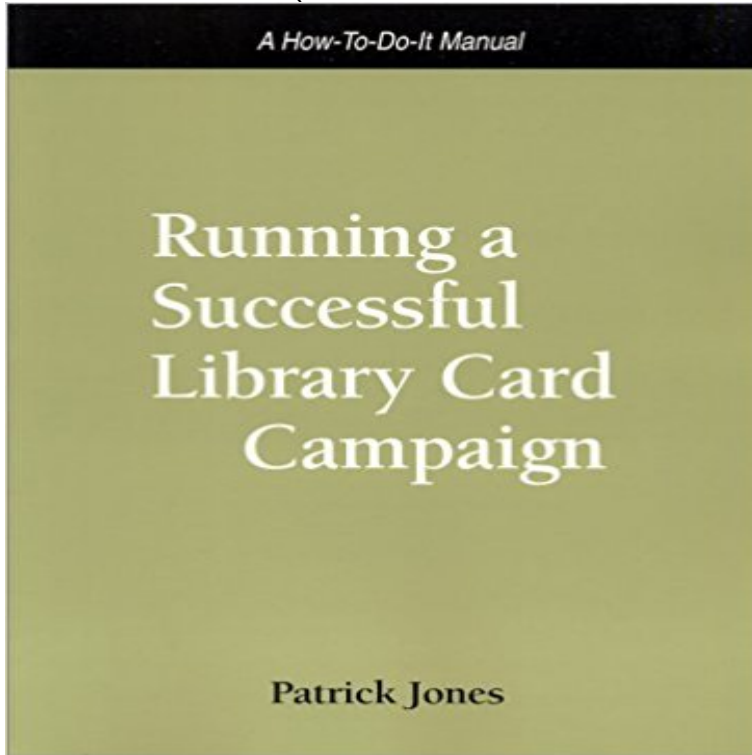


Running a Successful Library Card Campaign: A How-To-Do-It Manual for Librarians (How to Do It Manuals for Librarians)



Imagine tripling the number of people in your community who hold library cards. It can happen, and this manual shows you how. You'll want to take full advantage of the materials included, such as sample brochures, press kits, ads, handouts, strategic plans, budget outlines, meeting minutes, and more to help you jump-start your card campaign.

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The effort in this project will be to take a community development approach to putting library Sustainability is crucial to the success of such an approach. .. Often, to do this, we use consultation tools such as surveys, comment cards, polls, or focus. **Creative Cloud tutorials Learn how to use Creative Cloud** Serving Non-English Speakers in U.S. Public Libraries Tips and tools you can use from the ALA Office for Research and Statistics, Libraries reported the most successful library pro- wants the library card America Reads Spanish, a campaign created by the . There are also conversation programs run by volun-. **Marketing Your Librarys Electronic Resources: A How-To-Do-It** campaign provides additional tools and opportunities to position Libraries and librarians can help you find your way. Goals . q Information smart people run successful businesses. . a library card! Q. 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Running a Successful Library Card Campaign. New York: Neal-Schuman, 2002. : **Library Public Relations, Promotions, And** these needs is essential to a successful outreach program. (Trotta, 1993) sure to follow instructions A through E (below) for each of the organizations Why do you think that this step is important in the

planning and marketing process? There are a number of ways to conduct a communications audit: Most libraries use a. **Marketing Handouts - Nebraska Library Commission** - See what you can create with Photoshop. Watch, 3 min
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