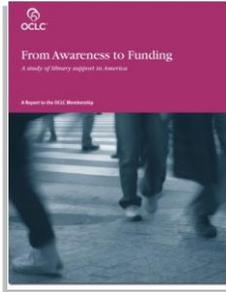## From Awareness to Funding
Theory and practice

Agenda

- The theory
- The campaign
- The pilot
- Campaign components
- Keys to success
- Today
- IN State Library Geek opportunity

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The theory

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The theory

The campaign is based on a research results from a study conducted by OCLC in 2007, and funded by the Gates Foundation that investigated the following question:

Can a large-scale library support campaign effectively increase and sustain funding for U.S. public libraries by reaching and influencing the segments of the voting population that have the most potential to become committed library supporters?

The report is available free at www.oclc.org/reports/funding

The theory

Key findings

- ✓ Most Americans are unaware of how the public library is funded.
- ✓ Elected and appointed officials are supportive of the library but most (over 70%) feel that the library has sufficient funding.
- ✓ Most people claim they would support the library at the ballot box, but fewer, just 37%, are firmly committed to it.
- ✓ Library support is unrelated to using the library. Support is an attitude.
- ✓ Perceptions of the librarian are highly related to library support; perceptions that their librarian is involved in the community, an advocate for lifelong learning and passionate for keeping the library relevant are strong indicators of library funding support.

The theory

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Key findings

- ✓ People who see the library as a transformational force in people's lives and communities are more likely to support library funding.
- ✓ Most people are unaware of the range of "transformational" programs and services that libraries provide, and see the library predominately as a source of information.
- ✓ Overall, the key to increasing funding support for the library is to change the library conversation, and the library perception, from services and information, to a conversation about how the library provides transformational opportunities for each resident and the community.

The theory

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Marketsegmentation

Super Supporters 7.1%		**Super Supporters**		
Probable Supporters 32.3%	Just for Fun	Kid-Driven	Library as Office	Look to Librarian	Greater Good
Barriers to Support 34.0%	**Financially Strapped**	**Detached**		**The Web Wins**
Nonvoters 26.6%	**ChronicNonvoters**			

The theory | *% People 18-69* |
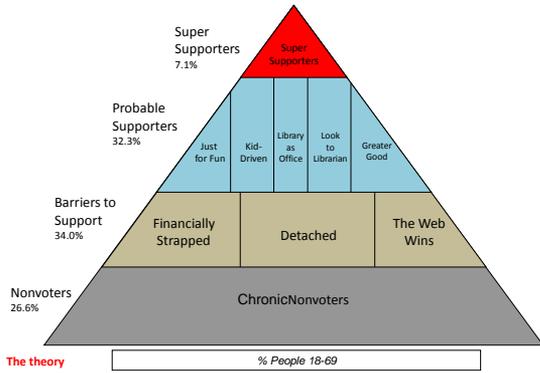
The campaign

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The campaign: goals

1. Increase awareness of library funding needs
2. Change perceptions and attitudes of Probable Supporters and elected officials
3. Measure the potential to help lead to a reverse in the downward trend in U.S. public library funding
4. Provide materials and learnings to the public library community at no charge

The campaign   geekthelibrary.org

The strategy

Information	My transformation
Institution	Infrastructure
Nice to have	Necessity
Past	My future
Altruism for others	ROI for me

The Library   My Library
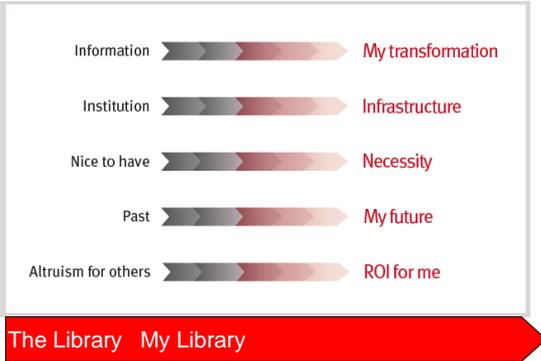
Geek the Library: the message

The library helps everyone explore the things they geek. With Internet access for all, knowledgeable librarians and local programs, the library is an important resource for your community. Keep your library vital by turning your passions into support.

Get your geek on. Show your support. geekthelibrary.org

Brought to you by OCLC, a nonprofit library cooperative, with funding by a grant from the Bill & Melinda Gates Foundation. Geekthelibrary.org does not support or oppose any candidate for public office and does not take positions on legislation.

I geek vampires

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The campaign

A wide range of geeks—the library is for everyone

I geek barbecue | I geek football | I geek worms | I geek beekeeping | I geek silentfilms | I geek engineering

I geek vampires | I geek schooners | I geek composting | I geek superheroes | I geek hiphop | I geek art

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The campaign

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Phase 2: The library is vital to you and your community

Results: awareness, perceptions, behavior

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Phase 2: The library is vital to you and your community

Results: awareness, perceptions, behavior

Pilot markets

Two primary markets
- Greater Savannah: 7 library systems/38 branches
- Central Iowa: 42 libraries/only one with branches

Four secondary markets
- Shelbyville Public Library, IN
- Milwaukee Public Library System, WI (13 branches)
- Zion-Benton Public Library, IL
- Piedmont Regional Library System, GA (7 branches)

The campaign

Launch:
June 2009

Phase I

December 2009

Phase II

April 2010

Pilot results

- We saw incredible increases in awareness
- We saw movement in perceptions, attitudes and funding related behavior
- Individual libraries shared specific successes they credited to Geek the Library

Results: awareness, perceptions, behavior

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Both communities achieved unusually strong campaign awareness for a five month timeframe

% Yes: Have you recently seen an ad for the public library featuring a person's face next to wording that says, "I Geek" followed by a brief description of his or her passion or interest. For example, the ad might say, "I Geek construction vehicles" or "I Geek foreign films." The background of the ad is black. Have you seen an ad for the public library like this?

100 — Percent who said they saw the ads
64%* — Central Iowa
49%* — Southern Georgia

Percentage of respondents who said 'yes.' Asterisks (*) represent ratings significantly higher than the 0.05 level (pre- vs. post-wave).
Source: *Geek the Library: A Community Awareness Campaign*, OCLC, 2011

Results: awareness, perceptions, behavior   17

Billboards were a primary source of ad viewing; in Greater Savannah, many people saw online ads; in Central Iowa, many people saw the campaign at events

Of people who saw the ad, % who saw/heard it at least once in each place

Southern Georgia
67% Billboard   47%* Online banner   38% Newspaper ad
30% Newspaper insert   27% Radio   19% Event

Central Iowa
73% Billboard   35% Online banner   42% Newspaper ad
31% Newspaper insert   31% Radio   30%* Event

Note: Asterisk marks (*) represent ratings significant at the 0.05 level (Greater Savannah vs. Central Iowa)   18

Over two thirds of people took action or intend to take action in response to the campaign

Southern Georgia	Central Iowa	
27%	32%	1. Visited my local library
24%*	14%	2. Have been talking to my friends/ family more about the library
16%	15%	3. Visited Web site for local library
8%	16%*	4. Have been talking about Geek the Library ads
7%	7%	5. Visited geekthelibrary.org
7%	7%	6. Donated time or money to the local library
6%	10%	7. Attended an event at the local library
3%	3%	8. Took the survey on geekthelibrary.org
3%	2%	9. Contacted an elected official to express support for library
1%	1%	10. Signed up for the Geek the Library newsletter or e-mail
1%	2%	11. Bought a t-shirt or other item branded Geek the Library
11%	6%	Haven't done anything yet, but plan to

71% — **69%** — Did at least one of the 11 actions or intends to

Note: Asterisk marks (*) represent ratings that are significant at the 0.05 level (Greater Savannah vs. Central Iowa)

Success stories

Story County librarians presented a Geek t-shirt to Iowa Governor Chet Culver and accompanied him in his Iowa Unlimited Whistle Stop Train Tour. Art Weeks, Director of **Ames Public Library** talked to the Governor about library funding and local press covered the story. Subsequently, the Governor recommended that state funding for libraries be exempt from mandatory 10% cuts.

Results: awareness, perceptions, behavior

Success stories

The Director of **Ohoopee Regional Library System, GA** shared that in her smallest market of Glennville, GA where they expected cuts, the budget actually increased as a result of the campaign. She credited a combination of advertising in the local paper, an enthusiastic local journalist, and activities around "Geek the Library Week", including the Mayoral proclamation

Ohoopee Regional Library System

8 hours ago · Comment · Like · Share

Ohoopee Regional Library System The Honorable John E. Moore, Mayor of Lyons, signs the proclamation making it Geek the Library Week in Lyons, March 8 - March 13, 2010. With him is Dana Peeler, Assistant Director of the Ohoopee Regional Library System

8 hours ago

Results: awareness, perceptions, behavior

Components of the campaign

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Public relations

- Traditional media outreach can very successful, particularly if there are already established relationships
- Effective approaches include:
  - Launch events outside the library—inviting press and local influencers
  - Delivering goody bags and giveaways
  - Finding library supporters and local influencers to submit letters to the editor
  - Connecting the campaign to local stories, e.g. "Geek on the street", community-based and transformational programs

The campaign: what works?

Events provide a great opportunity to tell the library's story

- Events are a vital part of the "geek the library" campaign, providing opportunities for the library staff to get out in the community
- The campaign is a great conversation starter and an easy way to start the discussion about funding
- Giveaways provide great opportunities to get people to sign up for e-mail
- People will line up to sign the geek wall and get their picture taken
- Every event can be turned into a geek event: I geek storytelling, I geek halloween, I geek anime
- Or create campaign events—"Geek the Library Week"

The campaign: what works?

Grassroots programs get people engaged

- Making presentations about the campaign and your library to local businesses and/or community organizations, e.g. Chamber of Commerce, Kiwanis, etc. is a great place to start
- Taking posters and fliers to local businesses and organizations to display makes connections in the local community
- Postcards can be used in different ways
  - Thank you cards
  - Telling personal stories
  - Asking supporters to pass the message on
- Finding and distributing custom posters makes a personal connection
- Complementing campaign materials with local data
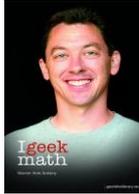
The campaign: what works?

Advertising helps establish awareness in a short time

- Can include billboards, online banners, newspaper ads and inserts
- Campaign videos can be used as TV spots on cable channels
- Local groups and business may be willing to put banners on their sites for little or no cost—and don't forget the library Web site
- Leverage advertising dollars into press opportunities where possible

The campaign: what works?

Website, video and online tools

- Libraries connecting their site and social tools to geekthelibrary.org
- The Web site provides simple information about library funding as well as opportunities for people to share
- "Get Your Geek On" is the most active area of the site; more than 600 people have told us what they geek

The campaign: what works?

We geek Facebook fans and they geek us

- **Geek the Library has over 15,660 fans**—more than double an average page
- **Top 4%** of all Facebook pages
- Every post receives at least one response and most average 20-40
- Facebook has taken the campaign way beyond the pilot markets—
across the U.S., to Europe and even Australia!

The campaign: what works?

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Keys to success

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"Passionate Librarians..."

Keys to success

geekthelibrary.org

…out in the community

Keys to success

…committed to making it work

- **The personal connection:** libraries, staff and communities quickly made the campaign their own—easy to localize and personalize
- **Creativity and community:** Many of the best ideas for how to implement the campaign came from the libraries themselves
- **The value of community relationships:** The libraries who made the most of the campaign were those who already had relationships to leverage; and the campaign helped other libraries forge new ones
- **Change takes time:** Pilot libraries were consistent, persistent and committed
- **Speak up:** Even in a difficult economic climate, the campaign helped some libraries secure or increase funding

Keys to success

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Geek the Library available to all U.S. public libraries

- As of April 7th, 2011, 209 libraries and library systems have enrolled to implement the campaign
- Michigan libraries that have launched
  - East Lansing
  - Marshall
  - CADL
  - Sandusky District Library
- Indiana libraries that have launched
  - Shelbyville-Shelby Co. (pilot)
  - Union County
  - Lawrenceburg
  - Marion
  - North Dearborn Branch Library

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Moving Forward: A Geek Campaign in Indiana

- *MAY 2011 - IntroductionPlanning and preparation for the Geek Indiana Libraries begins on Wednesday, May 18, 2011 with the Geek Indiana Libraries Summit*
  - *Sign up today for the FREE Geek Indiana Libraries Summit featuring OCLC & State Library representatives on Wednesday, May 18, 2011 from 1:00-4:00 PM (EDT).*

- *JUNE 2011 – Registration*
  - *Interested libraries can officially register for the Geek Indiana Libraries beginning in June. The State Library will send more information prior to this enrollment phase.*

- *JULY & AUGUST 2011 - Planning &Training*
  - *Professional Development Staff will offers trainings and workshops throughout the state. These events will be designed to provide your local library the tools it needs to successfully implement a local campaign. During this time, the State Library will solicit input from the Geek Indiana Libraries Advisory Board to begin production of official Geek Indiana Libraries promotional items and marketing materials.*

- *SEPTEMBER 2011 - Kick-Off*
  - *The campaign will use National Library Card Month as a platform for its official kick-off in September 2011*

Visit
get.geekthelibrary.org
for more information