

Today's Presenter



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Recruiting & training volunteers for library advocacy



THE CHALLENGE:

A COMPREHENSIVE COMMUNITY
AWARENESS CAMPAIGN WITH
MINIMAL LIBRARY STAFFING

THE RESULTING GOAL:

USE THIS CHALLENGE TO CREATE
INFORMED AND INVESTED FUTURE
MILLAGE VOLUNTEERS

Offer different types of opportunities. Seek out different types of people.

- Local celebrities
 - Key influencers
 - Potential representatives
 - Library lovers
 - Staff and Board members
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LOCAL CELEBRITIES

AGREED TO POST THEIR GEEK IMAGE AS A SOCIAL MEDIA COVER PHOTO AND TO SHARE INFORMATION ON THEIR WALL ABOUT THE GEEK THE LIBRARY CAMPAIGN.



KEY INFLUENCERS

HELPED TO ARRANGE, CREATE OR SPONSOR INFORMATIONAL EVENTS WITH INFLUENTIAL ORGANIZATIONS IN THE GREATER HOLLAND AREA.



REPRESENTATIVES

HELPED TO STAFF INFORMATIONAL EVENTS IN THE PLACE OF LIBRARY STAFF MEMBERS. RECEIVED TRAINING TO REPRESENT THE LIBRARY.



LIBRARY LOVERS

GENERATED EXCITEMENT ABOUT THE CAMPAIGN THROUGH SOCIAL MEDIA,
OR THROUGH THEIR OWN ADAPTATIONS OF THE CAMPAIGN.



STAFF AND BOARD MEMBERS

CHALLENGED TO BRAINSTORM WAYS TO PLUG THE CAMPAIGN IN TO THEIR AREAS OF THE COMMUNITY. RECEIVED ADVOCACY TRAINING & INFORMATION.

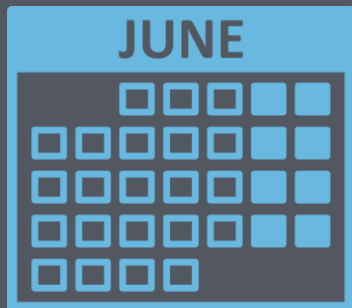


VOLUNTEER TRAINING:

CREATING A COMFORTABLY
KNOWLEDGEABLE GROUP OF
VOLUNTEER REPRESENTATIVES

DELIVERY OPTIONS

IN-PERSON TRAININGS AT A SCHEDULED DATE AND TIME vs. ONLINE TRAINING



INSIDE LIBRARY



IN COMMUNITY

<http://www.slideshare.net/HerrickDL/volunteer-training-slideshow>

LESSONS LEARNED:

Three critical steps ...
connect, update & thank.



Managing library volunteers is not all that unlike managing staff

- Takes time
- Requires preparation
- Good training is essential
- Schedules aren't always predictable
- *Less filling a job description*
- *More open to possibilities*



The value of being open to possibilities

- “Yes” or “I wonder if...” more often than “no”
- Volunteer ownership
- Volunteers came to us
- Organizations were invested
- “My library” more than
place I volunteer”



Volunteer training topics

- What makes your library a district library?
 - I live in xyz township. Can I use your library?
 - How do I get a library card?
 - How is the library funded?
 - Why is the library open less hours now than it used to be?
 - Why did you move to RFID (self-check out) and what were the implications of RFID on staffing?
 - Can I volunteer at the library?
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- Does your library accept donations?
 - Tell me about the Friends group at your library.
 - Tell me about your public access computers, wireless access, copier/fax, and other similar resources.
 - How do I access new book and movie releases?
 - How do I borrow materials from another library?
 - Tell me about your Readers' Advisory service.
 - Tell me about the following special collection: genealogy, large print, foreign language, etc.
 - Does your library have book group resources?
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- Tell me about your digital collection: eBooks, eAudio Books, eMusic, eMovies/TV, eMagazines
 - Where do I get information on story times, children's programs, or teen programs?
 - How do I reserve a meeting room?
 - What databases and other electronic resources are available?
 - Tell me about SCORE business counseling and/or workshops.
 - Share some of your library statistics with me (items checked out/downloaded, number of people visiting library, etc.)
 - How do those statistics compare to other libraries?
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Tips for volunteer success at events:

- Know your pitch
 - In front of the table vs. behind it
 - Open body language
 - If you don't know the answer to the question, help make a connection to a staff member who could personally assist with the answer
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QUESTIONS?

I'M HAPPY TO CHAT!

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