calloway, Carlisle, Fulton, Graves, Hickman, Lyon, Trigg	25 <sup>th</sup>	96	5	✓
3	Hopkinsville	Christian, Logan, Todd	18 <sup>th</sup>	28	2	✓
4a	Princeton	Caldwell, Crittenden, Livingston	25 <sup>th</sup>	81	5	✓
4b	Morganfield	Henderson, Union, Webster	18 <sup>th</sup>			✓
5	Hardinsburg	Breckinridge, Grayson, Hancock, Hart, LaRue, Meade	16 <sup>th</sup>	14	1	
6	Central City	Hopkins, Muhlenberg, Ohio	22 <sup>nd</sup>	18	3	✓
7	Frankfort	Anderson, Franklin, Woodford	23 <sup>rd</sup>	70	6	
8	Livermore	Daviess, McLean	11 <sup>th</sup>	43	2	✓
11	Warsaw	Gallatin	23 <sup>rd</sup>	45	5	✓
	Lexington	Fayette (Main) Eagle Creek; Beaumont; Village; Tates Creek; Northside	15 <sup>th</sup> - 24 <sup>th</sup>	n/a	5	✓
14	Bardstown	Marion, Mercer, Nelson, Taylor, Washington	18 <sup>th</sup>	41	3	✓
15	Somerset	Adair, Casey, Pulaski, Russell	24 <sup>th</sup>	35	1	
16	Tompkinsville	Clinton, Cumberland, McCreary, Monroe, Wayne, Whitley	15 <sup>th</sup>	47	2	✓
18	Grayson	Bracken, Carter, Greenup, Lewis, Mason, Robertson	25 <sup>th</sup>	30	2	✓
20	Shelbyville	Bullitt, Shelby, Spencer	18 <sup>th</sup>	10	2	
21	McKee	Estill, Jackson, Laurel, Menifee, Powell	30 <sup>th</sup>	10	2	
22	Danville	Boyle, Garrard, Jessamine	24 <sup>th</sup>	40	2	✓
25	Beattyville	Clay, Knox, Lee, Magoffin, Morgan, Owsley, Wolfe	23 <sup>rd</sup>	50	4	✓
26	LaGrange	Carroll, Henry, Oldham, Trimble	18 <sup>th</sup>	30	2	✓
27	Flemingsburg	Boyd, Elliott, Fleming, Lawrence, Rowan	25 <sup>th</sup>	40	2	✓
28	Paris	Bath, Bourbon, Clark, Harrison, Montgomery, Nicholas	23 <sup>rd</sup>	60	3	✓
29	Jackson	Breathitt, Knott, Letcher	23 <sup>rd</sup>	31	2	✓
30a	Hazard	Leslie, Perry	26 <sup>th</sup>	19	2	
30b	Middlesboro	Bell, Harlan	23 <sup>rd</sup>			
31	Prestonsburg	Floyd, Johnson, Martin, Pike	25 <sup>th</sup>	15	2	✓
34	Berea	Lincoln, Madison, Rockcastle	18 <sup>th</sup>	60	3	✓
<b>TOTAL</b>				<b>913</b>	<b>67</b>	

## The Value of a Friends of Libraries Chapter in Your Library

*MaryLynn Collins, FKL President-Elect*

I recently had friendly conversations with the directors of public libraries in the counties of Warren, Kenton, Scott, Franklin and Laurel. These libraries have some of the most effective Friends of Library chapters in the state and the directors are very enthusiastic about their Friends.

The directors are quick to point out the financial support Friends bring to their public libraries and the financial contribution in some cases is substantial. Several chapters entirely fund their library's Summer Reading Program; many of them help stretch the library's budget by purchasing supplies and equipment. One chapter even purchased the library's Youth Outreach Vehicle.

Several directors indicate that their Friends chapter is important to library programming by planning and sponsor author visits and other library programs. And all of the directors note the importance of Friends as a "go to" resource when extra hands are needed for special programs.

Lisa Rice, Director of the Warren County Public Library believes her library's Friends chapter has definitely boosted her staff's morale. Warren County Friends are quick to let staff know how much they appreciate them and they provide food gifts to staff during National Library Workers Week. Other Friends chapters have demonstrated their appreciation of library staff in a similar way. One Friends group even took the library staff to a professional baseball game to celebrate the end of a successful Summer Reading Program!

While the directors greatly value Friends contributions as noted above, they agree that the most significant contribution that the Friends bring to the table is their ability to advocate for the library and to make the public aware of all the programs and services available at the library. This value cannot be estimated in terms of dollars and cents, but all of the directors agree that this value makes the Friends a most worthwhile investment.

Donna Gibson, Director of the Paul Sawyer Public Library told me "Our Friends chapter is our built-in support system; our passion is their passion." Similarly, Lori Acton, Director of the Laurel County Public Library notes that you can never have enough public support and she values the enthusiasm that her local chapter can generate about the local library and its mission.

Earlene Arnett, Director of the Scott County Public Library compares a Friends chapter to a personal support system: "Friends are your support group, giving support by addressing the library's needs which can be financial, public awareness, or advocacy." Earlene identified as the single most important benefit of her Friends chapter is their advocacy efforts. Scott County Friends show up at the Capitol with enthusiasm each year on Library Legislative Day. Those of you who have attended Library Day at the Capitol have no doubt noticed all those yellow scarves; perhaps you too have worn one. That tradition was started by the Scott County Public Library Friends.

Dave Schroeder, Director of the Kenton County Public Library, says the advocacy mission of Friends Chapters is often overlooked. Members of Friends are out in the community every day talking—and even boasting—about what is going on in the library. Their commitment to our public library is clear. They are our biggest supporters." Lisa Rice points out that Friends of Warren County Public Library take on projects that serve to market the library—such as sponsorship in a local soap box derby.

If you are interested in starting a Friends chapter in your library—or revitalizing an existing one that may have run out of steam, the Friends of Kentucky Libraries are ready to help you make that happen. Our Mentoring Chair is Jane Pfarner, who recently retired from the Kenton County Public Library, and she can be reached by emailing [jcpfarner@aol.com](mailto:jcpfarner@aol.com). Jane can send you an information packet to get started. And when you are ready to launch the effort, we are happy to come to you and talk about how to have an effective Friends group—and how to avoid pitfalls along the way. We also provide a \$400 reimbursable grant to Friends chapters to assist with costs related to filing for 501(c)(3) nonprofit status.

We believe Libraries need Friends now more than ever and are eager to help Kentucky's public libraries strengthen their support system. As Lori Acton noted, "You can never have enough public support."

**Value of a Friends chapter sponsoring the Summer Reading Program for youth, providing equipment and supplies. . . .**

**Thousands  
Value of a Friends chapter in terms of public support.  
. . . PRICELESS!**

## Would You Like To Be More Involved?

Mary Lynn Collins, FKL President-Elect and Nominating Committee Chair

The Friends of Kentucky Libraries is always looking for leaders among our membership willing to serve on our governing board. We have openings right now and wanted to let you know.

The board meets six times, usually in the offices of the Kentucky Department for Libraries and Archives in Frankfort. Board members may, however, attend some of these meetings electronically by phone, Skype, or Google+.

We need folks who are passionate about libraries and are willing to commit time to chair a committee, contribute articles to our newsletter, serve as a mentor to Friends chapters, help facilitate Legislative Meet and Greets in our libraries, and/or help alert members on proposed legislation affecting public libraries. The Friends of Kentucky Libraries believes our mission to mentor Friends chapters and to advocate for public libraries is more important than ever. It is a critical time for public libraries and serving on the Friends of Kentucky Libraries Board is a wonderful way to support public libraries.

If you think you might be interested, please contact me off line at [MaryLynn41@hotmail.com](mailto:MaryLynn41@hotmail.com) or at 502-319-5509. If you know someone who you think would be a good board member, please forward this message to that person.



### Useful Tools for Friends

Just think of the convenience of learning new skills and information in the comfort of your own home (or at your local library) when it is easily accessible to you and at a pace that fits your needs. No better way than through a webinar, a web-based seminar, many of which are offered free and are about an hour in length. And most can be archived for reviewing later or even saved to your computer permanently. They often come with downloadable handouts that you can share with others in your Friends chapter.

ALA, <http://www.ala.org/advocacy/advleg/advocacyuniversity/onlinecourses>, offers a variety, but two excellent examples are: **They've Got To See It To Believe It: Getting Decision Makers Into Your Library**, which explains the importance of in-person visits and provides strategies for getting legislators in the door—and eventually agreeing with you about libraries. In addition to the archived webinar, there are links to PDF toolkits and other valuable resources. **10 Quick and Painless Steps to Effective Advocacy for Libraries** teaches ten easy actions, including writing personalized letters, building coalitions in your community and even using social media outlets to help develop and deliver your message.

The best single place to explore other options is through the Kentucky Department for Libraries and Archives' Continuing Education calendar, found at <http://kdla.ky.gov/librarians/staffdevelopment/Pages/ContinuingEducationCalendar.aspx>. Some of these are "in-house" training modules, but others link you to outside organizations.

Recent offers through **WebJunction**, a nonprofit online community where more than 61,000 librarians learn and share, include such topics as: **Telling the Library Story**, a webinar that focused on how to turn the evident of daily patron encounters into short, compelling, and memorable messages that resonate with legislators and other supporters. **Energize Your Base: Tips and Tools to Raise Awareness and Build Support for Library Services** is a webinar exploring ways to increase your community's awareness of library services and of how those services are changing lives. You can see their offerings at: <http://www.webjunction.org/events/webjunction.html>.

Another provider is **NonProfit Webinars**, where you can learn about governance, marketing, fundraising, and more. **Strategies for Success: Board Member Recruitment & Retention** addresses how to recruit and ways to retain outstanding board members. **How to Overcome Your Board's Fear of Fundraising, Once and for All** trains you to think through the process of getting your board involved with fundraising. You can find their webinars at <http://nonprofitwebinars.com/webinars/>.

### 2011 Numbers Tell the Story

#### Libraries Transforming Lives & Innovating Services!

- 76% - Help customers apply for jobs online
- 96% - Help customers apply for & access e-gov services
- 90% - Provide formal or informal tech
- 75% - Provide popular e-books
- 60% - Saw increased public pc use
- While 57% report flat or cut funding!



Sample Webinar slide

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For membership information, visit [www.FriendsKyLibraries.org](http://www.FriendsKyLibraries.org).

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