

Strengthening Libraries in Oklahoma through Friends of Libraries

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All the Ways to Serve

“Libraries always remind me that there are good things in this world.”

—Lauren Ward, American actress and singer

When times are bad, Americans depend even more on their community libraries for information, assistance, and entertainment. During this particular bad time of the coronavirus pandemic and subsequent economic upheaval, public libraries across the state and nation have been forced to close their doors to the public.

This lockdown and period of social distancing to mitigate the spread of a new and deadly virus has been hard for all public servants, but especially hard for library staff who have always been there for their communities when the going got tough.

Ever resilient, many Oklahoma public libraries went to work with the tools they had on hand to serve their areas. Those tools included web sites with access to digital reference resources, online magazine articles, ebooks and audio books, and even streaming movies in some communities. Libraries kept their WiFi on so community members could access the Internet in the parking lot. A pandemic in the information age means that services can still reach many of the libraries' customers.

Library staff hopped on Facebook to offer virtual storytimes, book reviews and tutorials in using digital services. The Oklahoma Department of Libraries created a Virtual Programs page to help Oklahomans find the online programs. Many of the libraries that were closed kept staff in the building to field phone calls and offer reference assistance.

Librarians participating in a Zoom meeting to discuss the Summer Reading Program noted the increase in library

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Bill Wallace Literary Landmark

Dedication on Saturday,
August 1 10:00 a.m.
Centennial Park
610 W. Texas, Chickasha

You are invited by the
Friends of the Chickasha

Public Library and FOLIO to be part of this special Literary Landmark dedication honoring the award-winning children's author Bill Wallace.

He began his professional career in Chickasha as a teacher. Wallace said, “Trying to read to a class of 25 fourth graders who aren't listening is downright MISERABLE. Finally, students asked me to tell them stories about when I was growing up. I soon ran out of those, so I decided I should make up new stories. I became a writer so I could survive my first year as a teacher.”

Wallace was born and raised in Chickasha (August 1, 1947 - January 30, 2012). He studied

FOLIO Virtual Meeting July 31

The FOLIO Annual Meeting has gone Virtual, along with the Oklahoma Library Association. Our same programs are planned. You will be able to view them all and more.

If you have not registered, go to oklibs.org. Registration is \$60. If you have already registered, you'll be receiving information on access to the meetings on Friday, July 31.

The last issue of the *FOLIO Newsletter* detailed the programs which will include:

- Early Literacy Starts Today: GO OK! (Pre-kindergarten programs in Oklahoma libraries)
- The FOLIO Awards/Author Meeting, featuring author Faith Phillips
- Fundraising Ideas That Work

You will find many other programs in which you will be interested: library services for children, advocacy, programming, and more from which to select.

From the President. .



It has been my privilege to serve this great organization as president the past two years. FOLIO will continue its great legacy of strengthening Oklahoma libraries through Friends under the very capable leadership of Wayne Hanway. Please lend your talents and skills to assist FOLIO in fulfilling its mission.

In a recent webinar the presenter quoted an unattributed leader, “nonprofit leaders have become much more aware that they need other people to help them curate the vision of the organization, i.e., to share the load of dreaming and doing. One even said, ‘I need people more than I need money.’” Spread the word about being a friend of the library. Supporting and advocating, as well as leading projects and activities, are key to successful libraries. Friends of libraries have empowering roles for us.

FOLIO wants (and needs) additional Board Members to assist with our critical mission. Board Members are empowered to select award winners, be Ambassadors, write newsletters and press releases, develop programs, and more. Would **YOU** like to be more involved? Please email incoming president Wayne Hanway (whanway8@gmail.com), expressing your interest and giving some information about yourself.

The FOLIO Board met virtually in April.

- Best Friends Awards were given to Meeker Friends of the Library and the Stilwell Public Library Friends Society. These will be featured in the summer newsletter.
- Scholarships were awarded. (See the article on p.3 for award winners.)
- Libraries are extending electronic resources, giving temporary library cards, planning and conducting virtual programs, and exploring how to reach the community segments that do not have Internet access.
- Advocacy for libraries is needed at the local level, as local governments develop their budgets for next year.
- FOLIO’s endowment campaign is planned for fall.
- Literary Landmarks to honor the contributions of Robert Conley in Cushing and Mel Tolson in Langston are planned for this fall. Watch for more information in the next newsletter and on Facebook.
- FOLIO’s membership drive is now. (Please send in your membership renewal.)
- Sharon Douthitt, FOLIO Ambassador, reported that Claremore Friends of the Library is having virtual meetings. They plan to have more frequent newsletters and include book reviews.

—Sharon Saulmon, FOLIO President

Bill Wallace Literary Landmark

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professional writing at the University of Oklahoma. He received a B.S. in Elementary Education from the Univ. of Science and Arts of Oklahoma in 1971 and a M.S. in Elementary Administration from Southwestern Okla. State University in 1974. He started teaching in 1971, and became the Principal/P.E. teacher at West Elementary in Chickasha in 1977. The school is now named the Bill Wallace Education Center. Wallace left the school system in 1988 to pursue writing. He wrote over 30 books, seven of which he wrote with his wife Carol. He has three children, Laura, Amanda, and Justin.

Wallace’s books include *A Dog Who Thought He Was Santa*, *Snot Stew*, and *Goosed*. He won many children’s book awards from across the country. In 1983 *A Dog Called Kitty* was selected by children for the Sequoyah Book Award. Wallace was honored in 2000 with the Arrell M. Gibson Lifetime Achievement Award by the Oklahoma Center for the Book.

Plan to attend this special event **on August 1**.

All the Ways to Serve

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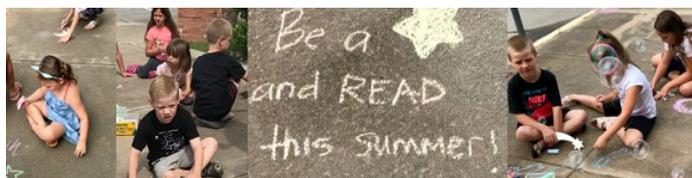
card sign-ups, as financially-strapped Oklahomans looked for reading and entertainment options.

Libraries developed plans for curbside service following the CDC recommendations to keep staff and patrons safe. When Ada Library Director Jolene Poore received city-approval for curbside pickup, she reported one of her staff members was running around in excitement as “he was so happy to get materials in people’s hands.”

While controversial for some in the library community, curbside services were advocated by many librarians in order to serve those community members who lacked access to online services. The pandemic has put America’s digital divide in the spotlight.

We miss our libraries; our libraries are also feeling loss. Phased re-openings are happening now.

Miami (OK) Public Library made national news on PBS News Hour’s website, where children’s librarian Judy Beauchamp touted the library’s online and curbside pickup services. Beauchamp shared a photo of chalk art she created on the side of the Miami library with hearts and flowers sharing the cement canvas with the words “We miss You!”



Chalk the Walk

JOIN US IN BRINGING SOME COLOR TO THE SIDEWALKS
AROUND THE LIBRARY

Scholarships

Congratulations to the following
FOLIO Support Staff Scholarship winners!



Ashley Kyle is Programs Director & Literacy Coordinator at the Donald W. Reynolds Library & Community Center in Durant.

As a public school teacher in a low-income area, Ashley saw first-hand how difficult circumstances affected children and their education success. Now working in literacy,

she sees the outcomes of dropping out of school and the need to learn to read or get their high school diplomas later in life.

Ashley says, “Libraries have become much more than just a place for books and knowledge. Libraries are now more about serving the community than anything. My goal now is to continue to provide and expand upon programs that will help the community and, in doing so, bring people into libraries where we can connect them to information. I want to give both youth and adults access to literacy and learning that works for them.”

Ashley currently manages the literacy tutoring and provides library programming for the community, especially the Health Literacy grant. She’s also received grants to establish a Code Club and Baby Lap-Sit class.

Shawna Deeds is Library Associate—Adult Programmer at the Mabel C. Fry Public Library in Yukon. Shawna has always wanted to be a librarian, serving as a summer volunteer, part-time circulation clerk and full-time for five years. She wears many hats including webmaster and uses her public relations background in writing the library newsletter and press releases.



As part of the Leaders of Tomorrow leadership council in her undergraduate work, the servant leadership curriculum instilled great values that she has applied to her service philosophy in the library.

Shawna is continually learning and has completed her public library certification through the Oklahoma Department of Libraries as well as Level I Consumer Health Certification through the Medical Library Association. As an active member of the Oklahoma Library Association, she has attended conferences and workshops, and is serving on the Communications Committee.

Shawna states, “The scholarship will help me achieve my goal of obtaining my [MLIS] degree in five years by giving me the financial boost to do so... Scholarships, such as this one, are a blessing to students in master’s programs.

Jason Little is Circulation Department Supervisor at the Martin Regional Library in the Tulsa City-County Library System. He began with the library system 11 years ago and is beginning his graduate program this fall to be open for more opportunities.



Little has a degree in Business Administration and a Graduate Certificate in Human Resource Management.

He loves working at the library. “It’s rare to have a job that you look forward to going to each day and truly makes you feel like you are making a difference in the lives of people in your community,” Jason said. He enjoys being a supervisor and training and developing staff to help them reach their potential.

Jason relates, “You never know what you are going to encounter or what type of question you get asked by a customer. Some questions are easy to answer while others are very challenging, but one thing remains the same for me, and that is that I always learn something.”

He comments that staying up with technology and assisting customers are rewarding. “I sincerely enjoy being able to help people feel more comfortable in a world that is increasingly more and more technology-driven.”

Jenica Bachman has worked at the University of Oklahoma cataloging and acquisitions for six years, which inspired her to become a librarian.



She loved “being able to find that obscure book and acquire it for the patron. I also enjoyed analyzing collections and helping our selecting librarians choose the best format for the best price that will also suit the collection and the needs of our patrons.”

Jenica has volunteered to teach library literacy classes as a small segment of a freshman course on navigating the campus. She also volunteered to assist a librarian with reference consultations for high school seniors to help them search for information for presentations and papers.

Bachman wants to work in collection development and have the opportunity to study users so that academic libraries can maximize the usefulness of the collections and save student’s money.

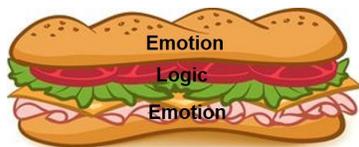
“Librarianship is important to me because I want to be able to help people. Students are our future, and I hope to be able to give them the resources they need to become successful and maybe someday change the world we live in,” Jenica said.

Virtual (or Limited Contact) Fundraising

Crucial assistance is needed this summer to help libraries reach children and families. Friends are an essential part of the library's success. We have opportunities to reach outside our normal fundraising activities to assist libraries during this challenging time.

Diversified funding sources may be awkward now, but is something Friends should be exploring. Although libraries have immediate needs now, fundraising should be planned and ongoing. Some of these ideas may be initiated quickly and some will take more planning for implementation.

In whatever fundraising you choose, be sure to tell the library story. What is the goal? What will the project do for individuals or the library? Explain why they should participate in this worthwhile cause. Connect to people's emotions and their hearts about how the library changes and transforms lives. People are driven by emotions. In developing our advocacy message we need to start and end with emotions and sandwich logic (what libraries are trying to accomplish) in the middle.



Tell the library story with specific examples. Don't just let the fundraiser happen! Extend the great stories of Friends' activities and information about the Library to the community with press releases to newspapers and posts to social media. Share these stories with Library staff.

You may need other expertise to develop some of these ideas. Don't be afraid to ask for volunteers. People are willing to assist if they know what is needed. In fact, more people are volunteering for short-term, specific projects than long-term assignments. Write a job description and advertise for the skills and talents you need.

Identify Funding Needs and Ask – With such immediate needs, work with library staff and identify the needs. Brainstorm local possibilities to fill those needs and spread the word about what is needed. Can the Friends current budget or resources be reallocated and assist with the need? Ask supporters, community leaders, and/or patrons to accomplish the objectives.

Examples of possible needs this summer:

Children's books to give away. Many children do not have books in their homes. Books for distribution with lunches or to local Little Libraries may be needed. Do the Friends have extra children's materials they can give?

Computers – Many children do not have access to computers. People may consider donating old computers to homeless shelters or women's shelters with educational software.

These fundraising ideas are just possibilities for Friends to use as seeds to develop funds for library needs. Use your own creativity. All of these can be utilized for these difficult times of social distancing.

Nonevent – “Stay Home and Read a Book Ball” - People don't have to get dressed and attend; just support the Library. Compelling emails and invitations are key to a successful nonevent. Have a goal amount in mind and a clear purpose for the funds. An email should tell why no event is planned, to provide as many funds as possible to go to the Library and what the purpose is. Be authentic and heartfelt in explaining the need. During the campaign, send follow-up emails and thank-you's to those responding.

Crowdfunding Ideas – Define your specific needs and what the goals are. GoFundMe.com is available and can be linked in social media.

Contests – Peer-to-peer fundraising can be very successful. Encourage donors to reach out to family and friends to engage a larger community in their passion for libraries. You might think of traditional fundraisers like walkathons for this. But contests are a great noncontact alternative.

The ideas for contests are pretty limitless. Friends will have to design based on your knowledge of the community. Library staff may have ideas, too. In any case, nominees would encourage people to “vote” for their submissions with money, maybe using a crowdfunding page, like gofundme or PayPal. Depending on the number of nominations, Friends may need to narrow selections. Marketing and building enthusiasm will be key.

- **Favorite book** – Have nominations, giving reasons why it should be the favorite book.
- **BookFace contest** – Have young adults (or other target group) submit photos making book covers come to life.
- **Favorite Place to Read** – Have photos submitted.
- **Most Picturesque Place** in the County Photo Contest



Develop and Sell Products Online (Limited only by your imagination—bookends, umbrellas, etc.)

Cookbook – Community cookbooks are still popular. Current cookbook printers allow recipe owners to input their own recipes, making it less time-consuming for any one person. Getting lots of people motivated on the project and giving them a deadline will make this project a success. Some printers print on demand. Meeker Friends of the Library did a cookbook in 2019.

Sell T-shirts – Create a visually interesting design and take online orders. (You could ask for community volunteers to design the t-shirt or have a t-shirt design contest.) The t-shirts may be mailed directly to the purchaser. Online t-shirt stores are available.

“Furry Friends” Calendar – Collect photographs of library staff or patrons' pets reading a book. Then print them on a calendar and offer for sale.

Virtual Bake Sale – (could be candy or cookies) These are real items, but listed virtually (enticingly photographed with luscious descriptions). Many Friends groups have very successful, sold-out Christmas or Thanksgiving bake sales. Items should be selected for easy shipping if you need it to be all-virtual. Of course, shipping charges are permitted. People are used to ordering food online now.

READ Posters – The American Library Association has made the READ poster template available. Friends could investigate selling the posters – having photos submitted and printed. Find information at ilovelibraries.org.



Nameplate in library book – This has worked for academic libraries for years and is a low-cost way to raise funds. Some people will want to honor or give a gift in memory of someone. A \$50 or \$75 gift could give a good return after the cost of the book and nameplate. Have a special bookplate designed. Bookplate-size labels are available at office supplies and could be printed on demand. Gifts and/or donors could be featured on social media. Depending on need, this could be “Buy a Shelf.”

Book Sale Alternatives

Friends have book sales, right? You have books; so here are some possibilities that will take few people and low contact.

Online – Some Friends groups list books they think will be popular as available on book sale sites. This would take a few dedicated volunteers working alone or a small group to set up the account, list, and mail. Friends of the Pima County (AZ) Library has over 13,000 titles available online from Amazon, Abe Books and EBay. See their site at www.pimafriends.com/online.

Box sales - Overwhelmed with books? Some Friends have box sales. Books are placed in boxes by genre, and the whole box is sold. No peeking. Shoppers pay one price for the whole box. Books may be boxed by a few volunteers. Well marked boxes will permit fast shopping with very limited supervision or curbside drop off. Friends of the Metropolitan (OK) Library System has this annually in September.

Non-Book Sale - Friends of the Chapel Hill Public Library (NC) had their “Virtual Book Sale” in April. They were very creative in their traditional sale alternatives. Their “Sip and Shop” became “Sip and Share,” asking Friends to share a photo of what they are reading. On their normal public book sale day, people were invited to take “shelfies,” to show off their own book shelves. Gift cards were given as prizes and donations were encouraged. “Think about what you’d normally spend at the Book Sale - \$25? \$50? More?” and contribute that to the Friends. The Sunday regular Book Bag Sale day invited everyone



to post a photo of their favorite book bag and to donate \$7 or multiples of \$7 to the Friends. A drawing was given for a bag of books selected with the winner’s interests in mind. Participants were invited to post their photos to social media.

Passive Fundraisers

Local businesses - Some of your local businesses may be in a position to assist the Friends in some way. People are motivated when they know their gifts will be matched. Businesses may be able to establish a donation matching arrangement.

Local merchant shares sales – Some restaurants or merchants will select a “slow” day for their business to encourage supporters of a cause to purchase food or products on that day with a percentage of sales going to the sponsoring nonprofit organization. “To Go” orders are welcome. The Friends of the South OKC Library has this fundraiser with two restaurants in the area. One is monthly, and one is semi-monthly.

Round up your sales – If the Friends group has merchandise (bags, t-shirts, etc.) or books for sale online, buyers may be asked to round up their purchase price to assist with library activities and projects. The Friends of the Library in Montgomery County (MD) had a month-long campaign of rounding up and raised \$1200.

Increase membership fees – Friends may assess their membership categories and increase membership fees or create new membership categories. Super Friends is a category created by the Friends of the Long Beach (CA) Library. Those who donate \$100 or more will have a bookplate placed in honor of or in memory of someone. Library staff members select and notify the Super Friend.

Solicit gifts through direct mail – Ask potential donors for gifts for a project.

Amazon Wish List – Friends of the Library in conjunction with library staff may select items to be purchased for the Library (materials or supplies) with a wish list on Amazon and supporters purchase the items, which are shipped to the Library. Friends of the Vineland (NJ) Library found this successful.

Foundation Grants – Although not a quick fix, foundations are still giving grants. (Local businesses, like Wal-Mart and Dollar Stores, have probably cut back on gifts temporarily.) Your librarian may know of foundations awarding grants targeting your area. Be sure to match Friends/Library needs with Foundation interests.

Virtual Author Event – Authors may be interested in appearing virtually at low cost to create interest in their books. You may think of logistics better than this, but Friends may sell tickets and issue online links for the virtual visit. Selling and mailing the author’s books is another possible source of income.

Online auctions – Essentially an online silent auction. Donated items would be solicited. (Find popular items that are unique and appeal to entice bidders. Think of local things that would be a great incentive to bid –

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Virtual Fundraising (cont'd)

delivered dinner or brunch from favorite restaurant or caterer, professional family photos taken outside in picturesque setting, baskets with themes [local wine and cheese, tea and cookies to enjoy while reading, camping items], computers, artwork, etc. The Friends of the Belleville (KS) Library had a Costume Jewelry Extravaganza. Online auctions usually last one to three weeks. The auction will need to be advertised and items posted online. Online auction software is available with associated costs. Lower cost options may be developed: have items posted on social media, maybe make a separate free email account for bidding and to keep bidders interested, update social media posts listing current high bidders.

Dollars for Dares – Bring your “dare” supporters out with this fundraiser. Pick a dare. Friends may have a popular volunteer who can set up a dare crowdfunding page or select a specific dare and get a group for Friends or community leaders to participate (dye hair, sit on the library roof, shave beard, read poetry in public, sing a song in public, read a book excerpt in public, wear crazy outfit around town, whatever works for your area). Participants set up a crowdfunding page, announce what they'll do if they raise a certain amount of money, then complete the dare once the money goal has been raised. You can encourage that they extend this to their social media to spread the library message.

Virtual Road Race -- Have people sign up and run on their own on a particular day. Participants are encouraged to crowdfund ahead of time and sign up pledges. Racers pay a registration fee and get a t-shirt, which may be mailed.



(This permits people from around the country to participate.) After they have gone their distance, runners report their times on the honor system and turn in their pledges. This spring you probably saw the British veteran who raised millions of dollars walking laps in his garden.

Raffles – Online raffles are a possibility. A way for people to purchase raffle tickets online should be developed. Online will take longer than traditional raffles to reach Friends goals. Find an item to be raffled (quilt, art work).

Cause Week (or Cause Month) – This will be defined by the Friends/Library's needs, raising the awareness of the need. Several fundraisers may be scheduled during the time period with a focus on the cause or goal. Action/advocacy events could be tied into the fundraising, like a letter-writing campaign or party one day and an email campaign another. Friends choose how big and how long the campaign should be and emphasize the need for change or action. The Friends of the Charleston (SC) Library conducted a month-long “media and gadget drive” to raise funds and awareness for the library.

Online petitions encourage library supporters to take action and help Friends reach their goals. Although not strictly a fundraiser, donations may be requested along with the petition. Your petition will need to have a clear action – stable funding or your particular local library issue. Organizations have found that online petitions give a jolt of energy and bring in new donors. The results have been a positive change for the library and new monies.

Take Advantage of National Campaigns

As we get caught up in immediate needs, we need to jerk our own chains and remember that we need to be thinking long term, as well. Some of the ideas below have professionally developed campaigns of which Friends can easily take advantage.

#Giving Tuesday is an online campaign for nonprofits that has traditionally had matching grants and was held at the beginning of December. This year it was moved to May 5, because of the great needs right now. The sponsors provide the professionally-developed campaign materials, marketing ideas, and social media posting suggestions. Information at www.givingtuesday.org.



#LibraryGivingDay is in April. A calendar for planning, graphics, national advertising, publicity ideas and more are available. Information at librarygivingday.org.

National Friends of the Library (FOL) Week – In late October, this week has press releases, event ideas, proclamations and other resources available as a great take-off for a possible campaign. FOLs traditionally have campaigns for membership this week. Find out more at United for Libraries: www.ala.org/united. (Both United for Libraries and FOLIO have monetary awards for activities planned during this week.)

End-of-the-year gifts to nonprofits are traditional. Planning a fundraising campaign late in the year is a balancing act to be earlier than other nonprofits in the ask and not too late. If you have a specific project, especially for children, this would be a good time to have a fundraising campaign, which will take planning and good development.

These are ideas. Please take them and make them your own to permit your Library to be the best it can be for this year and for future needs.

THE FRIENDS OF THE METROPOLITAN LIBRARY SYSTEM INVITE YOU TO

BUY THE BOX

**SATURDAY
SEPT 14
8:30AM-12:30PM**

Buy a box of presorted books, organized by genres such as romance, children, nonfiction, cookbooks, and much more.

Boxes will be pre-packed by genre and will be priced as low as \$3 per box. No Peeking!

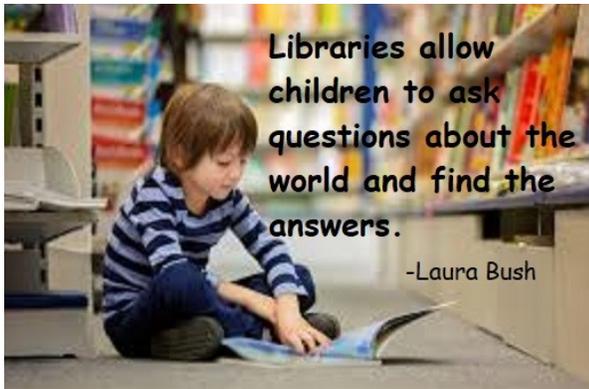
PRICES \$3 - \$25 PER BOX

FRIENDS OF THE METROPOLITAN LIBRARY SYSTEM www.mplsfriends.org

Payment by cash, check or credit card (*minimum purchase of \$20)

FRIENDS SORT SITE - 300 NE 50TH ST - OKLAHOMA CITY, OK 73105





From Library Volunteer to Library Advocate
(continued from p. 8)

need is another employee. Another suggestion is that if you have enough to occupy a full-timer, split the duties between two part-time volunteers. Sensible idea!!

What's the take-away, using generational profiles, if your group is seeking younger volunteers? Whereas the older Silent Generation (born 1926-1945) and even the Baby Boomers (born 1946-1964) might seek to volunteer out of a sense of duty or commitment to the community; younger generations must be appealed to on the basis of their concerns: building a career, raising children, or seeking self-fulfillment, among other things. Their sense of contribution might come from using job skills, benefitting children's and teen programs, or a perceived accomplishment.

To appeal to younger volunteers, Lehn suggests specific job descriptions: book repairer, computer trouble-shooter, public relations, or storyteller. The jobs will appeal to volunteers with specific skills and interests, though they may require some training, and certainly support from staff. She also has suggestions for monitoring such job activities and recognizing volunteers. Sample job descriptions and examples of volunteer programs are included.

Lehn's book will be useful, I think, in medium and larger libraries that have a variety of jobs that can be filled by volunteers. I certainly agree that the old appeal, "Come on down and we'll put you to work," may not bring younger volunteers.

In summary, this book is full of suggestions, anticipated problems, and links to other aids to address the problem of attracting and utilizing volunteers. While it certainly has an articulated master plan, I see it primarily as a useful handbook. Use it selectively; dip into it and adopt suggestions that will help your library engage your particular community.

Book Review by Dr. Bill Hagen, FOLIO Board of Directors

BE A GREAT FRIEND . . .

SHARE THIS NEWSLETTER WITH A FRIEND!!

Need Help?

Call your FOLIO Ambassador

FOLIO has Outreach Ambassadors who are ready and willing to talk or consult with your Friends' group or your officers. We want to help you be successful and strengthen your library. Let us know how we can assist you.

Ambassadors are available for each quadrant of the State.



Northeast

- Jon and Sharon Douthitt
 douthittsharon60@gmail.com

Northwest

- Karen Neurohr
 karen.neurohr@okstate.edu

Southeast

- Wayne Hanway
 whanway8@gmail.com

Southwest

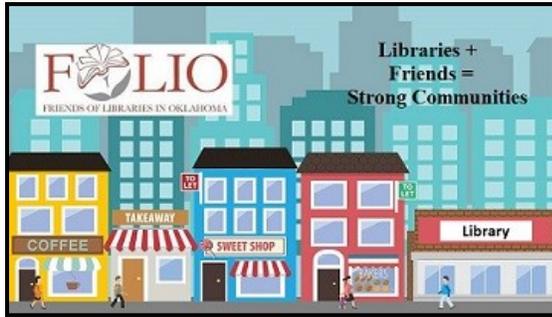
- Judy Haught
 haughtjc@gmail.com
- Carla Garrison
 cgarrison@cableone.net

Upcoming Dates

- FOLIO Virtual Annual Meeting - July 31 (Register at oklibs.org.)
- Oklahoma Library Association Virtual Conference - July 29-31 (Register at oklibs.org.)
- American Library Association Virtual Conference - June 24-26 (Register at 2020.alavirtualevent.org.)
- Library Card Sign-Up Month - September (Info at ala.org/conferencesevents/celebrationweeks/card.)
- Banned Books Week - Sept. 27 - Oct. 3 (Info at ala.org/advocacy/bbooks/banned.)
- Friends of the Library Week - Oct. 18 - 24 (Info at ala.org/united/events_conferences/folweek.)

P. O. Box 702585
 Tulsa, OK 74170

Return Service Requested



Kids Need Books

Reading is so important! Children who do not read in the summer decline in reading ability. This effect becomes more pronounced as students get older.

Friends, librarians and teachers are very concerned with children's and youth's access to books this summer. Many kids do not have Internet access. The digital divide has come to the forefront - not just lack of broadband access but computer access. Many kids may not be able to get to the library this summer, as well.

What can Friends do? Talk with your librarians. Do they need books in the library or books to give away? Does the Friends' group have money that can be allocated? Do Friends have kids' books in the book sale gifts that can be given away?

Friends may contact and encourage gifts to local recreation centers, free food sites, food pantries, Little Libraries, women's shelters, homeless shelters, tribal libraries, laundromats, or any place kids may be.

Find a press release, graphic, and poster at okfriends.net for Friends to adapt for your local use. Let's get books in kids' hands this summer!

Support **Operation: Summer Reads for Kids.**

From Library Volunteer to Library Advocate

Carla Campbell Lehn's book *From Library Volunteer to Library Advocate: Tapping into the Power of Community Engagement* (Libraries Unlimited-paperback and ebook) suggests ways to increase membership and volunteers for Friends' groups, libraries and, by extension, other civic groups.

Lehn is a former consultant at the California State Library, specializing in programs designed to increase community support for urban and rural libraries. She seeks to help library groups meeting a common problem: The aging out of membership with a corresponding drop in younger volunteers needed to function effectively.

For her, libraries and Friends' groups have not paid enough attention to what motivates different generations - especially Generation X (born 1965-1980) and the Millennials (born 1981-2000). I'll admit some skepticism with regard to generational profiling, but acknowledge the successes in target marketing, using such profiles.

The book is replete with charts and graphs - the big data approach - to build its authority. Lehn includes some material that will seem unnecessary. Do we need a chapter on how volunteers can help?

But, one useful warning: seek only part-time volunteers. Seeking a full-time volunteer suggests that what you really

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