



MFOL NEWS

Massachusetts Friends of Libraries

VOLUME 19, No. 2, August 2009



A Word from the President:

Though this summer has been gray and misty I am hoping this autumn will bring sun and a bright colorful New England fall. Our joint conference Your Library: Key to Economic Recovery for friends and trustees will be held November 14, 2009 at the Worcester Public Library. Our focus this year is on economic recovery with programs on grant seeking, how libraries are handling an increase in use with the current economy and a basic presentation on state aid. Please be prepared to bring ideas on perks and benefits your library offers as simple ways to

encourage people to join your friends group. This will be an open forum with everyone participating. I am sure there are many ideas that will help all of our groups.

A reminder to check the address on this newsletter which includes your expiration year. Maintaining your membership makes sure you are included in all the news and helps us continue to provide workshops that allow us to hear presentations on best practices and to share information and good ideas from libraries across the state.

Have a peaceful rest of the summer and we will see you in the fall.

Alice M. Welch,
President MFOL

***SAVE THE DATE - NOVEMBER 14, 2009
ANNUAL MFLA - MLTA CONFERENCE
At Worcester Public Library***

Welcome to the newest member of the Board —Stacie L. Whittier

We are delighted to have Stacie on board (pun intended) and want to share with you a few facts she sent about her background.

I graduated from Arlington High School in 2001 and went to Middlesex Community College majoring in Early Childhood the first year and Liberal Arts the second year. I received training at Rocky Mountain Lions Eye Bank in Aurora, Colorado. While in Colorado I observed a corneal excision as well as an Enucleation. Employed five years by Krolman Corporation in Boston as General

Manager, we sell instrumentation to harvest human organs for transplants as well as several reagents used in the transplant process.

I joined the Wakefield Lions Club a little over a year ago because I visited a local Lions club with my host from Colorado and learned what they do. I was recently elected as secretary of the Wakefield Lions Club and appointed as a director of the Lions District 33N Sight and Hearing Fund, Inc.

The Wakefield Lions bring Santa Claus to the Wakefield common for ten days in December and I enjoy taking photos of children sitting on Santa's knee and reading their wish lists to Santa. I collect used eyeglasses and hearing aids for the club which we drop them off at Lens Crafters and they in turn ship them to recycling centers and then to third world countries to be fitted to people that cannot afford eyeglasses and hearing aids. We also collect used cell phones that are shipped to soldiers. The phones are charged and programmed for one hour and shipped overseas so the soldiers can call home. The fourth of July I, with the Wakefield Lions marched in the Wakefield Fourth of July parade, which is the largest Fourth of July parade in Massachusetts. We also had our District Eyemobile, which has stations that screens visual acuity, pulse, blood pressure, puff test for glaucoma, takes a photo of the eye, and performs hearing screenings. We also had a convertible promoting Santa Claus and Miss Merry Christmas. We will also sponsor a blood drive through the American Red Cross in July.



I have two dogs, Lily and Frank. Both are rescues from the Northeast Animal Shelter in Salem MA. Frank is a Sato from Puerto Rico while Lily is a Black Lab mix from Virginia. I have helped at some local events sponsored by Pets in Need, located in Dracut, Ma. I am an avid reader and was proud to be asked to be a director of the Massachusetts Friends of Libraries.

**Mark your calendars—Friends Sharing with Friends Conference—
September 26—see article on page 4**

This spring the Massachusetts Board of Library Commissioners held two financially focused workshops at the Sargent Memorial Library in Boxborough. For those unfortunate enough to miss these excellent presentations, here is a brief summary of the information passed on:

Spring Workshop on Annual Giving Campaigns

At this workshop presenter Rick Blain of Richard R. Blain & Associates, LLC, said he had one thing that he wanted to be sure everyone remembered:

PGTFFP – *People Give to People for People* (not to organizations)

The workshop, full of detailed information on exactly how to create and implement an annual appeal, began with the heartening information that even in troubled times, charitable giving has been maintained. Looking at the breakdown of where contributions come from, he emphasized that nearly 80% of donations are from individuals which means that – while not neglecting foundations and corporations – libraries should focus on requesting donations from individuals in their communities.

And because **PGTFFP** he talked about how to select potential donors and establish relationships with them, building a cycle of introduction, information, education, and involvement before making the solicitation. Once the donation has been received you need to give recognition and then go back to step 2 – information – and repeat the cycle on a regular basis. The one thing you don't want your donors to be able to say is "I only hear from them when they want money." He talked about a variety of solicitation methods including one-on-one, group meetings, telephone calls, direct mail and electronic fund raising. Regardless of the medium used, appeals should be personalized as much as possible and they should focus on

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Spring Workshop on Capital Campaigns

The second spring workshop sponsored by the Massachusetts Board of Library Commissions was a detailed look at how to structure and implement a capital campaign presented by Joseph (Jay) Caporale, CFRE, President and COO of Ruotolo Associates, Inc. Held at the Sargent Memorial Library in Boxborough, the outstanding session was enthusiastically received by a full house. Jay began with some of the history and statistics of philanthropic giving in the U.S., highlighting that giving to libraries is "statistically inconsequential". He suggested that given current budget outlooks, it is most critical that libraries seriously address philanthropic giving or as he put it – *do something now*.

Beginning with the five pedestals for a successful campaign, he guided the audience through the campaign process. The pedestals that allow you to have a successful campaign are: a viable institution, a defined constituency, a case statement, a plan of action and leadership. He made it clear that leadership is the most critical element of the campaign and stressed, as he moved through the steps, that choosing your chair and co-chair is the most important decision you will make.

Strategic planning, prioritizing needs and conducting a feasibility study were discussed in detail along with the steps for getting ready for the campaign, setting your goals, creating the collateral materials, and training your campaign cabinet. The collateral material includes information on the various ways of giving, the pledge vehicle, the thank you

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the beneficiaries of your services. Because electronic fund raising is a newer approach for most people, he spent some time talking about how this might be done, including the possibility of asking for a monthly credit card contribution. On-line solicitation may be especially effective with a younger audience but Rick recommended that it be an addition to a standard mailing rather than a replacement since we aren't yet to the point where everyone lives on-line.

In looking at the complete appeal process, he presented examples of packages including a return card and a return envelope in addition to the request letter and discussed each piece in detail. The goal is to make it as easy as possible for your prospect to make a donation.

While letters are often signed by the Chair of the Board, Rick suggested that a letter from another donor or from a prominent member of the community might get better results and the choice of best signer may differ for various segments of your audience.

In looking at ways to make sure your envelope is opened, audience members had lots of suggestions ranging from unusual stationery to handwriting the address to adding a "teaser" to the front of the envelope. Once the envelope is opened, you need to grab the reader in the first few sentences, remembering that you are focusing on beneficiaries of your services, not on your needs and remembering that the initial reaction is emotional rather than intellectual.

Thanking people for their donations was a major point that Rick made several times, suggesting that in addition to the standard formal letter acknowledging a donation, an informal thank you going out a few days later can be very effective. He told about working with an organization that built a children's center that invited the children to draw pictures of the center and write thank

you on them. They sent these cards out to their donors and said they found them on office cubicles and refrigerators for months, evidence that finding an unusual way to say thank you can be very effective.

This was an excellent presentation and the very involved audience members left with some great tools to improve their fund raising efforts.

Friends Sharing with Friends Conference

The annual "Friends Sharing with Friends" conference, co-sponsored by the Massachusetts Board of Library Commissioners and the Massachusetts Friends of Libraries, is being held on Saturday, September 26, 2009 at the SpringHill Marriott Hotel at Devens Common Center. There is no charge for admission and a buffet lunch is included. Registration is at 9:30am. The programs begin at 10:00am and are followed by lunch at 1:15pm. This year's programs are currently being finalized. We are planning to include the popular Friends Potpourri session which will be conducted by the Pioneer Valley Friends of Friends group, a workshop on how to celebrate library anniversaries, and creative fundraising activities at the Wilmington Public Library. The "Friends Sharing with Friends" conference provides an excellent opportunity for members of Friends groups to meet, exchange ideas, and learn from each other.

Conference information will be sent to all public libraries and Friends of the Library groups in mid-August. Please contact Maureen Killoran or Brian Donoghue at the Massachusetts Board of Library Commissioners for further details.

Email: Maureen.Killoran@state.ma.us or Brian.Donoghue@state.ma.us
Telephone: 1-800-952-7403
(ext.:220 – Maureen Killoran, ext.:240 – Brian Donoghue)

letters, the naming and memorial opportunities, the tracking materials to account for funds and the training materials for your committee. Training materials should include clear information about your message and should provide help in talking to a prospect and in making the “ask”.

Jay walked the group through the quiet phase of the campaign when you are targeting and soliciting your major donors and through the public phase of the campaign. Throughout the presentation, he emphasized the importance of constant communication, not only of your fund raising goals but information about the work that the library is doing. He pointed out that since many libraries have not had annual fund raising appeals, they don't have people with a history of giving to them. He advocated setting up a database of your prospects to begin collecting information and suggested that once the capital campaign is completed, you should immediately begin doing annual appeals.

Because asking for money is not a comfort zone for many people, Jay spent a bit of time talking about how to begin. He suggested that members of the fund raising committee be given one or two prospective donors to start rather than a long list and that the first “ask” be one where there is a high likelihood of success. He was most emphatic that rather than asking for support you need to ask for an amount, acknowledging that it was difficult to know what the appropriate amount is for a specific prospect. Jay's experience is that even if you received less than you asked for, you were still likely to get more than you would have received with a non-specific request.

Ending with a Q&A session, Jay reminded everyone that libraries have a wonderful reputation in the community, that they serve everyone, and that people are often ready to give if you just ask.

Friends On-Line

Lots of Libraries and Friends groups are taking advantage of the resources provided on-line. Here are notes from a few of these.

The Friends of the Wilmington Library are proud to be the first friends of the Library group in Massachusetts—and one of the first in the entire country—to be on Twitter. Updated daily with the latest Friends news, it provides news to its patrons on ways the Library can serve them. You can follow them at www.twitter.com/wmlfriends.

The Agawam Public Library now allows patrons to pay their library fines (minimum \$5.00) on-line using their credit cards. They can also receive on-line credit card donations.

The Friends of the Leominster Public Library began issuing their newsletter in both a printed and an on-line format with their March-April issue. They are working to collect e-mail addresses from their members and hope to save printing and postage costs.

The Leominster Public Library has joined libraries in over one hundred communities in Massachusetts that offer their adult and teen summer reading program entrants the opportunity to participate online through ReadsinMa.org. Participants in the program can record their reading on-line and are able to post reviews on the website.

And computer based—
if not on-line —

Friends of the **Weston Library** are funding a Nintendo Wii system complete with Wii Fit, Guitar Hero, Dance Dance Revolution and other games.



What's Happening with Friends Around the State?

Friends of the **Maynard Library** held a volunteer recognition fair in conjunction with National Volunteer Week in April. Representatives from 20 organizations in town came to display information about their groups and to recruit volunteers. The evening included music, refreshments and door prizes donated by merchants in town.

Friends of the **Goodnow Library** in Sudbury sponsored a Billy Wilder film festival in July. Patrons were invited to enjoy Double Indemnity, Sunset Boulevard, Some Like it Hot and One Two Three.

Friends of the **Concord Library** have concluded a successful Music From the Library program, a series of free Saturday evening concerts. This year's series offered four concerts beginning in June and included Gyorgy Kurtag's Kafka Fragments, Music



Photo by Karen Ahearn

from the Arab World, Music of Robert and Clara Schumann, and horn trios by Johannes

Brahms and Yehudi Wyner. Their next series (reservations required) is already planned and will include Slowind, a wind quartet, Eliot Fish on guitar, the Genzinger Quartet and Geoffrey Burleson on piano.

Friends of the **Berlin Library** have been working with the staff on a facelift for the library that includes a new circulation desk, new carpeting and a more convenient layout. Work is continuing on adding comfortable seating and re-doing the landscaping.

Friends of the **Stoneham Library** now offer as a benefit to members of the Friends the opportunity to join The Stoneham Municipal Employees Federal Credit Union.

Friends of the **Eldridge Public Library** in Chatham sponsor two semesters of a winter/spring learning series. The series includes a wide range of classes including So You Want To Be a Poet, Great Decisions—Foreign Policy Discussions and The Sea and The Cape.

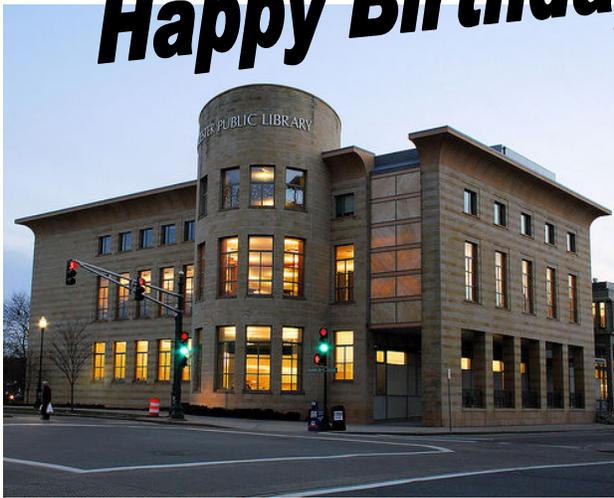
The Friends of **The Peabody Institute Library** in Danvers sponsored a networking group for job seekers. Beginning in March and continuing through May, it offered guest speakers and exercises to sharpen and learn job skills.

Has your Friends Group done an unusual or especially successful program or activity? Please share it with us. You can send copies of your newsletters or a brief description of your activity to Dottie MacKeen at 3 Country Lane, Maynard, MA 01754 or—better yet—just send an on-line version to mfolnews@gmail.com.

The Friends of the **Swansea Public Library** had a very successful Plant Sale and Raffle in May. This annual event is anticipated each year by the local community and with the help of many local gardeners is a wonderful way to spend a Spring morning. The Annual June Book and Bake sale was also well attended by book lovers of all ages. The Friends are planning an Arts and Crafts festival in November. Check out the website at www.swansealibrary.org for upcoming events.

The Friends of the **Acushnet Public Library** will be holding a Book Sale on Saturday, September 12th from 9 AM-1 PM. Books are sold at \$5 per bag. Preview night for Friends is Friday, the 11th from 6-8 PM. For more information visit . www.sailsinc.org/acushnet/

Happy Birthday Dear Worcester



The Worcester Public Library, the second largest public library in Massachusetts, is celebrating its 150th anniversary this year. The Friends of the Library have sponsored several celebratory programs including a “conversation” between Dr. John Green, the Library’s founder, and Penny Johnson, former head librarian at a birthday party in April. The party also featured a 19th century magician presenting an historical magic show. Approximately 100 people attended an afternoon tea at the Frances Perkins branch library and enjoyed a visit from Frances Perkins. An end of the summer party is

planned for the Great Brook Valley branch and a big celebration in November at the main library to end the year of celebration.

Testimonial to WPL

The following article was written by Lisa Careau, the Director of the Merriam-Gilbert Public Library in West Brookfield (MA) for the August issue of the Library’s monthly newsletter. The article was written to illustrate to the West Brookfield community, a rural town of 3,000 residents, how their library services are augmented and enhanced by the wealth of services offered by the Worcester Public Library, the 2nd largest public library in New England:

Consider This...

Boston Public Library (BPL) is the largest public library in our State, and Massachusetts General Law (Ch. 78, Sec. 19C, Par. 4) identifies it as the Library of Last Recourse. The purpose of the Library of Last Recourse, according to the Mass. Board of Library Commissioners, “is to provide access for all residents of the Commonwealth to the resources of a public research library by supporting the development and maintenance of the Boston Public Library’s research collections.” For library patrons, this means, for example, that BPL’s massive collection is available as a lending resource when attempts to locate an item elsewhere have proven unsuccessful.

Worcester Public Library (WPL) is the 2nd largest public library in Massachusetts, and although it is not given an official status analogous to the BPL, it maintains some truly remarkable holdings, boasting the largest youth collection in central Massachusetts.

Furthermore, it hosts a superlative web site (<http://www.worcpublib.org/>) that is a must-see for library patrons. WPL allows C/WMARS patrons to reserve and borrow any of its dozen museum passes. Simply stop by the WPL to pick up your requested pass on your way to the venue. Also, the web site offers a unique reference service aptly named “Ask a Librarian”, where you can find answers to your questions through a variety of options (MassAnswers, a live “chat” format offered 24/7 was utilized in formulating this article).

If you’re interested in local history or genealogy, visit WPL and access its significant holdings and numerous electronic databases that are available at the Library or online from home (you may request a special barcode at WPL, which permits home access) to further pique your curiosity and satisfy your quest for information, whether it be recent history or an inquiry into the distant past.

The WPL is a tremendous resource that can greatly augment the Merriam-Gilbert Public Library: Library Staff can interface professionally with its many features and benefits, and patrons can expand their integral library experience by virtue of their C/WMARS card. Whether visiting the WPL’s web site or the Library itself, there are special and unique offerings available to you, free of charge. In essence, WPL is our Library of Last Recourse, out here in our far corner of central Massachusetts. It’s a lot easier to get to than the BPL, and just as outstanding in its own right.

Lisa Careau

**Massachusetts Friends of Libraries
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← *Your Expiration Year*

SAVE THE DATE - NOVEMBER 14, 2009

ANNUAL MFLA - MLTA CONFERENCE

At Worcester Public Library

ADDRESS CORRECTION REQUESTED

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