

Southern California Library Literacy Network

Promoting Your Library-Based
Literacy Program
Inside and Out

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Do You Really Want to do
Internal Public Relations?

Do internal PR campaigns
make a difference?

Can they backfire?

True or False?

Formal internal PR only
affects the really uninformed.

Challenges We Recently Discussed

What we learned at CLA (2005) in Pasadena...

- *Program coordinators are overwhelmed by their workload
- *Library personnel is under-educated about what it takes to operate a literacy program
- *Literacy personnel have expertise and special talents that are over-utilized
- *Literacy people have a hard time saying "No!"
- *There is a library culture and tradition that affects literacy

We Can Make Change Happen

- *Literacy people can improve communications and relationships with other library personnel
- *Literacy people can do more to engage librarians in literacy efforts

Managing Complex Change

- Vision
- Incentive
- Resources
- Skills
- Plan

The Same Old Problems

- *relationship building
- *communication/education
- *resource issues
- *incentives and mutual benefits

True or False?

“Library trustees are in a prime position to advocate for library-sponsored literacy programs.”

Which Came First?

There may be a huge need for literacy services in your community, but no public library is going to abandon other services for literacy.

Internal Public Relations at the Roots

Make changes with no additional money.

Find ways to revise how the library serves the community.

Demonstrate to library staff how you and your services help them.

One idea each for engaging...

*The Mayor

*The Library Director

*The Library Staff

*Patrons

An Internal Public Relations Activity

Set up stations of literacy activity in the library.

Divide the library staff into groups.

Tell the groups to move to next stations.

At each station, staff will observe a small-group reading together, one-to-one pairs working on phonics and on specific goals, and small-group writing.

Encourage staff to talk to learners and tutors as they move around.

One idea each for engaging...

- *The local newspaper
- *The supermarket
- *A service club
- *Your next door neighbor

Working in Circles

Your Social Network
Inner Circles: Yours and Theirs

It's Who You Know!

People contribute to people...
...not to causes

Volunteer Recruitment

- *Tutor Testimonials
- *Changing Your Life
- *Changing Someone Else's Life
- *Promoting Your Waiting List
- *Volunteer Recruitment Contest

A Key to Successful Partnerships

Frequent
Communications

Marketing Tips

- Hand write a thank-you note to a prospect or customer
- Write an article to pitch to your local business organization
- Call a newspaper and ask who the feature editor is for your cause
- Compose an e-mail promotional letter

Marketing Tips II

- Get contact information from media outlets
- Invite a customer/prospect to your office for coffee or to discuss new ideas
- Recognize a special prospect or customer
- Post new information on your website

Marketing Tips III

- Plan your networking calendar for the week
- Develop a series of survey questions
- Call to follow up with networking contacts
- Write an article or other text for your newsletter

Al Lautenslager is the "Guerrilla Marketing" coach at Entrepreneur.com and is an award-winning marketing and PR consultant and direct-mail promotion specialist.

The Elevator Speech

Be able to tell what you do in 20 words or less

Some people!

“I Don't Believe in Philanthropy.
What's in it for me?”

The ROI of Social Responsibility

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- 2/3 of Americans would be “likely to switch brands or retailers to one associated with a good cause, when price and quality are equal.”
 - 8 in 10 Americans have a more positive image of companies that support a cause.

The 1999 Cone Cause-related Trends report

What Do You Want?

The \$200,000 Question

Get Adopted!

Who's your Champion?

Making the Most of Human Resources

Ambassadorship Roles

Think Ahead!

"Make friends before you need them."

-Lyndon B. Johnson
