

## 2008 Friends of Library Survey Results

### Does your Friends organization support more than one library?

<i>Response</i>	<i>Response Percent</i>	<i>Response Count</i>
Yes	31.5	29
No	68.5	63

### If so, how many libraries does your Friends organization support?

Responses ranged from 2 to 46.

### What is the population of your library's service area (if your Friends group supports more than one library, include the entire service area)?

Responses ranged from 2,000 to 2 million.

### How many current library cardholders are associated with your library (if your Friends group supports more than one library, include the total number of cards for all libraries you support)?

Responses ranged from 200 to more than 700,000.

### Approximately what is the annual budget of your Friends group?

Responses ranged from \$0 to more than \$2 million.

### Does your Friends group employ any paid staff?

<i>Response</i>	<i>Response Percent</i>	<i>Response Count</i>
No	75.3	64
<1 full-time equivalent	10.6	63
1 full-time equivalent	4.7	4
>1 full-time equivalent	9.4	8

### How many members does your Friends organization have?

Responses ranged from 14 to 5,000.

### What benefits do members of your group receive?

- Old book sale preview party newsletter this is not enough - working to offer more perks
- Credit union privileges, occasional promotions for members (for example, \$1.00 coupon off book sales.)
- The knowledge that they support the library. Free admission to book sale preview parties
- Newsletter and direct mail for program brochures
- Quarterly newsletter, magnet with library hours
- Entrance to "preview night" at each of our book sales, a quarterly newsletter, and flyers announcing the book sale dates.
- None - first look at sale items!

- Invitations to special Friends social and program events; previews to book sales, etc.
- Admission to an annual preview night in our book shop
- Invitation to members-only preview at used book sales
- Can buy books 1 hour early for our big sales.
- Newsletters, special mailings of events/programs at the library and of the Friends, canvas bag.
- Early admission to annual book sale.
- Preview night at book sale
- Preview night at our annual book sale
- Coupon for coffee in the coffee shop.
- Newsletter, gift shop discounts, early entry to book sale
- Free T-shirts when joining.
- None
- Membership card that offers a small discount at the library store
- 10% discount on purchases in our used bookstore. 2. Entrance to Preview night at the FOL book sales. 3. Receive the library's calendar six times a year. 4. Volunteer opportunities. 5. Invitations to private receptions, gallery openings, and other special events at the library. 6. Tax deduction for membership and for any other donations to the FOL or to library.
- Quarterly newsletter, Friends' Day with 10% discount at book sales, discount on FOL T-Shirts
- A print newsletter every other month; a coupon for our book store for a free book; and they go to a preview night prior to the large, annual book sale.
- Newsletter mailed home. Advance "Friends only" time at book sales. Opportunity to suggest programs and events.
- Volunteer opportunities (we love our little used-book shop), 3-4 parties a year
- Gratitude.
- Newsletter plus preview (first night) admission to book sale.
- Newsletter, email updates, book bag, sneak preview on select events
- Quarterly newsletter, discount at Friends gift store, early admission to book sales
- Opportunity to help library. Once-a-year recognition event.
- Pre-entry to book sales (if the branch still holds them), in some cases a newsletter
- One free book off the bookshelf, annual meeting where we feed them, notices of art receptions 6 times per year, newsletter.
- Newsletter, annual meeting, annual awards, free consultations/site visits, workshops
- 2-3 newsletters per year, members only preview for book sale once per year
- Library newsletter, invitations to members only preview night prior to three book sales
- Quarterly newsletter published jointly with the library and library foundation. Vote at the annual meeting.
- Coupon for \$5 in our used bookstore
- Book sale preview night
- Admission to Members Preview, the first evening of the semi-annual book sales
- Discount in store. Newsletter 3 times a year, member night at used book Sales.
- Newsletters six times a year. Annual meeting event. Invitations to art opening receptions. Benefit of producing many library programs for the public. All programs are supported in one way or another by Friends of the Library

- Newsletter 3 times year, free early admission to book sale
- Newsletter three times a year Half price at all used book sales
- Active volunteers are able to buy books before the sale to the public
- Book bag, free coupons at used book sale, bookmark
- Four coupons to use at library and subscription to Library Newsletter; new wooden bookmark; Friends book bag; Invitation to reception with Director and guest author ---- most of all tons of thanks to the members
- A premium (tote bag, umbrella, etc) when they pay for a \$15 membership.
- Members-only [review night at two annual huge book sales; 10% off at Friends book store; discounts to events
- Discounts in gift shop, fine free
- 10% discount on purchases in our bookstore 2. entrance to preview night at FOL sales 3. Receive the library's calendar six times a year. 4. Volunteer opportunities 5. Invitations to private receptions, gallery openings, and other special events at the library. 6. Tax deduction for membership and for any other donations to the FOL.
- None
- Early admittance to monthly book sale
- Time spent doing Friends' work counts toward volunteer hours. Volunteers are honored at an annual event.
- None
- Entry to members-only night at annual book sales, newsletter when written
- All members receive the calendar of library events in the mail and coupons good for \$1.00 off fines, free book at Friends Corner ongoing book sale, discount at either the fall or spring book sale, discount on a Friends-sponsored bus trip and other things. Each level up adds another benefit like a bookmark, a book bag, an invitation to the reception prior to the annual meeting
- Discount in used book shops, discount in Starbucks in library
- Quarterly newsletter, yearly Evening with the Friends, discount to annual event, early notice of book signings and program
- 10% discount at 19 independent area bookstores. A subscription to quarterly newsletter and event notifications. Invitations to members-only book sales and events. Advance registration for space-limited programs. Recognition in The Friends Annual Report.
- Newsletter
- Admission to first day of warehouse book sales.
- Email and print newsletters, early admission to monthly book sale once a year, discount at local bookstore, eligibility for local credit union.
- Newsletter, gift certificate for Friends Bookstore No fees for reserving materials, 3-day grace period on return of library materials, library item plated in your honor
- Admittance to preview sale, 10% off at two used book stores, invitations to special events, newsletter, opportunity to purchase special Friends/library merchandise
- Early shopping at book sale, quarterly newsletter
- Newsletter mailed
- None
- Early access to book sales
- Discount in library store, invitations to events, newsletter
- Preview nights to book sales, receptions, etc

**Please rate your level of satisfaction with the number of members your Friends group has:**

<i>Response</i>	<i>Response Percent</i>	<i>Response Count</i>
Very dissatisfied	7.9	6
Dissatisfied	44.7	34
Satisfied	42.1	32
Very Satisfied	5.3	4

**Does your Friends group require dues/donations for membership?**

<i>Response</i>	<i>Response Percent</i>	<i>Response Count</i>
Yes	94.9	75
No	5.1	4

**How do you solicit Friends members? (List or describe all the different ways)**

- Sold memberships at preview party send requests to non-members
- Annual membership letter and follow-up. Mention of group at programs. Booth at town public market and July 4th. Promotional sale items: totes, cookbook, local-authored book, etc. Advertise in local newsletter. Participated in July 4th parade.
- Web site, direct mail
- Friends are mentioned at the beginning of each program sponsored by us. Also have flyers at several locations in the library. Also mention Friends in quarterly newsletter.
- Letters, membership tables at library events and county fair, newspaper and radio PSAs
- Brochure in the library, table with volunteers once a year greeting patrons as they come in and asking them to join, raffle for those who join during the month of the membership drive. We also pass out flyers at programs and when people rent our community room inviting them to join.
- Bookmarks and applications in the library, announcements at programs, at the door of preview nights for people wanting to attend the book sale. We also place occasional ads in city publications.
- Brochures in our book store
- Brochure available in library, membership applications on library web site, personal and mailed invitations, publicity in newspaper
- Annual member solicitation letter; distribution of brochure or member signup form in various places; web site; enlisting friends and neighbors
- Personal contact ask at book sales website; brochures at library
- Flyer on the cabinet where our ongoing book sale is, advertising during sales, coercing people who come to buy books
- Through the library's newsletter, through the newspaper, when people correspond with the library, use of other organization's mailing lists.
- Have member flyers available at events
- Web site, library newsletter, posters in entry hallway of library.
- Mailings, on-site at libraries
- Advertising at our book sales and front desk at library.
- Personal contact

- Annual appeal solicitation letter sent in late fall very year; annual benefit; special events
- Online at the FOL site. In our used bookstore when purchases are made. At our FOL book sales. In the library calendars each month. By word of mouth through current members.
- Advertise members discount at all sales. Membership flyers at library, online, at all events, at Chamber of Commerce, at City Hall
- Send annual mailing; encourage memberships at bookstore; encourage memberships at various library activities
- Newsletter, on web, articles in local papers
- Articles in library quarterly newsletter, preprinted envelopes in newsletter and racks at library, personal contact, local newspapers
- Renewal flyer in library
- Flyers at libraries, entrance at semi-annual book sales, calendars, newsletters, online membership application, direct mail.
- Newspaper announcements, membership drive during FOL week.
- Public events, email, regular mail, co-op event, contests/raffles
- Membership brochures in library with an invitation poster to join, annual book sale where we promote membership
- Brochures, ads in library newsletter, appeals at book sales and gift shop
- Annual membership drives
- Membership form included in all quarterly newsletters. February membership drive in conjunction with our winter book sale. Membership table at preview night of 9-day summer book sale. Membership table set up at all FOL-sponsored programs. Information on library's web site. Memberships received at the circulation desks at all five libraries.
- Word of mouth, email lists, direct mail
- Membership renewal letters, membership application given to people who buy books at the book sale, membership form given to people who get a library card, mailings to registered voters and library cardholders periodically, Ask a Friend drive where Friends board members and trustees send letters to their Friends, reminder letters sent three months after the renewal letters to pick up people who forgot to rejoin, membership form on web site
- Membership envelopes are available in all library locations. Envelopes are mailed in invitations to general membership meeting each spring.
- Our book sales are our best publicity. Brochures, mailings, web site information in library newsletter publicity at Friends' events and National Library Week
- Renewal letters, library events, FOL events, used bookstore
- Community events programs that the Friends sponsor for the library (a Friend representative will make a two-minute plug for membership)
- Newsletter, membership requirement for first night of book sales, involvement with chamber or commerce and downtown organization, personal ask especially of people who want to volunteer
- Used book sales, library newsletter articles, participation in area nonprofit fairs
- Annual membership mailing. Announcements at programs that Friends support the event and a suggestion to donate or join.
- Sponsor events at the libraries, bulletin boards at three main branches with membership blanks, early admission to book sale
- Mailings (direct mail through list trades with other non-profits and list purchases), information at our public events and in the library, media coverage, email, web site.

- Membership forms at used book sales, renewal forms in newsletters, all donors and volunteers receive all Friends mailings, so we have a large mailing database. People from all over the country are Friends members.
- We have a brochure of membership and donation guidelines. We don't actively solicit members.
- Brochure with new library card, email announcements, applications available at sponsored activities
- Letters yearly, seasonal activities such as luncheons and the art auction
- We bill them for membership - write a letter and include invoice and a un-stamped return envelope; ask for Friends at sponsored events; have brochures available all around the library
- Brochures in the library
- 2-3 membership drives/year
- Newsletters and brochures
- Advertising, word of mouth recruitment, website marketing
- Through Friends and library newsletters. Through Friends open house. In-library posters and flyers.
- Library newsletter, Friends brochure, Friends' monthly book sale, gift shop, web page, all Friends' sponsored programs
- Flyers in library, notices in media outlets, word of mouth
- We send out a bill to current members asking them to renew. We have brochures at the library. Current members speak to people attending. Library programs before the program begins. We attend town events. We have a volunteer who goes on the local cable access TV show. Word of mouth. In the past we have done a town-wide solicitation letter.
- Direct mail, promote in shops, promote in library, referrals from current members
- Membership brochures in all branches. Sign-up desk at all of our warehouse sales. Drives at individual branches.
- Brochures in library and at book sales, web site and publicity on city web site, credit union signups, early admittance benefit to sale.
- Pamphlets at all library service desks, links off programming pages when Friends sponsored program, sponsorship mentioned at appropriate events, brochures at general library info booths, Friends-branded book bags for sale in year-round bookstore and by mail order (library deliveries) through branches
- Renewal letters. Web site. Literature in libraries. Literature at book sales . Cashiers asking if they are a member or would like to join. Expos.
- Newsletter, newspaper, membership drive - members sit at table and solicit as patrons come in
- Annual mailings, renewal mailings, newsletter, brochure, membership envelope, local media, booths at special events for town and library
- Applications in library newsletter, on web site, staff publicity.
- At book sales; at library-sponsored events; applications in the library
- Poorly--which is why we need this survey
- Cards in Library Members asking others advertisement in library and store renewal letters
- Newsletter, press releases

**What current member-solicitation activity generates the most Friends members? Describe.**

- Preview party
- The membership letter and annual report sent to current members maintains our base. Program attendees and word-of-mouth.
- Fall author event
- Flyers at the library
- Direct mail letters
- Annual weeklong volunteer-manned table.
- 3 book sales per year are open to the public Sat-Sun, with Friday evening for members only. Many people come Fri knowing they can join at the door.
- Personal invitations at Friends-sponsored programs, pick up of brochures at library
- Annual member solicitation letter; enlisting friends and neighbors
- Personal contact
- Convincing people at book sales to join.
- Direct solicitation of individuals known to support the library.
- Flyers at events
- We just sent out a renewal letter, for all to renew at the same time. Previously all renewals were on the 1 yr anniversary of their last check. Too hard to remember
- On-site at libraries
- Personal contact
- Annual appeal letter
- When purchases are made in our used bookstore customers are asked if they are members or would like to become members. This is very effective.
- The Friends Only Day and 10% member discount at our Book Sales
- Annual mailing
- Refer-a-friend. New members are generally recruited, invited (and sometimes driven!) by current members.
- Preprinted envelopes and friend-to-friend
- Book sales.
- Book sale-pay \$10 for an individual to get into book sale.
- Public events, direct mail solicitation, contests/raffles
- A reminder to join letter with a return envelope in January for current members, letters to invite non members to join using another groups local mailing list
- Renewal letters
- Word of mouth, monthly library newsletter
- Having FOI present at first day of SRP programs, book sales, and mailing to current members to renew.
- Membership drive, preview book sale (membership required)
- Direct mail appeal
- Membership renewal mailing, special mailings to cardholders, registered voters, and parents of kids who participated in the summer reading program generate enough new members to cover the mailing costs
- Book sale preview
- Mailing brochures and the book sale
- Renewal letters
- Book sale preview night
- Requirement to be member to attend preview sale

- We have a members-only night at our used book sales, we can get from 30 to 50 new members at each book sale
- Annual membership drive
- Book sale activities
- Direct mail
- Used book sale - people become Friends members to receive a 50% discount at used book sales
- Our most productive volunteers came from people attending our semi-annual book sales and seeing that we had a desperate need for help. These folks chipped in and haven't left us since.
- Summer reading programs
- Used book sale room and art auction
- Billing them seems to work the best so far!
- Appeal letter entrance to members-only books sale preview
- Word of mouth recruitment
- Posters and flyers
- Friends' book sale
- Sending the bill to current members and to people whose membership has lapsed. We also get people who want to attend the Members Only Preview to the Book Sale.
- Promote in shops
- Renewals and warehouse book sales table.
- Early admittance benefit to sale (probably because we get lots of out-of-town people this way)
- The switch of the Friends brochure to say "Just pay a fee? Take me!" to promote the Friends' benefits of free holds and three-day grace period has been effective. A previous program promoting Friends membership via BookLetters, email newsletters that promote items from the library catalog, was also fairly effective since many of those customers place holds. Other targeted groups include homeschool families at an annual fair; they are heavy library users who appreciate the benefits. We've found it's the benefits that sell the Friends more than any notion of goodwill.
- Monthly renewal letter with return envelope (they pay own postage). Sent 6 weeks prior to expiration date.
- Membership table
- Annual renewal form
- Staff members asking!
- Book sales
- Word of mouth
- Word of mouth renewal letters

**What current member-solicitation activity generates the least Friends members? Describe.**

- Direct mail
- Tables at events
- Leaving bookmark applications around the library.
- We have placed ads in city "Welcome" publications and occasionally the local newspaper. I don't know of any members mentioning these ads in joining.
- Library web site
- Web site
- Brochures at library



- The library's newsletter (but people who join through the newsletter often join at a higher rate).
- Regular mailing to potential members
- Local newspaper articles encouraging members
- Special events at which we have a Friends membership table
- Online solicitation since it is relatively new for us.
- Showing up at the County Fair
- Doesn't seem to have much of a response from simply putting information in library newsletter.
- Local newspapers
- Online membership application...nothing to drive people there.
- Co-op events
- Reminders in printed publications
- Brochures in the branch.
- Programs
- Word of mouth
- Handing out the membership form when a library card is given out
- Table at library during National Library Week
- Library events
- Mail order solicitation
- Sending newsletter to non-members, especially business leaders and politicians
- Newsletter articles, these do not require the personal touch and are not very effective
- 1-week membership drive at libraries so we don't do it any more
- Online efforts haven't yet taken off.
- Library staff asking new card holders if they want to become members. This is supposed to happen, but library staff are usually too busy to remember
- Brochure is too passive.
- Our actual Friends Meetings
- Asking the various members of the advisory board to recommend new members. Most seem too uncomfortable to ask someone to join the friends
- Display member applications
- Web site marketing; the majority of our active members are older library patrons, many of whom do not use our web site
- Open house
- Brochures in the library
- Just sitting brochures on a desk doesn't work very well, but having staff explain the benefits or suggest a Friends membership to heavy library users is much more effective.
- Information at book sales. Most people either are members or would rather spend \$20 on books.
- Newspaper
- Web site - few if any fill out the application online.
- Applications in the library
- Brochure
- Membership cards

### **What future plans do you have for attracting members?**

- Book clubs. Author appearances.
- Launching our local cookbook that includes members' recipes as well as local businesses.

- Contact lapsed members change annual membership from Jan - Dec to renewal based on month of joining, solicit downtown business "neighbors" campaign
- Would like to do more mailings to new subdivisions in our area. More personal contact with program attendees to encourage their support.
- Actively targeting various groups within the community with a more personal touch and connecting the Friends with activities and programs of interest to those groups
- Friends inviting new friends, publicity campaign, mailings
- Corporate memberships
- More personal contact
- Establishing a signature event.
- We are trying to figure that out. We are going to mail those who were interested in getting book sale date notification member flyers and encourage them to become members just before the next book sale.
- Each member was asked to invite a non-member to attend our Chocolate presentation at our Annual Meeting.
- Looking at small business, corporations, non profits
- More personal contacts and direct mail letters to patrons
- Providing exciting programs: Adult Reading Challenge (see who reads the most books)and One City One Book.
- We are in the process of launching a 2nd capital campaign and will be soliciting new members as part of that.
- Hosting a Friends-only event (meet and greet, food) with author before his program.
- Mailing to past supporters of tax initiative for library
- Additional direct mail, more traditional media to let people know we exist. More activities; with new building we hope to have a store.
- More public events, utilizing lead generation from contests/raffles for direct mail
- Email newsletters, more social activities, more events that appeal to families and teens
- Large one-day festival that attracts approximately 10,000 people
- Continued letter campaign, making the organization more visible by hosting/sponsoring/partnering with other organizations
- Purchasing lists of new people moving into our area through a service from <http://newpros.com/>
- Corporate memberships
- Starting a capital campaign for the library and assume fundraising and excitement about an expanded library will also increase membership
- We are going to actively call on former members and try to get them to rejoin.
- More attention to annual membership drive.
- We will have tables at all libraries during national library week in April.
- Every activity we do we always make sure in any announce, flyer, ad, press release, poster, sign, etc. we mention that The library Friends are volunteers who value their community library and want to support it. We share a common belief that as our library thrives, it becomes a greater resource and asset to our residents. And we end it with an invitation for all library users to join us.
- Contest for the staff to get as many new members with some sort of gift card surprise; keep attending events
- Widen parameters for member drives

- We have recently hired a full-time person for membership/volunteer solicitation.
- Have considered direct mail appeal.
- Expos and community events
- Reading results of this survey
- Larger fund raising events - such as a casino night, and another book sale in the fall
- Programming
- More benefits for members

**Do you have any other comments on your group's experience attracting members that you'd like to share?**

- This is the first year we did a Preview Party and it was a huge success - 150 new members
- Need to maintain an active voice and presence in as many venues as possible. Develop one or two high profile fund-raising ideas to promote.
- There has been very little emphasis on membership retention
- Our semi-annual book sales attract many new members
- Our membership is aging, and we will be focusing on recruitment of younger members. (We have two people under 40 on our Board.)
- Personal invitations work best. Challenges retaining existing members
- It's difficult to attract younger members. Most of our group are 50+ years old
- In our experience, word of mouth is the most effective.
- Our members are aging, and it's difficult to attract younger (or simply more active) members.
- Members are admitted a day early to our book sale...this is the biggest draw and the biggest perk we offer.
- This, like several such organizations I have read about, has primarily used the book sale as its only activity.
- The hardest members to get are library staff
- It is vital to have a very friendly person who is the liaison to new members! It is also important to call those immediately who indicate on the FOL membership brochure that they would like to help out! Find meaningful jobs for folks to do. Get people engaged in your group ASAP!
- Our statewide organization struggles to retain active members. Since we are not directly affiliated with any particular library it is difficult to get recognition across the state.
- Word of mouth seems to work best.
- This is a university community that values libraries and reading - our group has been in existence more than 60 years, so we are well known and respected
- I recommend Sally Reed's Book, 101+ Great Ideas for Libraries and Friends, for good ideas.
- We used to send out membership renewal during National Library Week. We have shifted to sending them in our April newsletter. I think this cuts down slightly on renewals at that time, but we make up for it when the Used Book Sales begin in June.
- It's hard to attract people who don't have a personal agenda to buy books for their own use. So, most of our volunteers are book lovers, rather than wanting to help the community.
- It is tough, not only to get library volunteers, but volunteers in many of the other groups in our town. People are extremely busy today and usually

husband and wife are working so any spare time is devoted to family and hard for them to commit.

- Who ever you want to solicit members - they must be the most positive person - bright and sunny disposition - Wall flowers should not apply - while the wall flowers may be wonderful volunteers, you need those individuals to solicit who are genuinely love to get others involved ---- also follow up is most important! and sending thank you - hand written- will solidify your giving.
- Friend's Group continues to be a little too passive in attracting memberships.
- We live in an area teeming with non-profit and volunteer opportunities. It's tough to compete for members when there are so many good charities to give time, talent and treasure to.
- Sponsor all library programs and solicit new members by attending and networking with public
- Just that it is an ongoing struggle.
- We've gone up from 450 to 700 in the past three years, so we must be doing something right, even if it's just offering the benefits customers like!
- Word of mouth is also effective. Most join to come to Preview night and to get 10% discount

**What volunteer opportunities/roles do you offer? (List or describe all the different ones)**

- Workroom book sorting, pricing, boxing books for sale
- Board Members, Assistants during promo sales
- Main activity is bookstore
- Help with book sales: set-up, actual sale, tear-down. Sorting books prior to sales. Sending out membership renewal forms.
- Help with used bookstore and quarterly clearance sales
- Board members, library volunteers help with shelving, and sorting books for book sale corner
- Helping during the book sales and sorting donated books in between sales.
- Man the bookstore, work on quilt (hand quilted and a new one raffled annually)
- Working on newsletter, helping with book sales, fund-raising committee for major fund-raiser, membership recruitment committee
- Advocacy, public relations/newsletter, assemble mailings, fundraising, web site, Deliver Books to homebound, volunteer in bookshop, library docent
- Book sales; work at all levels assistance at many library events; opening year-round bookstore with many opportunities; sorting and boxing for books; year-round board and committee membership
- Many different jobs at the library, working book sales.
- People can volunteer at quarterly book sales and at library events that are sponsored by the Friends.
- Book sorting, get donations for wine tasting event, board member (treasure, secretary, etc), publicize events.
- Book sorting, online book sales, telephoning, baking, calling other organizations to take our discarded books.
- Book sales, gift shops, administrative tasks, programs and event hosts
- We have ongoing workdays getting ready for our book sales.
- Fundraising, and helping with library projects
- Benefit committee; by-Laws committee; book sale committee

- Cashiering. Sorting books. Pricing books. Shelving books. Online price searching. General cleaning, rearranging, and creating displays.
- Officers, occasional help
- Assisting at the Friends bookstore; sorting donations; being a board member which is also our foundation; assisting at various library events
- Assisting in Local History room, AV repair, library tour guides, new clipping service
- Advisory board and officers book shop volunteers (they choose what they do)
- Officer, annual book sales, ongoing consignment book sales thru local store
- Book sorting, book shelving, technical services, "book buddies" for less mobile members of the community.
- Sort/sell books. Appear at various events to sell pavers to raise money for the new library.
- General library assistance, event planning and logistic, board, organization administration, fundraising
- Help at programs, working at book sales, working at Friends gift shop, office work, database update, mailings, greeters
- Shelving, books for shut-ins, book sales, concert, mailings, advocacy
- Book sales/book sale rooms: sorting, weeding, pricing, stocking book sale room Membership Hospitality programs. Special events. Newsletter. Board meetings. Many FOL volunteers volunteer in the library.
- Book sale. Membership. Hospitality.
- Annual meeting; awards and workshops; mailings; web site maintenance.
- Helping with the book sale (sorting books and working the day of the sale), data entry of membership info into database, publicity and marketing tasks, attending community events to represent the Friends, helping with annual house tour
- Help with book store and book sales. Help with author receptions.
- Volunteer at the book sale, serve on Friends board of directors, serve of various committees of the Friends
- Used bookstore (over 170 people), children's programs
- Book sale volunteers. Committee chairperson or officer volunteer to man a booth at community event. Speak about Friends at a Friends-sponsored event.
- Way too many to list here - help with all the events and activities
- Many from helping at book sales, one-time events, helping with mailings, decorating for some events, helping at programs.
- Must be a member to volunteer at our annual book sale - we have over 200 volunteers for the event
- Addressing and taping newsletter, sorting and selling books for the used book sales, baking for library programs, volunteer tutoring, stuffing envelopes, newsletter editor, writing articles for newspaper, program development, art display set up and recruitment, representative to library foundation board
- Only officers are elected every two years. No other roles are available.
- Officers. Voter registration helpers. Saturday free coffee bar hostess. September 11th we are open 24 hours and there are many things to volunteer for with that project. Summer reading program raising the funds to help pay for special programs and materials. Used book sale. Farmers Market - We sell used books, book bags, book covers, etc and we are there to get library information into residents' hands.
- Advisory board (20), book sales (30), mailing committee (20), adopt a shelf (20), other fundraising (20)

- Chairing or working on specific fundraising events (lunches, ice cream socials, book fairs, basket raffles)
- Volunteers that work in the branches, book sorting & sales, store, technical services, and special events
- Gift shop, ice cream socials, library levy activities
- Book sorting, book sale, programming, author visits, book clubs
- Book sale room; help with library programs
- Monthly book sale; daily gift shop; assist with interlibrary loan delivery; notify patrons about reserves; inventory; shelving; delivery of library materials to homebound patrons; hosting library programs; sorting magazines and audio-visual materials; assist at circulation desk in youth services; story hour aides; organizing collection and digitizing historical documents in local history room
- Volunteers perform various functions in the library. Examples include the following: shelving books, shelf reading, repairing books, assembling summer reading club packets, stocking the on-site book sale, stamping summer reading club booklets
- Book sale -- year round sorters and packers as well as people the weekends of the sale. Adopt a shelf - helping keep the books in order. Working in tech services - covering books, cleaning materials, etc. Signing up people for library cards at the polls on election day. Mailing committee - getting the calendar of events ready for the bulk mailing. Kick-off day for summer reading - helping staff where needed.
- Board memberships Staffing book shop. Back office. Staffing library events (i.e. author events)
- Book sales, program volunteers, working in the technical service dept, adopt a shelf, newsletter
- Groups can work at the branch near them in stocking the honor system bookshelves and decide how the money raised is to be spent for their branch. Working at the warehouse in sorting books and fulfilling our online orders.
- In the Bookstore: Desk workers: Duties mainly consist of sitting at a desk and helping customers who buy items in the used bookstore. Other tasks include counting money, giving out change and straightening shelves. Schedule is usually once a week for 3.5 hours a day or can be done every other week. Substitutes: Substitutes perform the same duties as desk workers, although the schedule varies depending on need. The used bookstore manager calls substitutes when a regular volunteer is absent; constant availability not required. sorters: Volunteers help with sorting daily donations by subject matter, then placing items in the bookstore. These hours can be flexible: 2-4 hours weekly, biweekly, or monthly. Outside the bookstore: All volunteers help the library -- be it through funds raised by the bookstore, memberships or by directly volunteering in a section or branch. The Friends also are looking for volunteers to help with publicity needs, such as writing newsletters or staffing information booths, assisting with the clerical work of processing memberships, and serving on the Friends board. Other volunteers that serve the Library are on the library board, foundation board, and/or genealogical society board.
- Book sale and board-level activities.
- Board. Committees. Sorting. Used bookstores (cashiers, helpers). Used book sales Parades and special events.
- Board, event, newsletter prep/delivery, ongoing fundraisers
- Committee member, docent, shelver, book sale helper.
- Book sales; knitting group (teach); summer reading program
- Technical services, programming committee

## **How many active volunteers does your Friends organization have?**

Responses ranged from 6 to 500.

## **How would you define "active volunteers" in your organization? (Time spent, activities, level of involvement, etc.)**

- Attend monthly meetings, participate in sales, contribute ideas and lend extra time for mailings
- Regularly spend time volunteering with bookstore activities. We also count our 17-member board as volunteers - their time, leadership, and coordination of Friends activities
- People who serve on the board, help regularly at sales, or come regularly to sort donations.
- Attend monthly meeting, or volunteer in book store
- Work on committees, book sales, etc.
- Anyone who has volunteered at least 1 time per year
- People who actively participate in at least one Friends or library program per year. The ones who volunteer at the library usually give several hours a week. The board and all those who regularly help at book sales and special events. Come to meetings or help at events
- Anyone who helps beyond paying dues. Some non-members are youth groups who need community service hours
- People that participate in working the sales, pricing and boxing books prior to sales.
- Meeting participation, activity participation and volunteer time spent
- Individuals and/or committees who met regularly to work on special projects, such as the benefit, the annual book sale, revising by-laws, etc.
- Any volunteer who averages 20 hours each month in our bookstore.
- Our board members are very involved, but so are our volunteers who work at the bookstore, especially the co-managers of the bookstore.
- Attending monthly Friends meeting, assisting to help with 2 or more projects per year - such as the book sale.
- People in the upper levels of our book shop volunteer list: 2-4 hours once or twice a week; officers, board: 2 hours/month
- people who come to meetings and help with activities
- 4+ hours per month.
- Attending/helping at min 1 event per year
- Serving more than 10 hours a year
- Work on at least one project a year.
- Any person who gives of their time (in any capacity) to support the efforts and goals of the Friends of the library. This could be from book sale duties to phone calling members from home.
- People that regularly attend meetings and answer requests for assistance
- Board members, folks who help with data entry, the book sales, and the house tour
- 10 volunteers in bookstore committing about 5 hours per week. 6 Board members meeting quarterly.
- Those that will come through and help when an event needs help.
- At least several hours per year.
- Volunteers who say yes when you ask for their help, Friends board members (2-5 hours per month), book sale volunteers (100 - 200 man hours per year), programming (2 - 5 hours per month)

- At least 20 hours per year
- Always there when we are doing any program or event.
- Those that show up to work at events
- Those who volunteer to help with our yearly events. Maybe not for every event, but for ones that fit their schedule
- Volunteers at least once per month
- Time spent at least once per month Attend all or most meetings
- Friends volunteer over 6,000 hours each year, averaging 5 hours a week  
Time devoted to activities, involved in attending meetings
- People who volunteer on a consistent basis, either weekly or monthly or at a specific event such as the book sale or kick-off day.
- Recent activity
- Those who volunteer for activities
- Showing up for meetings or to work.
- Board Members - weekly and monthly Committee members -- monthly Used book stores -- 6x week, 3 shifts Book Stores -- 25-30 days/year Special events and parades - 6-5x/year
- Volunteer on a regular basis with a specified purpose.
- Attend meetings; sort books; help at book sales; teach at knitting class; sign up children at summer reading; hand out summer reading prizes, help at children's programs
- Weekly

**Do you require Friends volunteers to be members of the Friends?**

<i>Response</i>	<i>Response Percent</i>	<i>Response Count</i>
Yes	35.4	23
No	64.6	42

**Do you require Friends volunteers to complete an application form?**

<i>Response</i>	<i>Response Percent</i>	<i>Response Count</i>
Yes	58.5	38
No	41.5	27

**Do you feel your application form has encouraged or discouraged volunteers? Explain.**

- Encouraged - it is short and simple
- Encouraged
- I think it encourages them.
- Encourages - it only collects the most basic information and asks them to refer other possible Friends.
- Encouraged the volunteers we really want. Instructions include reminder that we check with Library staff--which recently discouraged a kid who has not returned more than \$600 worth of library materials.
- Some would rather help anonymously.
- Encouraged
- Encouraged. We list several categories for volunteering.\The current form is only 1 page so I don't think it has been an issue.
- No, it's just basic contact information so we can stay in touch
- Encouraged. It shows that we value volunteers and take their role seriously.



- Encouraged. We have a line to check off if you want to be a volunteer. Our biggest problem is that we don't get back to new members quickly enough when they indicate that they would like to volunteer.
- I feel it encourages a lot of people because they are actually unaware that the library friends are volunteers. They seem surprised to hear that the library needs volunteers.
- Don't think it is a big deal - you want them to join - get the basic of who they are - and get them involved.
- Encourages as it has many job type and locations so very flexible\
- Encouraged - it clearly states time and task involvement
- It's a very simple form asking only for name and address, so I don't think it would discourage people from volunteering.
- Never seems to be a problem.
- Some prospective volunteers have balked at the city's policy of requiring a police check.
- It's not exactly an application but more a registration form, necessary for city insurance. It probably does not discourage people.
- No. Can be done online. Friends volunteers are intergrated in all library volunteers. County requires that all complete application form so they can be covered by county insurance.

**What is the age range of your active volunteers?**

Responses ranged from 7 to 90s.

**Please rate your level of satisfaction with the number of volunteers your Friends group has:**

<i>Response</i>	<i>Response Percent</i>	<i>Response Count</i>
Very dissatisfied	6.8	4
Dissatisfied	44.1	26
Satisfied	37.3	22
Very Satisfied	11.9	7

**How do you solicit Friends volunteers? (List or describe all the different ways)**

- Bookmarks at the libraries, padded membership forms at libraries, radio PSAs, preview party
- Include a statement in every mailing to join us.
- People who visit the bookstore offer their services.
- Membership forms, at the bookstore, community events, in tandem with the library's recruitment of volunteers
- Word of mouth
- A box indicating interest on the Friends membership application. Flyers in the library solicit volunteers before each sale. Volunteers at the sale receive free books for hours worked as well as snacks. Quarterly newsletter also mentions need for volunteers.
- Brochures in the library and in our book store
- Application, e-mails to members
- Distribution of member application and personal recruitment \personal contact, list on web site, box to check on application

- If someone wants to join the Friends but doesn't want to pay dues they volunteer instead
- People can indicate a preference to volunteer on their membership applications.
- Membership forms asks if members would like to be notified of meetings.
- Friends membership application, email to Friends members, word of mouth
- Ask them in person or by phone.
- Personal contact
- Board members invite their friends to join them in working on volunteer activities
- Word of mouth through customers and current volunteers. Networking with other organization. Online.
- A lot of this is done by word of mouth; people who know people who like to get involved.
- Mostly friend-to-friend and library newsletter when we include a preprinted envelope
- Newsletter and membership envelope both have notice of volunteer opportunities
- Email, events, general mailing, referral, web site
- Membership applications; sometimes by phone or email
- Monthly newsletter and word of mouth
- Listed on membership form Announced at programs and special events
- On the membership form - A check box
- Utilize core group of volunteers, have a place on the membership application where people can check off the area in which they are interested in volunteering and then the appropriate committee chair contacts those folks
- We have events (speakers) a year and also two big book sales. Most of our Friends started by working the book sale.
- Word of mouth, media, newsletter, web site, book sale shoppers, folks donating books to sale
- Beg. Used bookstore. Email to membership.
- List needs in newsletter, ask friends, recruit students who need to do community service, signs in library
- Email, newsletters
- Ask individuals, focus on volunteer needs in the Friends newsletters
- In all printed material, at all programs, at community events we make sure we have a presence, a word of mouth. Just asking a neighbor for help sometimes.
- Ask for volunteers on the billing invoice - they indicate an interest and the membership sends to the committee chair their interest and ask the committee chair to follow up
- calendar, web, newsletter
- Ask for volunteers at meetings.
- Check off box on Membership Application; Library Director asks someone or a chairperson solicits someone
- Through our newsletter, indication on membership form, calling the membership list and asking for volunteers
- Listings with United Way, posters, web page announcements, Friends membership form has "check here for volunteering info," articles in media
- Book sale, word-of-mouth, web site, VolunteerMatch, outreach program in schools

- word of mouth Library Speakers Bureau special mailings to those who sign up for mailing list brochures at all library locations Signs/flyers at book sales Working with areavolunteer center Web site
- newsletter, media, brochure, person to person
- Once they are Friend's members, we let them know what opportunities are available.
- Word of mouth

**What current volunteer-solicitation activity generates the most Friends volunteers? Describe.**

- Preview party definitely!
- Mailings
- Bookstore
- Recruitment with library -at the bookstore
- Offer of free books/snacks.
- Emails to Friends
- Personal contact
- Calling people who have expressed an interest and matching them with a task they enjoy.
- Word of mouth
- Face to face request. Personal contact
- Annual benefit
- Word of mouth through current volunteers and bookstore and book sale customers.  
Membership brochure lists several suggestions for volunteers, and we have gotten members and volunteers from that.
- Referral, events, email
- Membership form. Telephone calls.
- Direct recruitment (calling them)
- Past volunteers enjoying the work (especially the book sales) that they are eager to do it again.
- Book sales. We also have a shop and lots of Friends want to work the shop.
- Book sale
- Emails to membership.
- Calling on the phone or asking in person
- Newsletter
- Email and newsletters
- Asking individuals personally
- Our 24 Hours Open September 11th Program
- Calendar
- One on one
- Membership application
- Posters, flyers in library
- Book sale
- Form that is mailed with membership renewal. Interviews by library volunteer coordinator. Word of mouth.
- Personal contact
- Word of mouth

**What current volunteer-solicitation activity generates the least Friends volunteers? Describe.**

- Having membership pads at desk but it does raise awareness
- Tables at community events
- Newsletter  
Publicity
- Fundraising
- Web site
- Appealing for help in the library's newsletter
- Regular letters soliciting membership
- Online. Relatively new and very impersonal.
- Local newspapers' volunteer columns...they give us phone calls but seldom a real worker
- Mailings, web site
- Call for help at book sales sent via US mail
- Programs
- Membership form check box
- Reading material, sign up sheet just sitting on the counter
- Newsletter - because it goes to people who are already library supporters in one way or another
- Sending snail mail
- Friends meetings
- Newsletter
- Flyers at book sales

**What future plans do you have for attracting volunteers?**

- Book clubs preview party
- Promotional items (cookbook, calendars) and advertising
- More publicity
- Listserv
- Using new database with volunteer info
- Asking when we do need people.
- More phone calls and direct invitations
- I feel that as we become more of a presence in the community, we will attract more volunteers.
- Attending more civic meetings, producing more info for volunteers to pass on to family/friends
- We are looking at a database that will help track volunteer hours and match volunteers with tasks that they like
- Recruitment drive
- Develop a volunteer subcommittee; create volunteer job descriptions and post in newsletter and on web site
- Making sure we follow up with folks who expressed an interest in volunteering on their membership application form
- Upgrading job descriptions and making the opportunities more creative.  
Learning to ASK them to help out
- Redesign of web site
- Our new volunteer coordinator
- Reading this survey's results

**Do you have any other comments on your group's experience attracting volunteers that you'd like to share?**

- We did an online volunteer packet for the high schools followed by a hard copy. This made it very easy for the school coordinators to post the opportunity on school web site.
- The direct approach, for myself, has been the most effective and rewarding.
- Yes. I truly believe that asking our applicants for volunteering to join FOL is one of the best ways we add committed people to our active list. Membership is like purchase of a sliver of the group's success or failure as a very real small business. Email has been very effective - we will send emails on upcoming events and add a section for volunteer opportunities this month - this is one of our best ways of getting a variety of volunteer help!
- It is difficult for members who live quite far from the capital city to attend meetings/attend events where volunteers are needed.
- We have 500 paid friends, so we are in good shape. We are a town library, not part of the county system so we have a lot of buy in.
- Retired college faculty and staff make great volunteers
- We have grown significantly so asking volunteers to do specific duties and thanking them is valuable
- After 20+ years, our volunteer coordinator retired. Those duties are now shared by other Friends staff, principally a library staff member.
- It is just hard to get people to show up sometimes when they have actually committed to a day or a time. Makes it hard on other volunteers when someone does not show up and does not let us know prior to the event.
- Difficult - must have extremely friendly individuals to do the solicitations - send out thank-yous to them - you will have a better volunteer group if they are thanked regularly! and then they tell their friends :)
- Nothing beats a friendly staff that show their appreciation every chance they get; staff usually prepares a breakfast for volunteers during National Library Week; library has permanent book sale room and a separate gift shop for Friends
- The same people tend to volunteer all the time and they get tired of doing it, so sometimes events have been cancelled due to lack of help.
- We'd like help here too! We have good luck filling branch positions, but always need bookstore volunteers.
- Must be integrated with library's volunteer program Detailed job descriptions are a must so applicant understands scope of the duties involved.