



# MFOL NEWS

## MASSACHUSETTS FRIENDS OF LIBRARIES

Spring 2012, Volume 22, No. 1

### MFOL Initiates New Friends Award Program

This year MFOL will initiate a new awards program for member groups. The first-ever "Fantastic Friends Award" will be presented at the annual MLTA/MFOL joint conference to be held in October.

In a nutshell, any library friends group who is a current member of MFOL can be nominated (either by their Library Director, the Board of Trustees or self-nomination) for the honor and becomes eligible for a commemorative plaque, a cash award of \$300, and free registration for 2 at our annual joint conference, where the award will be presented. The affiliate library of the winning group will also receive a cash award of \$200. A review committee made up of MFOL board members will judge nominations based on the following criteria:

- \*the impact of the friends group's activity or activities on the library's ability to better serve its community
- \*the degree of creativity involved in the activity or activities
- \*the cost effectiveness of the activity or activities
- \*the extent of community involvement

A letter explaining the new program will be sent to Library Directors of each affiliate library in May/June with a nomination deadline of September 1<sup>st</sup>, 2012.

Further questions may be directed to Donna Forand at 508-995-9272 or email to [rpforand@yahoo.com](mailto:rpforand@yahoo.com)

### Book sales remain an important funding source for many libraries and several of them are trying new ways to increase their revenue

New and exciting happenings are going on at the **Thomas Crane Public Library in Quincy, MA.** They opened our own Used Bookstore. The store is open on Saturdays from 10:00 a.m. to 4:00p.m. The store is operated by Friends and all proceeds go to the library. A Preservation Grant from the City of Quincy allowed them to transform an empty space into a beautiful facility. This has been a work in progress for about 4 years. A bookstore committee was formed. A very dedicated, diligent, and hard working group of Friends researched and visited used bookstores in the libraries in nearby communities. The bookstore committee worked hard, met frequently, and created and implemented a plan. The *Crane Library Used Bookstore* was opened in 2011.



This past Fall, the Friends Board started a 'Used Book Nook' in an area of **Storrs Library in Longmeadow.** The space generously provided for them by Director, Karren Kappenmen, used to be part of the Reference area. As we all know on-line reference is gaining in popularity. Housed in the space are gently used, recently published, hard-back books. They also have their Friends merchandise displayed in the Nook, as well as a Keurig coffee brewing machine, sweeteners and Mini Moos. The individual coffee 'K' cups may be purchased for \$1.00 at the Circulation Desk. The staff really likes it, as do the patrons.

They are also having a Book Sale this Spring, concomitant with their Town Festival, which is called Longmeddowe Days. They have had successful Book Sales in past years, but this is the first time they will have it during Longmeddowe Days and hope it will increase traffic.

# FUND RAISING FUND RAISING FUND RAISING

Fund raising remains a major function of almost all Friends organizations and several groups have come up with some very inventive ideas.

**The Friends of Taft Public Library in Mendon** is hosting two restaurant flyer nights. These restaurants give back 20% of each guest check to their group for everyone that presents a flyer with their bill. Great success - lots of fun - easy to do!

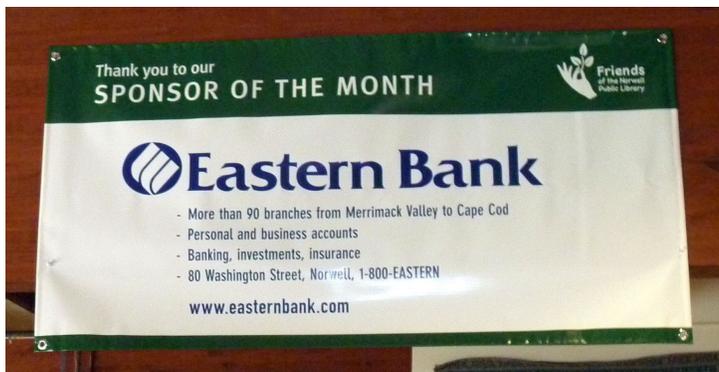
They also host an Annual Pie Sale at their Memorial Day Town Parade. This is very popular - very successful and brings in lots of donations! One year they held a pie baking contest - even more fun.

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**The Friends of the Norwell Public Library** have begun a Sponsor of the Month fundraising effort this year.

Their April 2012 donor is Eastern Bank which has a branch here in Norwell.

For a tax-deductible donation of \$500, the Friends will publicize the business as the **Norwell Public Library Sponsor of the Month** to the local media. They will hang a "Sponsor of the Month" BANNER in the Library for a month naming and thanking the sponsor, with room for a sponsor-supplied statement. (Their sponsors may have the banner to keep at the end of the month.) The Norwell Public Library hosts roughly 20,000 Library visits each month! The Friends will thank the sponsor formally on the Friends' website where the sponsor will be recognized for 12 months. Sponsor of the Month will be recognized in the Friends' newsletter which goes via email to all Friends and interested parties, including a copy to the Norwell School System "electronic backpack", with paper copies available in the Library.



**The Dover Friends of the Library** had a "Soup-er Family Fun Night" - a soup/chili-cookoff with games for the kids and a tile workshop. It was well attended by all ages - toddlers to seniors - and they'll do it again! Was a great way to build community and come together to celebrate their library.

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**The Friends of the Westwood Public Library** (Westwood, MA) is gearing up for the opening of the town's brand new library. Scheduled to open its doors in the fall, the new space is an airy, light-filled marvel. The FOL is ramping up several initiatives in conjunction with the event.

They have started a FaceBook page where members and town residents can gather to receive information, updates and sneak peeks of the beautiful new facility. They have also implemented an electronic outreach program in which their members can now receive FOL news via email.

They recently held a successful one-day "everything must go" Book Bonanza and have begun selling books online in an effort to clear out their stacks and make the move to the new library as effortless as possible.

Because the new library allows for larger gatherings, they are looking to bring back their annual meeting and hope to be one of the first groups to take advantage of the abundant meeting space in the new facility.

Finally, they are also planning several fundraising initiatives that will go hand-in-hand with the library grand opening.

*Fund raising continued on Page 7*

## SAVE THE DATE

The annual joint conference of the Massachusetts Friends of the Library and the Massachusetts Library Trustees Association is scheduled for Saturday, October 27 at the Worcester Technical High School. Planning for this is just beginning so if you have a program you would like to see presented, a problem you need help solving, or something so wonderful you think it needs to be shared, please get in touch with Alice Welch at [Alicewelch@verizon.net](mailto:Alicewelch@verizon.net) to pass it on.

*And once that money is raised, the real fun is using it to benefit your library and your community. Here are some great ideas.*

**Norwell Public Library Friends'** mission is to improve the Library services, resources, and role in the Community. The Friends fund library programs, museum passes, and equipment. They operate the Fred-the-Shed used book and media site near the Library's side door, selling donated, gently used materials. The Friends host social and fundraising events throughout the year.

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**Friends of the West Stockbridge Library** features their local artists and authors from town. They have found that in their community there are several authors and artists that many people are not aware of. Each month they have an artist display - artist's photography, paintings, ceramics, etc. When a local author from town has published a book, they have a book signing lecture where the author reads something from it but also talks about their writing process. These events bring more people to the library and also give credit to these talented individuals.

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**The Holliston Friends** purchased a Nook and Kindle for patrons and staff to "test drive". The eReaders are tethered to a table in a cozy reading area and are used for staff to help patrons learn how to download eBooks from the library and also to help patrons decide which one they may want to purchase. They are thrilled to add to their patrons' technology knowledge!



**The Friends of the Thayer Memorial Library** in Lancaster, Massachusetts, are sponsoring a weekly Lego Club on Wednesdays from 3:30 to 5:00 pm starting April 11, 2012. This is a free-play program where kids ages 5 and up can play with Legos, Knex, or Erector sets. Each week there will be a different theme, and snacks will be served.

In the Fall of 2010, the Thayer Memorial Library started a weekly adult writing group using the "Amherst Method" laid out by Pat Schneider of Amherst, MA, in her book *Writing Alone and With Others* (Oxford University Press, 2003). More than a dozen people showed up for the first meeting. Each week, participants spend 20 minutes writing on a prompt, then read their work aloud while members of the group offer supportive comments. A year and a half later, there are three weekly introductory writing groups with 5-8 members apiece; an advanced "critique" writing group with 8 members that meets monthly; and a monthly Writers' Reading Group that focuses on the craft of writing as practiced in published works of fiction. Whether it's short stories, memoirs, articles, or novels, there's a whole lot of writing going on in Lancaster!

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**The Boston Public Library** has initiated a number of activities with the Citywide Friends (CWF).

They launched a \$10,000 grant program for the branches. Each branch will be able to submit a proposal for patron-based program or branch equipment needs not covered by the library budget. The maximum grant per branch is \$1,000 but may be supplemented by local Friends' funding.

Last year the BPL rolled out the CWF-funded TixKeeper museum pass program. This is a product provided by Plymouth Rocket Corp of Plymouth, MA and allows patrons to view and reserve museum passes on-line. BPL had over 10,000 patrons access the system from mid-June through the end of 2011 with over 17,000 available passes reserved.

For their upcoming book sales in June and August, they are offering free books to any student who can find a title from their summer reading list. Summer reading list titles are usually in short supply on library shelves due to high demand.



**The Parker Hill Branch of the Boston Public Library** has its first Chinese New Celebration on February 18 with standing room only. The program included music by RTH Golden Choir, storytelling and crafts by Limin Mo, dance by RTH Children Folk Dance and calligraphy by Jefferson Lee.

with a chapter from *Townie* being printed and circulated. As Maynard is a mill town, these titles seemed especially appropriate.

Events, that began in February and will end in May, included screenings of **Russo** and **Dubus** films along with a documentary film series, a number of discussions at different venues in town, an hour on the local radio station playing stories told in song, and a concert by songwriter **Barbara Kessler**. The program continued with a month-long art show of photographs by **Joe Wallace** of abandoned mills and an artist reception. For the younger set there was a story telling tea party and an improv slam for the teens. To encourage active story telling participation, they held an open mike music challenge and a workshop using poetry as a story telling medium. In cooperation with the Maynard Historical Society a series of walks around the mill town kicked off a new walking tour program. A Friends night at the local ACME theater performing [*title of show*], a musical about creating a musical, and a town-wide potluck with MAYNARDCAN, an energy conservation group, were other events held in conjunction with town organizations.

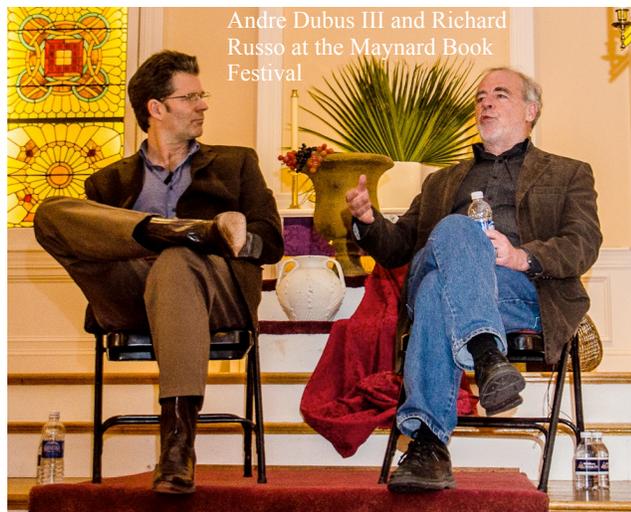


The highlight of the program was the Maynard Book Festival, held on March 31. It began with writing workshops for children and adults conducted by children's author **Julie Berry** and columnist **Terry Marotta**. The day continued with an author panel moderated by **Tracy Winn**, author of *Mrs. Somebody* and featuring **Jane Brox**, author of several books about the Merrimack Valley area, **Roland Merullo**, author of both memoirs and novels, and **Margot Livesey**, whose latest title *The Flight of Gemma Hardy*, combines the theme from *Jane Eyre* with her own experiences in a Scottish boarding school. The festival ended with appearances by **Richard Russo** and **Andre Dubus III** at a discussion moderated by

**Rob Mitchell**, the founder of the Concord Festival of Authors, and an opportunity to join some of the authors for dinner at a local restaurant.

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This spring the **Friends of the Maynard Library**, working with the Trustees of the Library and a grant administered by the Massachusetts Board of Library Commissioners, held their third One Book Program entitled Maynard Reads Together - The Stories We Tell. They chose two books - one fiction and one memoir - as the major focus of the program. **Richard Russo's** Pulitzer prize winning novel *Empire Falls* and **Andre Dubus III's** memoir *Townie* were read by many people in town,



This was an extremely successful program, bringing many people to the library who had not been before as well as offering a wide-range of activities for their regular patrons.

**The Friends of the Newburyport Public Library** joined other libraries in designating February as “Love Your Library” month. They posted replies from their patrons to the question “Why do you love your library?” and offered special surprises on February 14.

They have instituted a self-check system which has proved popular with their patrons and their regular programming includes Wednesdays @ NPL which offers a wide range of programs and activities, the Book Club @ NPL and the Film Club @ NPL. Their hard copy newsletter is also online at [WWW.NEWBURYPORTPL.ORG](http://WWW.NEWBURYPORTPL.ORG)

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Sometimes a great idea is buried inside an article on an entirely different subject. In talking about their new fund raising idea - the Sponsor of the Month - the **Norwell Friends** mention that they send their newsletters to the schools for an inclusion in the electronic back pack. What a terrific way to expand your reach into the community at no cost.

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Celebrating their 25th anniversary on March 16, 2012, the **Friends of the Holmes Public Library in Halifax, MA** are the best friends a library could have. (*according to the Library Director*) For their celebration, the Library Staff and Trustees are spending 2012 remembering all the important contributions the Friends of the Library have made to the Library and Halifax Community. The Friends marked the move to the new Library facility in 1994, providing a beautiful display case and presiding over the opening of the Galerie Petite in the Community Room.

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**Friends of Snow Library** sponsored a One Book, One School event, in their Orleans Elementary School, using the book Masterpiece by Elise Broach. The Friends bought a book for each student. The non-readers had parents read to them. The school developed curriculum activities related to the book, such as daily Trivia games, art programs, etc. They felt that this kind of sponsorship would encourage the children to use the town library as well as the school library.

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In April the **Friends of the Concord Free Public Library** sponsored the Hans Poppel concert with Mark Feldman, violin and Sylvie Courvoisier on piano performing music of John Zorn and Original compositions and improvisations and a poetry reading by Pushcart prize winner Jill McDonough.

Recent activities of the **Friends of the Cambridge Public Library** include funding passes to museums, supporting Cambridge READS and summer reading programs for children and teens, and purchasing new materials for the children's and teen collection at the Main Library. In 2010, they sponsored author appearances, published a book celebrating libraries and reading, and organized their biennial Secret Gardens Tour.

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On May 3, the **Friends of the Winchester Library** will offer “Hottest Reads for Summer”, the second annual collaborative program with Book Ends and the College Club of Winchester with handouts for notetaking and light refreshments.

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Like many Friends groups, the Friends of the Tilton Library in Deerfield support a wide range of programs and activities at the library. Contributions include support for museum passes, the summer reading program, Monday night music, Deerfield Reads, the Friends of Western Massachusetts Regional Library System Legislative Breakfast, author talks and complimentary library coffee and tea.

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The **Friends of the Falmouth Public Library** combined their annual meeting, luncheon and election of officers with *Playing with Shakespeare* with Emmy Award winning actress **Laurie Heineman** who introduced, explained and led the Friends in a role playing version of *Hamlet*. During April, they offered four free classes to the public in their Joy of Learning series. Subjects were Movies! Movies! Movies!, Vignettes in American History, Doctor Zhivago and The Presidency - Why do we have one?



## Note from the President

Winter was mild and now that spring is here with the trees and flowers in full bloom MFOL is in full gear planning our MFOL/MLTA conference to take place on October 27, 2012 at the Worcester Technical High School. Many exciting speakers and workshops are being planned. Details will follow in our next newsletter.

I would like to welcome Vickie Kaufman, a former MBLC Commissioner and Terry Dorsey a school librarian and teacher to the MFOL executive board. April Mazza has joined us representing as the MA Board of Library Commissioners Liaison on revitalizing friends groups.

*Alice Welch*  
MFOL President

## Fundraising Trends and Effectiveness

### *What really works?*

An interesting article on fund raising by Friends groups was published in the Voice for America's Libraries, Vol 13 #2, March/April 2012. It was based on a report prepared by MLIS student Sally Neale, using data partially collected from ALTAFF's listserv for Friends of the Library groups.

The report highlighted four trends emerging in fund raising.

1. Advanced technology tools in fundraising
2. Used book sale remodeling
3. Divergent initiatives
4. Joint collaboration

The advanced technology used includes e-mail and websites, and on-line donation capabilities. The report did point out that these tools need to be used in conjunction with regular initiatives and should not supersede them.

On the changes in books sales, many groups reported consolidating their sales into one big one to save labor. As eBooks become more prevalent, additional items are being added to the book sales including DVD, calendars, book nameplates, games, maps and art. Some libraries are adding on-line selling, physical book sales rooms in the library and revising their book prices. [NOTE: a recent article in the Boston Globe explored the increase in used book stores/rooms, citing The Crane Library Bookstore, the Watertown Free Public Library bookstore that has a cafe, the Milton Public Library store that raised enough to pay for Freegal - a digital music service allowing library-goers to download MP3s for free - and the Book Store Next Door in Wilmington that helped fund the makeover of the library.]

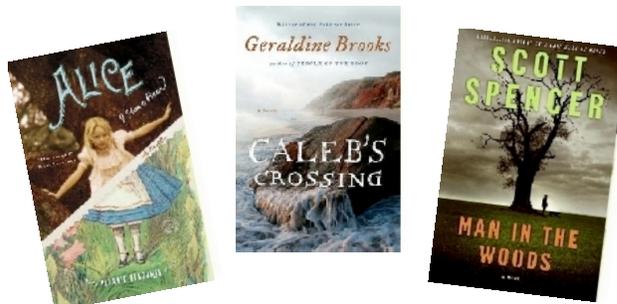
The divergent initiatives addressed the need for providing more opportunities for fund raising and included book/author events, special programs and lectures and classes.

Joint collaboration initiatives looked at the problem of time and man power limitations and provided an opportunity to expand the group's reach by working with other community organizations.

The conclusion reached by the report was that "determining the one, best fundraising method is not perhaps as important as allowing for many different avenues and opportunities to better realize successful fundraising in the future."

## On-Line Help for Friends Groups

The Association of Library Trustees, Advocates, Friends and Foundations (ALTAFF) has a section on their website for Friends Groups.



It includes **Book Club Choices** which lists nearly 50 titles that have been selected as good discussion possibilities. Clicking on the cover of the book gives you a brief description.

The **Facts Sheets** section includes a wide range of articles covering issues that Friends groups grapple with from *Starting a Friends Group* to *Keeping Accounts* to *Getting and Keeping Members* to *When Friends Aren't Friendly*. These can be printed and shared with your members.

The **Friends Listserv** provides instructions for joining a discussion group that shares friends information.

The **Idea Sharing** section includes information about booksales, friends bookstores, fundraising, membership, online book selling, outreach, programs and volunteers.

**Organizational Tools** provides samples of Bylaws, Mission Statements, Model Friends Cooperative Networks, Policies, and a Sample Operating Agreement.

**State Friends Groups** lists the state level Friends of the Library organizations. MFOL is there.

Having this on-line is like having your own personal consultant to help you make the most of your group's resources and provide inventive ways to support your organization and your community. It gives you a venue to connect to other groups and to share your hard earned knowledge.

To use this excellent resource, all you have to do is log on - <http://www.ala.org/altaff/friends>

*More on Fund Raising*

**Friends of the Holmes Public Library** in Halifax held a very successful silent holiday auction. Items auctioned included art prints, gift baskets and quilts. The auction was open from Nov 25 through Dec 14. To place a bid, patrons filled out a slip and placed it in a central container. Two or three times a week members of the Friends went through the bids and updated the



Holmes Friends Book Sale - one of their many fund raising efforts

highest bid in the library and on the website. Money raised from this event, along with other friends fund raisers is used to pay for the summer reading program, refreshments for library events and adult programming.

This year they also opened a popular coffee station with coffee for the adults and hot chocolate for the kids.

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**The Friends of the Burlington Public Library** will be having their semi-annual book sale at the end of April. Friday, April 27th, 11:30 to 5:30. Saturday, April 28th, 10:15 to 4:30. Sunday, April 29, 1:15 to 3:30. In honor of Fenway's 100th their theme will be "Hit a Home Run With Books." Wear a Red Sox shirt or hat on Friday and receive a free book. Friday and Saturday: All books, CDs, DVDs \$1. Children's paperbacks two for \$1. Sunday is books by the bag: Fill a brown paper bag and pay what you think it's worth (\$3 minimum), or buy a canvas tote bag for \$10 and fill the bag for free! You can buy as many bags of books as you like.

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Paul Royka, of Royka's Appraisals, Auctions and Gallery will be providing an Antiques Appraisal Day for the **Friends of the Marlborough Library** on May 12. Attendees will be permitted to bring up to 3 items for appraisal at a fee of \$5.00 each and refreshments will be for sale. Acceptable items range from fine art to collectibles to antiques. Paul Royka is the author of several books and has appeared on several TB programs including FoxNews and Antiques Roadshow.



Paul Royka

**The Friends of the Medford Public Library** have found an easy way to raise money. They have signed up with **iGive.com**. They ask their patrons who are shopping on-line to sign on to their favorite stores through the [www.iGive.com](http://www.iGive.com) website and select the Friends of the Medford Public Library as their cause. Over 470 on-line stores participate in the iGive program and as much as 15% of the purchases made is automatically sent to the friends.

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**The Holliston Public Library Friends** have arranged affinity programs with Amazon and TD Bank. Entering the Amazon site from the friends website sends a portion of the purchase to the Friends. TD Bank donates a portion of checking and saving balances to the Friends when a patron associates their account with the bank. They provide the following sample e-mail to their patrons to let them know how to make this happen.

*Sample email:*

*"Please associate all our TD Bank accounts with the Holliston Library under the new Affinity Program which has been established to benefit the library. I understand that the balances in our account(s) are not affected and no individual account information is shared in any way with the library. Thank you for administering this valuable program. John and Jane Library Patron"*

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**The Friends of the Library** hosted "Wicket" Fun Croquet at the **Bellingham Library**. They asked members of the community to loan croquet mallets or plastic golf clubs for the event. Patrons were invited to come to the library on Sunday, April 15th between 11 am and 4 pm to play a round of croquet, \$3 per person, \$10 per family. That day The Friends also raffled a variety of gift certificates and other prizes donated by area businesses. Raffle tickets will go on sale at the library on April 1st. Ticket \$1 each, 6 for \$5.



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The Friends of the **Norfolk Public Library** are holding their big book sale - over 30,000 books - at the Norfolk Department of Public Works garage. They offer a Friends-Only Preview Sale the day before the public sale and remind everyone that Friends memberships are available at the door.

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FIRST CLASS

← Your expiration date

### Address Correction Requested

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