



The KY Library Friends Connection

www.friendskylibraries.org

Save the Dates!

Wow! There is a lot going on! First, you have two dates to remember: March 7, Legislative Day in Frankfort and April 12, the FKL Annual Meeting in Bowling Green. An article by Lance Ferris, President-Elect, suggests talking points to use when you contact your state Senator and Representative. The state budget proposes to cut funding for public libraries, so please contact your officials now. Additionally, everyone should mark their calendar for April 12 for the Annual Meeting in Bowling Green. We will elect our new officers and Board members.

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Inside this Issue

- 1 Save the Dates!
- 2 Come to Frankfort, and Wear Yellow!
- 2 Annual Meeting – April 12, 2012
- 3 Outside Funding Required – Friends Can Do It!
- 3 Spelling to Raise Funds for Your Public Library
- 4 The Foundation Center – A Grant Resource
- 5 How to Hold a Book Sale
- 7 Free Advertising for Your Book Sale
- 7 Legislative Meet and Greet Growing
- 8 You've Got a Friend: Friends and the Kentucky Sister Library Project

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Second, we have been busy. (1) The Meet & Greet were held at a record 22 locations with 846 library supporters, 31 state legislators and 21 local officials in attendance. (2) The inaugural Outstanding Friend and Outstanding Friends Chapter Awards will be presented at our Annual Meeting. (3) We are the first outside organization to financially support the Kentucky Sister Library Project and will present 2 grants of \$200 each at the Kentucky Library Association Conference. (4) We are offering free web advertising to all Kentucky public libraries for their book sales.

Third, the newsletter is primarily about the importance of funding. The American Library Association notes that:

Friends groups can make the difference between a budget increase and a budget cut for their libraries. As much money as Friends raise through book sales and other activities, a 1% increase in your library's budget can add up to tens of thousands of dollars or more depending on the size of your library's budget. Not only that, but many libraries across the country owe their new additions or new buildings to an effective advocacy campaign waged by the Friends to ensure community support. You can make a long lasting and significant difference for your library through advocacy.

<http://www.ala.org/altaff/advocacy>

To raise money, check out our articles on "How to Have a Book Sale" and "Spelling to Raise Funds for Your Public Library." A brief introductory article about the Foundation Center tells you where to find grants that may be available for your library.

See you at Legislative Day on March 7 in Frankfort and the Annual Meeting on April 12 in Bowling Green!

Cathy Cravens Snell
President

Come to Frankfort, And Wear Yellow!

By Lance Ferris, FKL President-Elect

Mark your calendar for March 7, 2012. That is the date of the next Kentucky Library Legislative Day. Library supporters from all over the state will be gathering in the beautiful Capitol rotunda. It is a truly exciting experience and a great opportunity to let your state representatives and senators know how important libraries are to our communities.

We will meet at 8:00-10:00 a.m.in at the Capitol Annex, Room 113 and proceed to morning appointments with representatives and senators. All should attend the Rally in the Rotunda scheduled for 11:00 a.m.

This event is important because these elected officials distribute revenue and pass laws that affect how our libraries are run. The KPLA Advocacy Committee has requested that five tenets be top priorities for discussions with legislators. The committee believes that the state should:

- Fully fund aid to public libraries of \$1 per capita level and adjust the funding to be in line with the 2010 census
- Fully fund aid for Kentucky’s Bookmobile Program at \$250k per fiscal year
- Oppose any change to the present system of appointing board members
- Fix the County Employee Retirement System bottom line of public libraries, cities, counties and other governmental entities
- Provide funds to help improve and expand Kentucky’s public library buildings

The Friends fully supports this event. This year, the FKL is providing yellow library-themed M & M candies to our legislators.

For additional information, please visit the FKL website at www.friendskylibraries.org and view a video. If you have questions please feel free to contact the FKL Advocacy Chairperson, Lance Ferris, at lancel.ferris@yahoo.com.

See you in Frankfort! **And remember . . . wear yellow!**

Annual Meeting - April 12, 2012 in Bowling Green

The Friends of Kentucky Libraries Inc. will have its Annual Meeting on Thursday, April 12, 2012 at 11:00 a.m. Central Time. It will be held in conjunction with the Kentucky Public Library Association’s Spring Conference at the Holiday Inn University Plaza, 1021 Wilkinson Trace, Bowling Green, KY.

Joy Stryzek of the Mary Wood Weldon Memorial Library, Glasgow, will present a program on Theme Book Clubs. Officers and new Board members will be elected. Come and learn more what the Board is doing to support Kentucky’s public libraries.



Wayne Onkst,
State Librarian &
Commissioner

Outside Funding Required – Friends Can Do It!

The preferred method of funding public library service is through a dedicated stream of revenue provided by government resources that fully funds all needed services. Even in the best of economic times, most public libraries do not receive sufficient public funding to meet all the needs of the library for serving the public interest. In today's economic climate where tax funding is becoming more difficult, many libraries are finding it necessary to seek funds beyond those provided by government resources.

Libraries have historically benefited from resources other than those raised through government channels. Using funds raised by the clubs, the Kentucky Federation of Women's Clubs was responsible for starting and operating many of Kentucky's public libraries in the first half of the 20th century. The largest organized philanthropic effort in the history of Kentucky's public libraries was undertaken in 1953-1954 when the newly organized Friends of Kentucky Libraries raised private funds for the purchase of 99 bookmobiles for distribution to counties across Kentucky. These efforts provided

the foundation of public library service we enjoy today.

Friends groups across Kentucky continue to provide important additional resources that supplement public funding. Friends groups in almost half of Kentucky's public libraries raise funds for many different purposes from the Summer Reading Club to equipment to building/landscape improvements to staff support and even construction of libraries. The friends often provide special items that enhance the library's service but would not normally be appropriate for public spending.

As demand for library service increases while funding becomes tighter, having access to additional sources of revenue is very important. Revenue from non-public sources should never be expected to replace public funding. This additional revenue, however, allows the library to provide new services while enabling existing services at a higher level. Friends groups have been providing this type of support for Kentucky's libraries for almost 60 years. It has never been more important!



Spelling to Raise Funds for Your Public Library

By Mary Lynn Collins, FKL Board Member

If your Friends chapter is looking for a fundraiser to supplement your book sales, here is an idea to consider: an **adult spelling bee!**

For the past two years, The Paul Sawyer Public Library has played a supporting role for a spelling bee to raise funds for adult education. The bee, Spellapalooza, has been very successful, raising over \$12,000 annually.

An adult spelling bee has rules similar to the National Spelling Bee but it is lots more fun! The Frankfort Bee consists of teams of three who confer on each word. Teams seek a sponsor or ask friends and family to pay an entry fee. It is sometimes easier to find a group willing to pay the entry fee than it is to find the brave souls who are willing to be on the spelling team. For that reason, businesses and professionals often provide the entry fee but team up with a nonprofit who has volunteers willing to "spell." Local district court judges, dressed in their robes, preside over the event.

A fee could also be charged for attending the event but in Frankfort, there is no admission fee. Instead, each team has a honey jar and audience members are encouraged throughout the evening to drop money in the honey pot of their favorite team. The team with the most money in its honey pot at the

end of the evening wins the “most loved” team award. The event can also include a dinner or other food event, a silent auction, or even a book sale.

Bee teams select a team name and are encouraged to dress in costume. A few of the teams participating in the Frankfort Bee teams this year were: The ZomBees, Word’s Worth, The Brainy Bodacious Women, and the Addams Family. The Addams Family, who looked a lot like the characters from the 1960s TV show with that name, really had the last name “Addams” and they won best costume!

The Frankfort Bee this year had nineteen teams competing. The team XLENCE included a public school superintendent and school board member. A local church team, called the Duh-Vine Doctors included a local pediatrician, a university professor, and the church’s minister. The local newspaper and 2010 bee runner up, the *Frankfort State Journal*, won the competition. The paper’s publisher was there on the front row, beaming. And, of course, the Bee made front page coverage the following day.

A spelling bee can be a fun event to raise funds with very little overhead and a wonderful opportunity to bring together different segments of the community. Mary Lynn Collins, who is on the Friends of Kentucky Libraries Board and active in Frankfort’s Spellapalooza, would like to help any Friends chapter

interested in planning a spelling bee fundraiser. You can contact her by calling 502-319-5509 or emailing MaryLynn41@hotmail.com.



The Foundation Center – a Grant Resource

By Cathy Cravens Snell, President

The Foundation Center www.foundationcenter.org is a multifaceted organization that provides up-to-date information on grants. It provides information on what grants are available, how to apply for them as well as deadlines. It will also provide funding trends and training through webinars and classes. Some webinars and classes are free, while some have a fee.

While some of the information can be accessed from your computer, the true wealth of information can only be mined from a library that has access to the data base. The Foundation Center purposefully makes most of its grants accessible only at a Cooperating Collection to separate the serious grant applicants from the less serious.

We have six Kentucky libraries that have Cooperating Collections. They are: Bellarmine University and the main library of the Louisville Free Public Library in Louisville, the Kenton County

Public Library in Covington, the Lexington Public Library, the Northern Kentucky University Library in Highland Heights, and the Western Kentucky University Library in Bowling Green. Out of state libraries that are close to Kentucky include the Cabell County Public Library in Huntington, WV; Craft Memorial Library, Bluefield, WV; Nashville Public Library, Nashville, TN; St. Louis Public Library, St. Louis, MO; Evansville Vanderburgh County Public Library, Evansville, IN; Public Library of Cincinnati and Hamilton County, Cincinnati, OH; and Portsmouth Public Library, Portsmouth, OH.

Prior to going to a Cooperating Collection, schedule an appointment with the librarian, who is specifically trained on the Foundation Center. The librarian is there to connect the researchers with the information and help the applicant determine funding trends, but he or she is not there to write your grant. The library may also have training programs that you can attend.

Join Now!

Friends of Kentucky Libraries membership is separate from your membership in your local Friends group. Go to <http://www.friendskylibraries.org> to print a membership form. Mail it to Friends of Kentucky Libraries Inc., P. O. Box 537, Frankfort, KY 40602-0537 with your check.



How to Hold a Book Sale

By Cloyd Stratton, Past-President Friends of Paul Sawyer Public Library

I have heard it said that an “expert” is someone from out of town, carrying a briefcase. While I may be from out of town to some, and have a briefcase, I’m not the expert. I just want to share some of the things I’ve learned over the years that go into making a book sale successful. I’ve been a part of our Friends periodic book sales in about all assignments: I have helped bring books up, carry them out, pack them up, and manage sales, and worked as a “go-fer” and a clerk.

My goal is to give you what I consider the “nuts and bolts” of the process. To that end, I have keyed our discussion to some actual issues of planning and the tasks you may encounter when planning and conducting a book sale.

Before we get into the details, let’s deal with some aspects of planning. If you’re planning a sale, you’ll need answers to such questions as:

- Where will we hold our sale?
- When will we hold it?
- How many sales per year will our donations support?
- How long should our sale be?
- Do we have a place to store our books before the sale?
- How many volunteers do we need?

- What will we do with our leftovers?

Of course, even after many book sales, you’ll still likely use “lessons learned” to tweak this initial planning, to make future sales even better. For example, we have been holding three-day sales for a number of years. However, we recently had such an increase in donations that we decided to extend our sales to four days next year. We hope this “tweaking” will help us move many more books. And as circumstances change, so will our planning.

Answering the planning questions from *our* perspective may prove helpful: We hold our sales in the library community room, in February, June, and October, for three days each (soon to be four). We store our inventory in the library basement in a sale cage, after grading and sorting in the donation area, also in the basement. We’ve found that we need 25 to 30 volunteers to comfortably conduct a sale. This figure is easier to estimate after determining what and how much work is required. An individual takes away our leftover items after we donate to such groups as the regional jail, women’s shelter, and various apartment complexes.

Between sales, our manager keeps constant oversight of the amount and quality of donations, and the ongoing work in preparing for the next sale (alphabetizing, boxing, marking, etc). This helps us anticipate any

changes that our next sale may require.

After planning comes the actual work of holding a book sale. Let’s discuss some tasks that your volunteers will be performing:



1. **Sort inventory into categories.** As donations come in, our “sorters” place each item into one of about thirty categories and box them to await the next book sale. This is done every couple of weeks.
2. **Alphabetize fiction by author.** At our book sale we alphabetize fiction, both hardbacks and paperbacks, as they are boxed for storage.
3. **Advertise the sale - newspaper, local TV, websites, business marquee.** We use a number of venues, including our local newspaper, bank and university sign boards, cable TV, reciprocal ads with other Friends organizations, and various literary publications. We also advertise with BookSaleFinder.com (no cost for non-profits). *(See page 7 for free advertising on the FKL website. – Editor).*
4. **Make signs/posters/banners and post them.** We post signs in our Friends bookstore, at various

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locations throughout the library, and hang large banners at the front and rear of the library building. Also, our library staff prints a large poster and places it on an easel in the lobby.

5. **Contact potential volunteers.** We currently have a list of about 30 volunteers we can count on to help with book sales. We contact most by e-mail, before ads appear, to give them a “heads-up”. You’ll no doubt begin your list with those “core” volunteers that have helped with various other Friends events, and build from there, adding with each successive sale

6. **Place volunteer sign-up sheet strategically.** We place a sheet in our bookstore and occasionally at the Information Desk in the library. Sign-up sheets list duties such as sales clerk, bring up, set up, carry out, and pack up. Occasionally we need to contact those on our list again, when sign-ups are lagging and sale time is approaching.

7. **Make sure all tasks are covered.** Check again to see that you have enough workers for all required tasks - from bring up to pack up (at sales end).

8. **Make signs and post on sale tables.** These include not only signs designating each category, but signs to place at table ends showing where categories are to be placed (so those bringing up will know where to offload their boxes). You may also save these signs from sale to sale to avoid the need to remake them each time.

9. **Bring boxes from holding area to sale area.** Normally, our helpers take about two hours to complete this task.

10. **Arrange inventory in proper place.** Those assigned to “set up” will unbox and place books according to the list of categories at table ends. Of course, as books are lined up, each individual category sign (stapled to paint sticks) will be inserted in its proper place.

11. **Post pricing sheets throughout sale area.** These are large poster-size sheets that show each type of item and its price. No item is priced more than a dollar. Unless you have other income, your pricing will probably be adjusted upward to increase your revenue. Clerks also have small versions of these posters at the checkout desk. NOTE: Our last sale day is a “Bag and Box” sale - bags \$2.00, boxes \$5.00. Signs are changed to reflect this.

12. **Secure supplies (money, cashbox, sale slips, bags, boxes, pencils, etc).** Our practice is to have the book sale manager be responsible for this. Sufficient “seed” money is in the cashbox each day, along with a proper mix for making change. At the end of each day, the manager tallies the day’s receipts, collects the sale slips and money, and plans for the next day. About an hour before sale time the next day, the manager sets up for the day’s activities, supplying money, sale slips, bags, etc. At the end of the sale, we have a record of sales totals for each day and a total for

the sale, and make a note of any “no-show” volunteers. As a courtesy, we report sales results to all involved.

13. **Perform clerking duties.** At busy times during the sale, we try to have a minimum of three people at the sales desk. We normally rely on the clerks to determine their duties. Usually two will record sales and the other will operate the cash drawer. During the sale is the time when volunteers help customers carry out their purchases. Also during this time, we have someone (perhaps a clerk or set up person) to straighten and refresh the inventory - throughout the day if possible.

14. **Use sale to enlist new members.** Many small Friends organizations rely heavily on membership fees for their income. We encourage new memberships by allowing only members to attend the first day of the sale. We post two people at the door (first day) to check memberships and enlist new members. Becoming a new member will allow entry to this “Friends preview.” To speed the process, before the sale starts we check those in line for membership and place stickers on each person who is a member. When the doors open, each one with a sticker enters immediately without having to be checked at the door. The incentive to get “first dibs” is a powerful motivator to join a Friends group.

15. **Process the disposal of leftovers.** Some groups may want to keep their remaining items for



their next sale, while others may decide to have a “fresh” inventory at the beginning of each sale. At the sale’s end, our “pack up” volunteers go into action and box, load, and/or store as the need requires.

These then are tasks you will want to address as you plan your book sale. Perhaps you’ll find you can do without some of these, or combine them, depending on your situation.

As we conclude, I leave you with some parting thoughts: My discussion of how our Friends organization conducts book sales reflects a situation that is mature and has been ongoing for years. A good part of our success lies in the great cooperation we receive from our Paul Sawyer Library staff, especially our library director. Space, utilities, equipment, printing, and plain old “good will” are our good fortune!

I know this is not the case for every Friends chapter, however. Your group may only have access to a few of your library’s shelves to display your sale items. You may also have to store your inventory in a garage, or at someone’s home. But if you are determined, excited, and motivated to have a book sale, a great part of your battle is already won!

You may contact me at cloydandjudy14@yahoo.com or 502-695-0043.

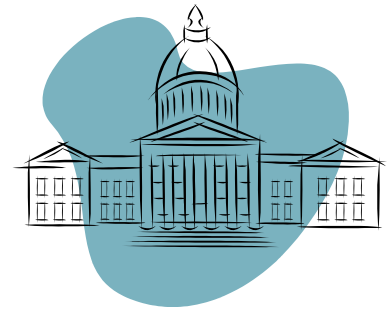
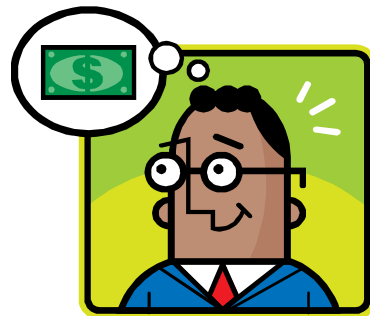


Free Advertising for Your Book Sale!

Get free web advertising for your next book sale or your continuous book sale from the Friends of Kentucky Libraries Inc. Our goal is to put all of the information in one place to make it easier for customers to find all Kentucky public libraries’ book sales.

Any Kentucky public library may place the date of their book sales on our calendar at no charge. Send your book sale information at least two weeks in advance to booksales@friendskylibraries.org. We need to know the name of the group holding the sale, the public library, the location of the sale, the date(s), and time(s) of the sale. In addition we need the name, email address and phone number of a contact person.

To join the Friends of Kentucky Libraries Inc. download an application from our web site. www.friendskylibraries.org



Legislative Meet & Greets Growing

By Nelda Moore, Past President

The second year of Legislative Meet & Greets saw increases in both the number of hosting sites and in attendance. The initial events in 2010 were mainly comprised of two Senate Districts per M&G; this year the geographic boundaries were drawn smaller, with only one district at each site. The increase to 22 hosting libraries captured an audience of 846 library supporters, with 31 state legislators present to hear firsthand how their constituents value their local libraries. Additionally, 21 local officials (county judge-executives, mayors, city council members, magistrates, etc) were identified as well.

For those not familiar with this advocacy effort, FKL organizes the M&Gs in conjunction with local public libraries each October during National Friends of the Library Week, to allow patrons who might not be able to go to Frankfort for Library Legislative Day in February/March an opportunity to meet with their state senators and representatives “back home,” usually during after-work hours. These are not just for Friends of



the Library members, but are for *all* library patrons. Where there are local Friends chapters, planning is usually done through them, but with only a third of Kentucky’s libraries having established chapters, there are several sites where library trustees, staff, or volunteers step up to organize the local arrangements. FKL offers as much assistance as possible with planning timelines, templates for advertising, sample press releases, mailing lists for legislators (and candidates when applicable), and numerous helpful suggestions along the way.

FKL’s Board of Directors believes the Meet & Greets are a significant part of the third leg of the three-legged stool (librarians, trustees, and friends) that supports libraries by telling the decision makers about their importance to local communities. Every year is a significant year – either an election year or a budget year – and both are essential times to tell the library story to those who can pass legislation that helps and defeat legislation that harms.

Friends, whether on the local level or the state level, have a mission that includes advocating for our libraries. The Legislative Meet & Greets are one way to do that and, with time and your support, can become a significant way to involve local patrons in the effort. Please share any suggestions you may have to encourage more citizen participation next year via contact@friendskylibraries.org.



You’ve Got a Friend: Friends and the Kentucky Sister Library Project

By April Ritchie
Coordinator for KPLA’s Kentucky Sister Library Project

What is the Kentucky Sister Library Project?

Rarely does an opportunity come along that promises and *delivers* real change in the status quo. When such an opportunity does come along it is best to seize the day! That day has dawned in Kentucky, the first state in the entire country to establish a program that pairs public libraries in-state with one another in order to strengthen library services across the Commonwealth. The in-state aspect is a twist on how we normally think of sister libraries. Libraries in the U.S. do engage in sister library relationships with libraries in other countries, and in fact, the American Library Association has an initiative that focuses on international partnerships.

However, Kentucky is leading the way with a different type of library collaboration model.

The Kentucky Sister Library Project has ten libraries participating (five partnerships), with several more on the way. As directors talk to one another, the word is spreading about all of the great benefits of having a sister

library within the state. The Project is blossoming into a meaningful endeavor, making a difference in communities statewide. Library staff members are sharing their knowledge, experience, ideas, and time with employees at their sister libraries.

“The Kenton County - Carter County Sister Library Project has been a lifeline for us. We had to make the transition to a small public library from an even smaller volunteer library, with no previous experience and a very limited budget. Our sister library has held training days for our staff in their libraries and even sent their staff to work in our libraries while doing so! From designing a logo to offering to update our website, Kenton County has helped fill in a lot of the gaps for us,” comments Mindy Woods, one of the members of the board of trustees from the Carter County Public Library. As additional partnerships get underway, this is the sort of sentiment we will be hearing about more and more throughout the Commonwealth

The Campbell County Public Library and the McLean County Public Library became sister libraries in 2011. Their partnership has already enjoyed a great deal of success. Aimee Newberry, Director of the McLean County Public Library commented: “As you know we were the last county in the state to open a Public Library and . . . JC (Morgan, Director of the Campbell County Public Library) contacted me the second week we were here with the concept of a



sister library . . . I jumped at the chance! He has been super, from answering goofy questions to sending two fabulous ladies down to help us get our collection catalogued . . . “

While the Project is now enjoying success, it had a tentative start, at best. When my former Branch Manager, Susan Banks, and I first traveled to Carter County on a cold March day in 2010, we didn’t know what to expect from our first meeting with the new library director. We hoped that once we explained the in-state sister library concept in depth, that we might persuade her to enter into the experiment with us. Fortunately, she was willing to give it a try! Since then, we’ve been through good times and a few not-so-good times, but we’ve remained “sisters” through it all.

Through word of mouth, especially via library directors, word started to spread regarding the sister library concept. Campbell County and McLean County were the second partnership to form in the state. After that partnership formed, others followed quickly afterwards. We now have a total of five partnerships, with several more in the formative stages.

How Can Friends Help?

Since the beginning of this endeavor, I’ve received quite a bit of feedback from people on various aspects of the Project. On a particular note, I’ve heard comments and suggestions about how wonderful it would be if

library Friends’ groups could also form partnerships and help their sister libraries get a Friends’ groups up and running, or, if it is already up and running, help it to grow stronger. This is a creative and innovative idea. Some of the small libraries do not have Friends groups, and could use expertise in establishing them. This is definitely an idea worth considering, especially if your library is already involved in a sister library partnership.

Friends organizations, especially those with libraries involved in the Kentucky Sister Library Project, may also donate books. Often times, smaller libraries with very limited funding could greatly benefit from gently used materials, especially items that are current or timeless. Another way to help would be to transport the donated materials to the sister library. Perhaps one of the Friends’ volunteers owns a pickup truck and is willing to haul a load of books. This can be extremely helpful, as library staff members often do not have the time, money, or vehicles to help in such a manner.

Another method of assistance is to help cover the travel costs of employees from the smaller library (especially if that library has no Friends organization) so that they can visit their sister library. Gas, hotel stays, and meals, are expenses that some libraries not have the funds to cover. Without those costs being covered, employees have to either pay out of their own pockets or forego traveling to visit

their sister library. Educational opportunities and professional development experiences, available through the sister library program, are at risk due to the financial constraints of libraries.

There is plenty of opportunity for Friends groups to become involved in the Kentucky Sister Library Project. It’s still a new endeavor, and thinking outside the box is one way we can all contribute to its success. After all, we are laying down a template for other libraries and other Friends groups to follow and learn from. We may make a few mistakes along the way, but we will also make a lot of good things happen as well. So, let’s seize the day and help this program become successful across Kentucky – our state will be that much better for our efforts.

For more information about the Kentucky Sister Library Project, visit kpla.org or contact me at april.ritchie@kentonlibrary.org.

FKL Supports the Kentucky Sister Library Project through Grants

The Friends of Kentucky Libraries voted to give 2 separate reimbursable grants of \$200 each to the libraries participating in the Sister Library Project. The deadline to file a grant application is March 10, 2012. The grants will be presented at the KPLA Banquet.

April Ritchie notified FKL that they are the first outside organization to give funding to the Kentucky Sister Library Project.

