

Welcome to the 2011 North Carolina's Smartest Card Campaign!

It's time to start gearing up for the **Smartest Card Get it. Use it. @ your library** campaign. A photo shoot has been done with Beaux Foy, our state spokesperson, and the photo will be used for a promotional 11 x 14 poster. A video was recorded with Beaux and is posted on the State Library web site. Here is the you tube link. Please post on your web site.

<http://www.youtube.com/watch?v=3xQ8ylx5rpI>

We are broadening the campaign and not just limiting to September, so feel free to extend your promotions throughout the year. Beaux Foy is willing to work with us for an extended time period.

Last year we did a webinar focusing on North Carolina's smartest card campaign. If you'd like to watch the archives here's the link.

<https://sas.illuminate.com/p.jnlp?psid=2010-08-24.1120.M.025E2EF02EE18FEBA59A57DA84E1DF.vcr&sid=voffice>

So here are some things you can do.

1. Start talking to your staff about the campaign
 - a. Included in this email is a list of promotional ideas – many developed from public libraries across North Carolina. Please use whatever works for your library.
 - b. Remember try and get the frontline staff involved. They are a key component to an effective campaign.
2. Beaux Foy attracts young adults, teens and tweens – you might want to consider some special promotions for signing up this target group as new borrowers.
3. Realizing most of you plan events months ahead of time maybe instead of planning new events for the campaign tie the campaign to events you've already planned! For example:
 - a. Author series – have visiting author talk about his/her first library card
 - b. Book Sales – set up a table and register people for a library card when they attend the sale.
 - c. Teen programs – ask each teen to bring a friend to the program and have them register him/her for a library card
 - d. Children's storyhours – ask kids to share how they use their library card – make a big poster and include their ideas – call the newspaper this would be a great photo op.
4. News releases will be written and distributed throughout the state beginning in August. Each participating library will receive copies and encouraged to connect with their local media. Beaux is scheduled for a news conference on Monday, August 22 at the McGirt-Horton Branch in Greensboro.
5. Beaux's creative team has designed a campaign poster. It's great! Right now we are working on locating sponsors to help defray the costs of printing. The plan is to have posters for all libraries. I'll keep you posted on this.

Internal Staff

- If your library staff posts to the library's facebook page have them talk about library card sign up. Perhaps each week highlight a different program or service at your library.
- Encourage staff to make colorful displays about the library card sign up campaign. This can be in places besides your library – a mall display, storefront, sports events, etc.
- If you have any teen volunteers involved in your summer reading program get them involved in the campaign. Perhaps have a special designated time for teens to sign up for a library card – have other teens there to give them a tour of the library or have a special program for them.
- Ask staff to ask their favorite library patron if they would be willing to write a testimonial about how they use their library card. Once they write the testimonials make sure you share these with community leaders, newspapers, in your newsletters, on your web site, etc.
- Provide a talking point sheet that staff can use if someone asks them about the campaign.
- Involve your Friends of the Library – ask them to pitch the campaign at their events. . Perhaps if they have an author program ask the author to say a few words.
- Challenge your Library Board of Trustees to get involved – ask them to invite at least two people to sign up for a library card, encourage the trustee to bring the new borrower personally to the library and offer a tour.
- Use incentives to encourage staff to be involved in the campaign. For example the branch with the highest number of new borrowers each week gets a pizza party; frontline staff that register the largest number of new borrowers gets recognized in the library newsletter.

External Audience

- Feature articles on the library's website.
- Promote the discount at the North Carolina zoo **THIS IS NOT CONFIRMED YET – WATCH FOR DETAILS SOON!**
- Incorporate the logo into promotional materials. *You can get copies of the smartest card logo at <http://www.ala.org/ala/conferencesevents/celebrationweeks/card/index.cfm>*
- *We are still using last years logo on materials. It prints better and isn't dated. We hope to continue working with Beaux throughout the year. At the end of this document is the original logo, feel free to copy and use this if you prefer.*
- The smartest card posters will be disseminated to some area schools. Contact your local school to see if they want to partner on a program. Since Beaux is our spokesperson we are

focusing on the teens, tweens and young adults. This would be better to do later in the Fall, we are still making all the connections.

- Provide discount certificates to Friends book sale for anyone who registers for a new card.
- At one of your teen programs play the video of Beaux and then have the kids make their own videos about libraries
- Have teens, tweens talk about how they use their library and what creativity it inspires. They can post these thoughts on the youtube video. <http://www.youtube.com/watch?v=3xQ8ylx5rpI>
- Register people for library cards at different community events.
- If you have community groups meeting in your library, ask if you can make a short presentation about the campaign.
- Share the Smartest Card video of Beaux with your local media
- Make a bulletin board with pictures of everyone who has gotten a card during the month.
- Set a goal for how many new borrowers you'd like. Make some type of graphic (barometer, chart, etc) and color it in as you progress.
- Make a bulletin board highlighting all the services one can access with their library card.
- Host a writing contest for either/or kids or adults. Ask them to write why their library card is the smartest card. Look for a sponsor for the contest. Encourage the newspaper to print the winning entries.
- Contact PTA's to see if you can make a presentation at a meeting. Share with parents how the library supports their child's education.
- If many of your library users come in to just use the Internet make sure they have library cards. Post promotional items near and around the Internet stations.

