



# *Signature Events for Rural Libraries*



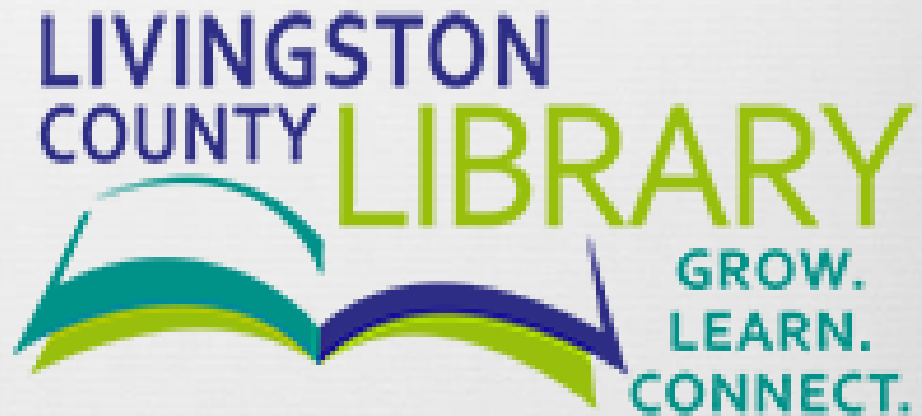
*Otherwise known as:*

*How to have Champagne Results  
on a Beer Budget!*

# *Library Information*



- ❧ Service area size: 15,000
- ❧ # of check outs last year: 30,979
- ❧ Built in 1915 as a Federal Court/Post Office
- ❧ Today's objective:  
To create a spark that  
may lead to a signature  
event of your own



# *Visual It.....*



- ❧ Patrons call as soon as the new year starts to find out what your event will be for the new year.
- ❧ At the event, patrons are already eagerly asking about the date for the next one.
- ❧ Your space is booked solid within two hours
- ❧ The event makes the paper, including pictures, and local Facebook pages of area businesses

# *What is a Signature Event?*



- ❧ Some libraries use signature events to raise funds
- ❧ We define it as something that helps give our library identity, a repeated event
- ❧ Patrons ideally look forward to these events and attend them every year





# *So, What's the Point?*



- ❧ Helps find a niche with your patrons
- ❧ Gives patrons a chance to do something out of the ordinary
- ❧ Allows patrons to socialize with each other
- ❧ Builds your bond with community members
- ❧ Make contacts within the community for future programs

# *For Example*



- ❧ Teas
- ❧ Lecture/Author Series
- ❧ New Year's Afternoon
- ❧ Big Events in Children's
- ❧ Special Needs Events
- ❧ Passive Programs







# *A Few of our Own*





# *Beer Budget Tips*



- Planning
- Budget
- Organizing
- Decorating

# *Planning Tips....*



- ❧ What is your main focus?
- ❧ Cha-Ching! What is your budget?
- ❧ Timeline on paper
  - ❧ -Last three days and day of list is key!
- ❧ Pinterest is fabulous, but know when to cut it off!
- ❧ Look to other libraries your size
- ❧ Preview speakers ahead of time, if possible

# *What's in your Wallet?*



- ❧ Networking is everything
- ❧ Check your Humanities Council or Traveling Performing Arts list
- ❧ Local colleges or business in the area
- ❧ Know your neighboring libraries
- ❧ Discount stores, thrift stores, local theater department
- ❧ Borrow, borrow, borrow
- ❧ Billing, accounts, etc. Who takes care of this?



# Organizing Tips . . . .



- ❧ Call on the staff
- ❧ Give yourself time to gather supplies
- ❧ Learn your community
- ❧ Clearly mark or keep a list of items borrowed from other people



# *Call in the Favors*



*Floral arrangements  
graciously provided by  
Chillicothe Garden Club*

# *Sign on the Dotted Line*



- ❧ Sign up required? Tickets offered?
- ❧ Time it so it is not too long, but not too short
- ❧ Know where to promote
- ❧ Phone and email is helpful
- ❧ Keep staff informed





# *Making it Pretty*



- ❧ Start as early as possible with the decorating
- ❧ Never underestimate paint and paper
- ❧ Know your staff talents
- ❧ Book the room for the day or two ahead of time, if possible
- ❧ Plunder the treasures of the library





# *Trash to Treasures*



# Champagne Results



# *Details, Details, Details*

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# *This Might be Taboo, but...*



- ❧ Consider charging for events
- ❧ Help offset cost or cost of future programs
- ❧ Have a plan
- ❧ Know your policies!



# *Be Ready For...*

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- ❧ Weather
- ❧ No Shows
- ❧ Program Stress
- ❧ Possible presenters not as planned



# *Starting Small or Going Big*



## Starting Small

- ❧ Store bought cookies and drink
- ❧ Decorations purchased at Dollar Tree
- ❧ Program created in house and done by staff
- ❧ Music played by stereo for patrons while they mingle

## Going Big

- ❧ Local caterer
- ❧ Decorations borrowed from local business and museum
- ❧ Speaker borrowed, for a small fee, from neighboring college
- ❧ Part of the program is music presented by local high school band

*You Might Be Surprised!*

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# *Top 5 Tips or How We Started*



- ❧ Connections are everything
- ❧ Share and share alike
- ❧ Look at where you are
- ❧ Dream big, spend small
- ❧ Enthusiasm can go a long way



*Make Them Regret They Missed It!*



# Contact Information



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