



MFOL NEWS

MASSACHUSETTS FRIENDS OF LIBRARIES

June 2011, Volume 21, No. 2

This issue of our newsletter is devoted to work being done by Friends members throughout the state. One of the great things about Friends groups is their willingness to share their successes and good ideas with other libraries. So - celebrate all the wonderful things Friends groups are doing and think a bit about whether you can borrow some of these great ideas and tweak them a bit to make them your own.

Friends of the Sandwich Library under the leadership of their president **Gail Ravetz** are holding their annual One Town One Book Program from April to August this year. The theme - *Memoirs - So Many Ways to Tell our Stories - So Many Stories to Tell* - opened with an Irish music concert entitled *Notes from Home* by **Robert Dunlap** and **Kathi Taylor**. They celebrated National Library Week in April with a variety of workshops and programs ranging from *Telling Our Stories through the Written Word* by **Tom Shea** and **Suzanne Stempek Shea**, a screening of a poetry documentary, visual memory workshops and a *Storytelling Concert and Workshop on the Power of Stories* with **Bill Harley**.

Their main book selection is *Growing Up* by **Russell Baker** and they had a discussion and interview with the author, a visit and talk with **Henry Winkler** on his new memoir and a story telling workshop with **Jay O'Callahan**. They will complete the program in July when they will have talks and visits by **Tommi DiPaola** (*the 26 Fairmount Ave series*) and **Linda Greenlaw** on her new memoir *Seaworthy*. Their final event will be a visit and talk in August with **Ruth Reichel** on her memoirs *For You Mom, Finally* and *Tender at the Bone*.

And lest you think that is all they are doing, other activities include a May Antique Appraisal show, working with the Trustees and the town toward a grant from MBLC for a new library, raising turtles in their Children's Department and holding summer artisan shows on their front lawn.

Last spring the **Haston Free Public Library** presented a town-wide reading program entitled, "READ! GROW! EAT! North Brookfield Reads Together", a Celebration of Local Food, Farms and Gardens. This program was made possible through a grant to the Haston Free Public Library, provided by the Institute of Museum and Library Services (IMLS) and administered by the Massachusetts Board of Library Commissioners (MBLC). The two-month-long series of community events included guest speakers, workshops, films, field trips, and more, and culminated with the May Day Festival on Saturday, May 1st, 2010.



Their goal was to raise awareness of the wonderful agricultural, food craft, and horticultural resources in their area and to support their success. The READ! GROW! EAT! series was very well received and the response to the May Day Festival far exceeded expectations. Exhibitors had space inside the library as well as on the lawns of the library and the Congregational Church just across North Main Street. They offered door prizes, donated by participants, which also attracted visitors. The North Brookfield Cultural Council conducted its annual Plant Swap and local musicians entertained the many visitors who stopped by. Check out their website for additional information and their plans to make this an annual event before Mothers' Day each year - northbrookfieldlibrary.org

FUNDRAISING IS ALWAYS A MAJOR CHALLENGE FOR FRIENDS GROUPS. HERE ARE A FEW EXAMPLES OF THINGS SOME GROUPS ARE DOING.

Friends of the Clarksburg Town Library have had auctions, birthday calendars (a lot of work but they raised \$3,000), cash calendars, bake sales, book and bake sales and a jewelry party which was successful enough that they are trying it again. They said this can be both a lot of fun and a good fund raiser and the secret is getting the right salesperson.

Freetown Library Friends added a Strawberry Festival with live music to their Father's Day book sale to provide not only a fund raiser but an old fashioned family day.

Friends of the Dover Library are sponsoring a tile project, where members of the community (teams, clubs, organizations, adults, and children) purchase a tile and paint it with their own art. The tiles will be come part of a permanent display at the entrance to the Children's Library. They are also offering a House & Garden Tour in June. The tour features three spectacular private homes and three additional magnificent private gardens. Each home has been decorated by noted floral designers and will provide guests with samples of gourmet fare from local caterers and restaurants. Now in its 26 year, the tour was the first of its kind in the area and remains the major fundraiser for the Library. All money raised from these two events directly funds Library programs and services - materials, museum passes, Mandarin Chinese classes for children, author visits, artist-of-the-month exhibitions etc.



4 year-old Hunter gets his hand painted to make his tile.

Photo by Judith

Friends of the Mashpee Library will hold their combined Annual Artisan's fair and Book Sale on August 13.

The biggest recent event for the **Friends of the Williamsbury Library** was a well attended "Swing into Spring" swing dance. They had a terrific four piece band that played Motown, Latin, and Irish ballads. The president of the Friends **Susan Farrell** even sang the Irish ballads. They had dancers on the floor from 4 to 84 years old.

In addition to their yearly book sale and an antique appraisal day, **Friends of the Agawam Public Library** also have a holiday basket raffle where area residents create baskets that are then raffled off.

One of the challenges of any Friend's organization is to keep the group's work meaningful and accessible to the community it serves. This spring **Friends of the Boyden Library** began that effort with a "mini book fair". Targeted to our "mini" patrons, their parents and caregivers, a Friends sponsored program was chosen to showcase a "mini-book sale". The Boyden library staff offers an extensive array of children's programming that is mainly paid for by the Friends. They picked an event and with the promotion of that event, and registration

for that event, we announced that there would be a book sale following the program. They set out over 200 childrens' books on large flat tables and charged \$1 each. This was successful in a number of ways. Not having to make change was a huge time saver and the hunt for a beautiful hard cover book for a dollar or a beloved small book made it fun to rustle through the piles. As this was held after a children's program, speed and efficiency became essential. They sold over 90 books in less than an hour, and the rest were donated to a program that reaches homeless children. They had Friend's newsletters available and the posters announcing, "all books \$1" also had Friend's sponsorship information on it. It was fun and fast and gave parents the opportunity to teach some basic counting, value and purchasing skills to their children. And it also supported the Friends; wins all around!



One of the gardens on the 2011 House and Garden Tour has a spectacular water rill, as well as a series of remarkable flower and vegetable gardens.

Holliston Public Library has a wonderful partnership with Jensen-Sheehan Insurance Agency in Holliston. This local business will give a discount on insurance policies to members of the Friends.

Friends of the Maynard Library give their members the opportunity to attend the dress rehearsal of their local theater group - The ACME, thanks to the ACME's generosity. It is a nice benefit for Friends members and the fee - lower than the regular admission price - goes to the Friends.

Friends of the Mattapoisett Library raise funds through memberships, an annual used-book sale, a used-sporting goods sale, fall bulb sale and scarecrow contest, and a "gently-used" sale shelf in the library.

Friends of the Thomas Crane Public Library include a coupon for a free book at their spring book sale in their newsletter.

An annual appeal is part of the fund raising for **Friends of the Newburyport Public Library**. A donation request is sent to all Friends members as well as other residents of the community.

A Snow Ball Dinner Dance at a local restaurant with a DJ and silent auction has been an excellent fund raiser for **Friends of the Snow Library** in Orleans. This is a dressy affair with a limit of 80 people attending. A book and author luncheon at a local restaurant where authors can sell their books has also been a good fund raiser. They are planning a raffle in July to bring in some of their summer visitors. Their book sales are held for 2 hours every Saturday with four all day sales - one in each season.

Seasonal basket raffles and the sale of several versions of Page-A-Day calendars along with postcards with original art work of the library were successful fund raisers for **Friends of the East Longmeadow Library**.

Friends of the Somerville Public Library have had an upsurge of motivated volunteers and are developing a volunteer community which meets weekly to pack books and do other things necessary for their book sales. It has become a place for students and people on court probation to do their community service hours, for immigrants to practice their English while working with long time residents, and for all of them to exchange the names of good books to read. For the first time they were part of the Tufts Community Day and have a planned fundraiser with Flatbread

Pizza Co. They continue to offer books left over from their sales to local non-profits.

Friends of the Boxborough Library attribute their successful book sales to a simple process and enthusiastic members. Their sale takes place within one week from collection to having all the books gone. They invite elementary school teachers to come the afternoon before the preview sale to take books for their classrooms for free. They have their members-only preview sale on Friday night and their public sale on Saturday. At the end of the sale, they invite nonprofit groups to take books for their organizations and say the room is empty and clean within an hour.

Friends of the Georgetown Peabody Library have an annual wine-tasting event that is always well attended. It includes live music, door prizes, commemorative souvenir wine glasses and a coffee and dessert hour. They are experimenting with specialty book sales. A recent children's book sale was very successful and they are thinking about mysteries or westerns for the future.

Want to share your Friends of the Library group's news with MFOL ANYTIME? Post it on our Facebook page at www.facebook.com/mfolnews. MFOL's Facebook page is a great way to find out what your fellow Friends groups are doing relative to fundraising, membership, and advocacy!

ONCE THEY HAVE FINISHED RAISING FUNDS (as if that ever happens), FRIENDS THEN USE THAT MONEY TO ENRICH THE OFFERINGS OF THEIR LIBRARIES IN SOME VERY CREATIVE WAYS.

Friends of the Falmouth Public Library are especially proud of the Joy of Learning classes they offer to the community twice a year. These are five-week courses taught by local academics. The spring courses include: Vignettes in American History, Five Russian Satirical Plays, Movies, Movies, Movies III, Making American Foreign Policy, World War II: Europe and the Mediterranean, and American Painting in the 19th and 20th Centuries.

Friends of the Norwell Public Library, in addition to sponsoring adult and children's programs, donated a teak bench, a professional die cut machine and a digital camera to the Library. They have also offered "just for fun" activities with little effort and no fundraising that were very successful. Dinner at the Grange was a real visit into the past and a cookie exchange hosted by one of their members was a treat.

Friends of the Abington Public Library have kicked their Serving Teens and Tweens grant into high gear with a new Teen Advisory board meeting monthly and a plan for regular movie nights. They have also added a Paw Sox Pass to their museum pass collection. They have a magazine drive to obtain sponsors for 50 magazines for adults, teens and children. They held a YUPO demonstration in May in cooperation with the Abington Art Association. And for those of you not familiar with YUPO, it is a synthetic paper and the demonstration showed a variety of techniques for working with watercolor.

The Abington Friends continue their sponsorship of the summer reading program and their Book Talk series which ended this year in May with a discussion of *The Worst Hard Time* by **Timothy Egan**. Also in May, they sponsored a trip to beautiful Blithewold Mansion in Bristol, RI for an elegant tea and tour of the mansion and grounds.

Friends of the Agawam Public Library have, in their 8 years, provided equipment such as copiers, printers, a slide projector, a portable address system and furniture for both adult and children's rooms. They also provide funding for ESL classes and the Welcome Baby Book Bag. To help support area artists and bring more awareness to the library they have very successfully held both Juried Fine Art Shows and Photography shows.



Author **Stephen Puleo** chats with **Barbara Martinez** at the Holliston library author day.

Friends of the Holliston Library hold local author's days. They have hosted **Stephen Puleo**, the author of *Dark Tide: The Great Boston Molasses Flood of 1919* who will return to talk about his new book *A City So Grand*, about how Boston became a great city for history lovers.

They also had a

slide program by Franklin author **Michael Tougias** on his latest book, *Overboard: A True Bluewater Odyssey of Disaster and Survival*.

They sponsor a series called Career Cruising which allows participants to assess their interests, skills and learning styles to find appropriate careers, explore hundreds of occupation profiles, watch interviews, create resumes and search for jobs.

The photo to the left is of one of the Technology Cafes from the **Holmes (Halifax)**

Public Library's LSTA

Next Chapter "Golden Opportunities: Dream, Create, Inspire!" grant. Here, the Friends of the Library were very supportive of the suggestions of the grant's Advisory Board who wanted to give participants "bragging rights" and so a marketing and branding campaign started.

The end result is that participants are receiving beautiful and useful tools such as a black canvas Golden



Opportunities bag with a gold apple on it, as well as a matching Golden Opportunities key chain explaining to participants that the bags were funded by the Friends of the Library and the series by LSTA funds through the Massachusetts Board of Library Commissioners. Besides refreshments, participants have also received a notebook to keep all their handouts, a "Take a Byte out

of the Library” flash drives to use throughout the series, and they can look forward to receiving a beautiful Friends of the Holmes Public Library mouse pad.

Friends of the Mattapoissett Library provide museum passes and movie licenses, and fund childrens and adult programs. For Poetry Month in April the Friends bring to town renowned poets and authors, and this year supported the library's first Writing Day Away writer's workshop.

Many members participated in drafting the library's Strategic Plan for the next five years, and through careful husbanding of resources, the Friends have been able to contribute many of the furnishings for their newly renovated building.

There is also a very active Junior Friends, who range in age from fifth grade through high school. They held movie nights where they collected donations for food pantries; collected over 1200 pieces of dental supplies for a local group that helps children; assist with the book, sporting goods, and bulb sales; and help Children's Librarian Mrs. Burke with the annual lawn games and ice-cream social. Recently, Junior Friends held an introductory pizza party to recruit new members.

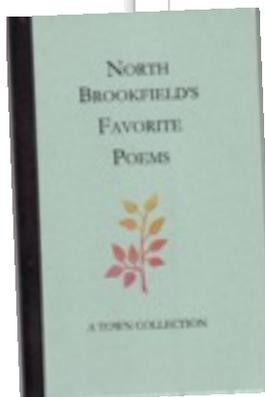
In collaboration with Library Director Susan Pizzolato, the Friends have sponsored Story Time, Chess Club, Lego Club, Job Club, Writer's Group, Council of Teen Advisors, Technology Open House, Cooks and Books with guest authors and chefs, and many more programs in the arts, crafts, sciences and literature.

Friends of the Newburyport Public Library offered several events to celebrate Earth Day in April including a screening of *An Inconvenient Truth* and the documentary film *Tapped* along with a suncatcher workshop for grownups and a discussion with special guest **Elizabeth Marcus**.

Friends of the Snow Library offer a lifetime learning series with programs ranging from poetry, music and literature to the sciences. The classes usually last 4-6 weeks, instructors are given honoriums and participants donate \$10. They also provide honoriums for the presenters of free programs on Saturday afternoons

Stay in touch with library news around the state at the MFOL Website:

<http://mla.memberlodge.org/mfol>



Funds raised by **Friends of the East**

Longmeadow Library were used this year to purchase new adult DVDs, tables, computers and software for the teen area, a college and career education area and to provide supplies for the summer reading programs.

The **Haston Free Public Library** published their second volume of favorite poems after having a public poetry reading.

Georgetown Friends of the Library regularly collaborate with the North Shore chapter of the American Association of University Women to bring popular authors to speak about their work. Muffins, coffee cake, and other goodies are always served at these "Coffee with the Authors" events.

Westhampton Library inaugurated its first writer-in-residence program with a grant from the local Arts Council. Patricia Lee Lewis announced that Celia Jeffries, who facilitates a creative writing workshop for local 6th graders at the library, was named to the residency. Plans are underway to create adult writing workshops and readings by local authors.



The young writers' group with visiting author Ellen Wittlinger, leader Celia Jeffries, and Patricia Lee Lewis meet in the historic Judd Room of the beautiful new Westhampton Public Library

Friends of the Burlington Library have a fundraiser that takes place every May. Various businesses, town departments and volunteer organizations donate baskets of various kinds - usually containing something related to their function. These baskets are artfully packaged,

arranged and displayed in the library for the month of May, and raffle tickets are sold to the public for \$1 each. Each basket has a box to collect tickets. On the last Thursday evening in May, at a festive reception with refreshments to which the public is invited, they pull tickets out of the boxes for each basket to select the winners. They raise over \$3,000 with this event, which has been held about four times. The value of each basket is a minimum of \$25, but some baskets are valued at over \$100. The most popular items are wine, chocolate, and Red Sox tickets.

program information continued on page 7

STAYING IN TOUCH WITH YOUR PATRONS

Friends of the Flint Library in Middleton are having huge success with Constant Contact, considering it a great way to communicate with their patrons, friends and the media. They find it powerful and easy to use and are pleased to be able to work with a Boston company. You can find more information about this tool at www.constantcontact.com. **Friends of the Georgetown Peabody Library** are also satisfied users of Constant Contact, sending an electronic newsletter 3 or 4 times a year. They are working on a blog for the Friends organizations in the Merrimack Valley Library Consortium.

Another goal of **Friends of the Norwell Public Library** has been to bring awareness to all members of the community of the many activities and services the Library provides. With a strong publicity program for Friends events and Library events they keep the community up-to-date and the Library visible. They use press releases to local and regional papers, have done radio spots on local radio, and use a wide variety of websites. They also e-publish a quarterly newsletter, which has been very well received. This is sent to all Friends, Library Trustees, town board members, and commercial sponsors of past and present events.

During National Friends of Libraries week in October, **Friends of the East Longmeadow Library** held a recruitment effort using a tri-fold sign that listed their objectives and had a place for new members to sign the board. They exceeded their membership goal of 350.

To provide information for their patrons, they purchased a new bulletin board and a Brightboard to place by the circulation desk to advertise upcoming events at the library.

Friends of the Boxborough Library have seen an increase in both membership and participation that they attribute to their use of their G-mail account. They use it to notify members when their membership has expired and to ask for volunteers. The Friends have a link on the Library website that allows library users to see what the Friends are doing. They also have a successful campaign that allows local businesses to support their library pass program - currently providing 19 passes. They take advantage of newsletters that go out to school parents and a town wide newsletter to "get the word out". They always have a table at the local town fair and - when they have board meetings - they keep them short, sweet and as much fun as possible. They say they have found some of these good ideas at meetings of the Massachusetts Friends of the Library and plan to continue to attend.

MFOL Membership

I'd like to take this opportunity to explain our membership renewal system. When you receive your newsletter you will notice that we have included your individual or group's expiration date - 2010, 2011 etc. Our address labels will now indicate not only the year but also the month of your expiration date. Based on this information your contact person will be sent a brightly colored Renewal Reminder postcard the month prior to your expiration date. Simply complete the card and return it with your dues to the address indicated. This will ensure your membership in MFOL is up to date and all information is current. Please include a phone number and email address. I will email a notice back to your contact person that your membership check has been received. If your contact information changes prior to your expiration date, please let me know so that we can ensure the continued delivery of your newsletters and reminder postcards. My mailing information and phone number are listed on the back of the newsletter. If you have any questions please give me a call. Thank you for your continued support of MFOL and your local library.

Donna Forand, Treasurer

Upcoming Friendly Forum on Fundraising in Wilmington

Attention Friends of the Library groups from across the Merrimack Valley Library Consortium! On Saturday, June 11, from 10 am to 1 pm, you're invited to the Wilmington Memorial Library (175 Middlesex Avenue, Wilmington) for a "Friendly Forum" to share ideas with fellow Friends board members from neighboring cities and towns.

For the first half of the forum, a representative from each Friends group will be given 5-10 minutes (depending on attendance) to discuss the ways in which their Friends group fundraises for their library. For the second half of the forum, attendees will brainstorm library fundraising ideas. The compiled list of ideas will be emailed to each attendee shortly after the forum. Time to network and coffee and pastries are also included.

This "Friendly Forum" is being moderated by Robert Hayes. Robert is a librarian at the Tewksbury Public Library; Book Store Next Door Co-Manager and Membership Chair of the Friends of the Wilmington Memorial Library; and member of the Massachusetts Friends of Libraries Board of Directors.

To register, please contact Robert at rob.hayes@live.com or 978-604-8933 (cell) with your name, your library, and your phone number or email address by Thursday, June 9. Further information will be provided to those who register.

Celebrations

A discovery of some archived materials that detailed the first meeting of the Friends, which was held on March 23, 1961 inspired **Friends**

of the Boyden Library to have a "Happy 50th Birthday Friends" party in the library. On March 23, 2011, they had a cupcake tower, sheet cake, balloons and banners, in the adult area of the library. They used the opportunity to give out membership forms and newsletters and talk about the work that the Friends do and invite people to become involved. They followed up this event with a press release with photos to the local paper. The most fun was watching the kids whisper to their parents, "can we really eat this in the library?" How is life not better with a book in one hand and a cupcake in the other?



Sue and Kathleen Collins at the 50th anniversary celebration of the Boyden

Royalston Library will be celebrating its 100th anniversary on June 18 with a parade, public speakers, games and food, an historic library tour with actors in period dress and a literary ball.

The annual meeting of **Friends of the Thomas Crane Public Library** in Quincy featured a ragtime piano sing along and their annual membership appreciation day in April offered door prizes and refreshments plus a presentation by special guest **Lisa Lamme** of the Gypsy Kitchen in downtown Quincy and author of *The Gypsy Kitchen Cookbook*.

Parties honoring major donors are held in the fall by **Friends of the Snow Library**, volunteer appreciation parties in the spring and a library staff party in December. They participate in their 4th of July parade with a decorated truck and free kids books.

Georgetown Friends of the Library was organized by **Jane Field** 50 years ago. She is the treasurer, and has continued to be one of our most active members. The Friends purchased and dedicated a bookcase with a plaque to honor Jane's contributions about 15 years ago. As one Friend says, "Her devotion to the Georgetown Library has no peer."

On **Saturday, May 14, 2011** the **Concord Library**

formally marked the reopening of the Fowler Branch Library with a ribbon cutting and morning of festivities, featuring author visits and book signings with award winning authors/illustrators **Steven Kellogg** and **Ilse Plume**.

and the great program ideas continue

Friends of the Merrimac Library will sponsor a summer reading program through the "Heifer's Read to Feed" program. Children read for a certain amount of time (to be decided by the children's Librarian) which enables them to vote for the animal or

animals they would like to send to help out a family. As the children read this summer, they will also be helping children and families around the globe lift themselves out from the grip of hunger and poverty. Heifer's program provides reading logs, stickers and certificates as well as other reading incentives that include animal cracker cards and buttons - all for free! The Friends partner with the Merrimac Library by providing the \$300 donation for our Heifer Project Program. The Friends will also sponsor a visit in July from **Wally the Green Monster** to the library. Wally will greet people, act out a story from one of his books and donate a full set of five Wally books to the library. He also brings along bookmarks / mascot photo cards to hand out.

Friends of the Thayer Memorial Library and **Nancy Hayes Clune**, Assistant Director and Adult Services Librarian at TML, are teaming up to create a brand new film program at their beloved library in Lancaster this Fall. The purpose is to enjoy a cup of tea, view a film and stay for conversation, so the program is aptly titled, **Tea and a Movie**. The complete series will highlight well-known people in history (Queen Elizabeth I, Ray Charles, Lou Gehrig, Jane Austen and more) as a means of promoting the library's complete collection of books, DVD, music and other media. The film series will begin on Thursday, September 15th at 6:30 pm in the Dexter Room of the Thayer Memorial Library with a screening of *Julie & Julia*. Oh, and tea will be provided. :) For a complete schedule, please click on the Friends link at the top of the Thayer Memorial Library's website - <http://www.thayermemoriallibrary.org/> or call 978-368-8928.

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