Marketing the Library to Create Sustainable Partnerships

Why Build Partnerships?

❖Increase your library's potential.

❖Increase access to resources while saving money.

❖Increase program offerings.

❖Working collaboratively opens up possibilities and enables libraries to share and conserve resources, reach new audiences, and expand services and programs.

Steps to Determine What Kind of Partners Your Library Needs

❖Identify Children's, Teens', and Adult needs that are not being met.

❖Inventory the assets your library has that can be leveraged to address the needs you identified.

❖Determine what assets would be beneficial for the partners to bring to the collaboration.

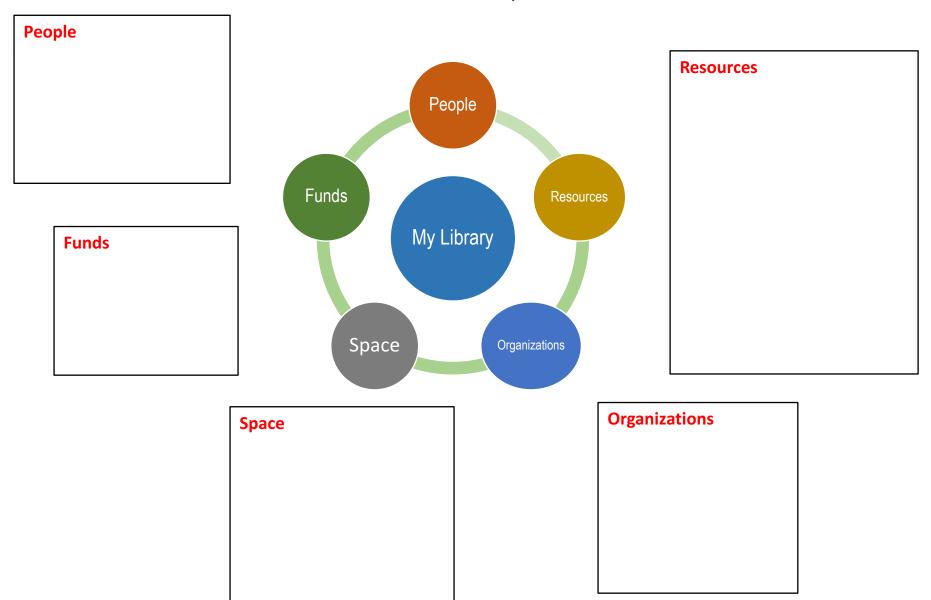❖Identify and vet potential partners within your community that have the assets you're looking for.

Step 2

❖Inventory the assets your library has that can be leveraged to address the needs you identified.

Library Asset Map Worksheet

Brainstorm a list of library assets

People

Funds

Resources

Space

Organizations

People

Funds

Resources

My Library

Space

Organizations

Library Asset Map

People
Friends of the Library
Library association members
Partners
Patrons
Staff
Trustees
Volunteers/Interns
State library staff

Funds
Donations
Endowment
Grants/awards
Operating budget
Sales/revenue

Resources
Audiobooks
Books
Computers/printers/copiers
Digital resources
Equipment
Films
Databases
Interlibrary loan
Pathfinders/handouts
Periodicals
Practice Tests
Reference materials
Special collections
State library resources

Space
Circulation desk
Display areas
Entry way
Outside
Meeting rooms
Signage
Seating areas
Study carrels/areas
Web site

Organizations
IMLS
Library consortia
Regional, state & national
library associations
State library

Step 3

❖Determine what assets would be beneficial for the partners to bring to the collaboration.

Step 4

❖Identify and vet potential partners within your community that have the assets you're looking for.

Sample Community Asset Map Worksheet

yalsa

List all of the entities you know of in your community that can help you reach and serve teens. Use this tool to help:
http://youth.gov/map-my-community

Local Economy (e.g. banks)

Institutions (e.g. community college)

Space (e.g. school auditoriums)

Organizations (e.g. Kiwanis Club)

People (e.g. retirees)

People

Local Economy

Institutions

My Community

Space

Organizations

Sample Community Asset Map

![yalsa]

This tool can help:
http://youth.gov/map-my-community

Local Economy
Banks
Business Associations
Chamber of Commerce
Credit Unions
For-profit businesses
Foundations
Merchants

Institutions
Hospitals
Not-for-profit organizations
Media/press
Museums
Schools(K-12, colleges, technical/vocational)
Social service agencies

Space
Arenas/sports facilities
Civic centers
Coffee shops
Farmers' Market
Fire hall
Houses of worship
Museums
Parks/playgrounds
Restaurants
School buildings (K-12, colleges, technical/vocational)
Theaters/auditoriums
Transit stops/facilities
Vacant land/buildings
VFW hall
YMCA/YWCA

People
Activists
Afterschool program staff
Artists
Community leaders
Parents
Retirees
Teachers/Professors
Veterans
Volunteers
Youth

Organizations
Advocacy groups
Athletic leagues
Block clubs/neighborhood groups
Charitable groups
Civic groups
Cultural groups
Disability/special needs groups
Elderly groups
Friends of the Library
Home owners' associations
Recreation groups
Religious groups
Service clubs
Social groups
Unions
Women's & men's groups
Youth groups

People
Local Economy
Institutions
My Community
Space
Organizations

Adapted from the Community Development Institute's Community Building Workbook

Creating a Partnership

❖ Make initial contact and market your library.

❖ Get to know each other.

❖ Co-develop a program or service.

❖ Nurture the relationship.

❖ Implement the Program or Service.

❖ Evaluate & Adjust or Move On.

Step 6

❖Get to know each other.

Step 7

❖Co-develop a program or service.

Step 8

❖Nurture the relationship.

Step 9

❖Implement the Program or Service.

Step 10

❖Evaluate & Adjust or Move On.

The Making of the Teen Entrepreneurial Academy

❖Determining a need of teens in the Glen Head community.

❖Learning about the Empowerment Academy from a peer at another library.

❖Pitching the Entrepreneurial Academy to the library director.

❖Meeting with peers from other libraries to hash out details.

❖Approaching the Glen Head Glenwood Business Association.

❖Building the Academy.

❖Implementing the Academy.

Finding Funding Partners

❖ In-kind Donations

❖ Work with the Friends of the Library (FOL)

❖ Crowdsourced Funding

❖ Apply for Small, Local Grants

❖ Engage local businesses

Developing Financial Support for the Adult Summer Reading Program

❖Creating a donation request letter.

❖Using library programs to develop interest in potential funding partners

❖Establishing a relationship with local businesses

❖The importance of follow up

❖Recognizing funders' contributions

❖Showing that recognition when returning for another round of funding requests

Acknowledgements and Contact Information

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