

# Report of the Librarian Marketing Department March 2017

The community really rallied around our Adventure Walk Project. Not only did Alum-Elec Structures donate the aluminum and fabrication for the stands, but Wick-Fab powder coated them at cost, Kendallville Glass is donating half of the Lexan needed for the tops, Kendallville Do It Center is giving us a price break on supplies and Kline Builders is discounting their work to complete the process. The stands should be in place in Kendallville and Rome City early this spring – I'm shooting for end of March/early April, but I'm waiting to hear from Kendallville and Rome City Park Department officials on next steps.



The Video Marketing for Libraries webinar I've created for the Indiana State Library will be presented live on Wednesday, March 22. This follows a very successful STEAM Kits webinar done by Beth Munk, Marie Kaufmann and Leah Dresser on February 27. The webinars are done in our library, with Paula Newcom from the Indiana State Library providing support on site, with support also

from ISL employees in Indianapolis.

Spring is coming, and for me that means it's READ Donation time. I'm reformatting the fundraising letters we send out to local businesses, as well as changing up the donation options. This year, people can still donate cash or sponsor a magazine, but we're also offering the possibility of sponsoring a Cortex Kit. For instance, Shepherd's could sponsor an auto mechanic's tool kit, or Sears could give us an air compressor to loan out. This fundraiser, which is really not all that labor intensive, usually earns us about \$2500 each year in cash donations and magazine subscriptions. We're hoping that adding a Cortex Kit sponsorship will encourage others to donate who have never donated before.

I'm looking at some of my processes, to make sure we're getting the most out of our marketing avenues like the outdoor sign and Facebook. I anticipate making some changes soon to the way we use these platforms.

Everyone has also been working on Summer Reading...for me that means coming up with a logo to represent this year's theme: Build a Better World. I have concepts created, but am mulling them over before I share them with the rest of the team.