

## WLA Annual Conference: Programs for Trustees, Friends, and Foundations



The Washington Library Association Annual Conference is April 19th and 20th at the Tulalip Casino just 30 minutes north of Seattle.

There will be many programs of interest to members of Washington Library Friends, Foundations, Trustees, and Advocates (WLFFTA) at the conference. If you just want to come for one day, come Friday when the three programs specifically aimed at Friends and Foundation members will take place. The conference registration fee is less if you come for just one day.

Here are descriptions of the three WLFFTA programs:

**Title: *Successful Friends Groups: What Works, What Doesn't Work***

Join this panel of Friends of the Library representatives from large and small libraries discussing how to make library Friends groups great. The panelists will share what makes their particular groups successful—what has worked well, what has not. This is an opportunity for Friends of the Library groups to exchange ideas and programs that have and even have not worked for them. What doesn't work for one may be successful for another group!

Moderator: Nancy Patton, Volunteer Program Administrator, Sno-Isle Libraries; Speakers:

- Carol Spate, Friends of the Mill Creek Library, Sno-Isle Libraries;
- Mandy Thompson, Co-Treasurer, Friends of Neill Public Library;
- Wanda Alderman, Whitman County Library Friends;
- Mary Belz, Friends of the Olympia Library, Timberland Reg. Library;
- Nori Zukerman, President, Friends of the North Fork Library, Whatcom County Library System.

**Title: *Washington State Law and Friends of the Library: What Friends' Groups Need To Know***

Friends of the Library groups need to remain current on changing Washington State Law to stay within the regulations for non-profit organizations. This presentation and discussion by an attorney will include pertinent information on IRS and nonprofits, levy lifts, nonprofits and elections, and advertising.

Speaker: Daniel Gottlieb, Gottlieb Fisher PLLC.

**Title: *Implementing a Planned Giving Program for Your Library - It is Easier Than You Think***

Description: Whether your Library is large or small, one of the single most effective fundraising strategies you can implement is related to generating planned gifts. 85% of planned gifts are simple bequests. With the average bequest in the U.S. hovering between \$35,000-\$70,000, how can you afford not to consider this for your Library? You'll leave with a toolkit of materials and you'll have the confidence to proceed with a planned giving program.

Speakers:

- Jonna Ward, Executive Director, The Seattle Public Library Foundation;
- Cindy Sharek, Director of Major Gifts, King County Library System Foundation;
- Lynne Hoffman, Foundation Director, Pierce County Library Foundation.

We sincerely hope to see many of you at the Conference! Please join us for these educational events.

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## Invest in Your Library's Future: The Story from Puyallup

Across the country, libraries of all kinds have been hit hard by the recession. Libraries are not seen as a vital community service.

As trustees, Friends of the Library and staff, we see and hear just how vital all libraries are in our community, whether it be a school, public or academic library. We need to be more strategic about creating and telling our story, and this is where you come in.

Like most libraries, the Puyallup Public Library's budget has been reduced over the last 3 years by roughly 10%, with the largest cuts coming from staff and a reduction of materials. While staff, Board and Friends tried to tell the story of the library in numerous ways, it still became apparent that the City Council did not fully

comprehend the role of the library and that we needed to do more long term.

I asked for volunteers from the Friends of the Library and the Library Board to join with me in taking a 6 week free class offered by the Public Library Association called "Turning the Page 2.0."

By the end of the six weeks, we developed a Library Advocacy Plan for the Puyallup Public Library. A team of two Library Board members and two Friends joined me on this six week adventure, and by the end, we learned how to be stronger and more strategic in promoting our Library.

I wanted to bring both the Board and the Friends together to work on a project. Ten years ago the Friends of

the Library helped pass the bond to build a new library. In the ensuing years, they have predominantly raised money for our programs. By creating this plan, I hope we can involve more Friends to advocate for the Library. It also aligns the Board and Friends to a common purpose.

Our goal for the plan is simple: to bring our materials budget up to the state average and increase our hours to include Sunday hours, which equates to more staff. This goal also matches some of our goals of our strategic plan, so there is alignment of our focus. We anticipate that this is a long term goal.

By only the third week of the class, it had already made a difference. One of the Friends made an appointment to talk with a City Council member and already Friends were talking to acquaintances about the Library. More importantly, I could see their confidence building.

If you want to explore how your group might create a similar plan, check out the "Turning the Page 2.0" website at [www.ala.org/pla/education/turningthepage](http://www.ala.org/pla/education/turningthepage) for much more information.

This class IS time consuming and requires a time commitment from everyone. That said, it is suitable for a library of any size ... and it is free, thanks to the Public Library Association (PLA) and funding from the Bill & Melinda Gates Foundation. The content is relevant and meaningful to all of us in our roles as supporters of public libraries.

*Mary Jo Torgeson is Director of the Puyallup Public Library. Contact her at [MJTorgeson@ci.puyallup.wa.us](mailto:MJTorgeson@ci.puyallup.wa.us).*

### Sno-Isle Libraries: Community Ambassador Program

Sno-Isle Libraries has established a core of Community Ambassadors. Community Ambassadors are asked to share their stories and testimonials at a variety of venues about how library services, programs, and resources enrich their lives.

These venues can be as uncomplicated as speaking with friends and colleagues or as complex as presenting at a local PTA or Rotary meeting.

Working with an outside consultant, Sno-Isle Libraries developed tools and training sessions to help prepare volunteers to speak engagingly and effectively on behalf of the library district.

The first round of training targeted Friends of the Library groups, community library boards, Foundation Board members, and the Sno-Isle Libraries Board of Trustees. The response from the first two training sessions was so overwhelming that three additional training workshops were added.

The Ambassadors are now taking the Sno-Isle Libraries story out into the community and are showing how libraries continue to make a difference every day in the lives of those they serve.

*Nancy Patton is the Volunteer Program Administrator for Sno-Isle Libraries. Contact her at [npatton@sno-isle.org](mailto:npatton@sno-isle.org).*

## Timberland Regional Library Friends and Boards Forum

Timberland Regional Libraries has scheduled its annual Friends and Boards Forum for April 28, 2012. This year's theme is "Timberland libraries ... The Commons of the Community." Keynote speaker is Olympia author Jim Lynch talking about his latest book, *Truth Like the Sun*, which will be released on April 10.

Timberland libraries host an annual Friends and Boards Forum each year rotating locations between the five counties they serve. The event recognizes the valuable work these volunteers bring to their communities every day. The event is open to members of the friends of the library groups, local library board members, library district trustees and staff.

Participants will be invited to share ideas and thoughts about which library services they value most and what new programs or services the library should consider. Participants will be asked about library services and programs, technology, facilities, and the library collection with the goal to spur feedback that will be combined with input from similar events in all five counties throughout the month of May. Results will help shape the future of library services and the development of a 2013 Action Plan.

Timberland has 19 Trustee groups, and 27 Friends groups currently active in its 7,000 square mile district, with 28 locations, nine of which are located in rural unincorporated areas. This is the one time each year that the library invites all of them together to share stories, advice, experiences, program ideas, problems, solutions, and camaraderie. A good time is had by all!

**FRIENDS & BOARDS FORUM**

Timberland Libraries ...  
**the Commons of the Community**

Please save this date to meet with other Friends and Board members from across the Timberland Regional Library district. Also enjoy keynote speaker Jim Lynch, Olympia resident and best-selling author of *The Highest Tide*.

**April 28, 2012**  
Saturday, 9:30 a.m. to 3 p.m.

**Ocosta Junior & Senior High School**  
2580 South Montesano Street, Westport, WA 98595

Lunch will be provided in recognition of your volunteer efforts.  
Registration materials with additional information will be mailed soon.

Special hotel discounts for those attending the forum are available for \$88 plus tax per night with the Chateau Westport and the Westport Inn for the nights of April 27 or April 28. Mention you're attending the forum to receive the discounted rate.

## Chair's Column: Nominate the "Best" Friend You Know—or a Friends Group or Foundation

If you know that your Friends group has done a truly outstanding job in the last year, or that an individual "friend of the library" has indeed made all the difference in the world, then it might be time to nominate the individual or the group for some national attention.

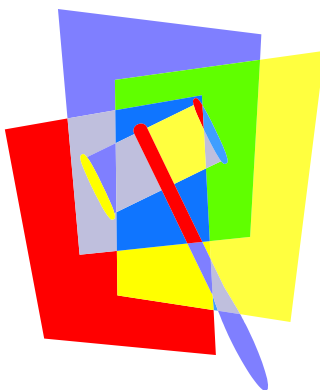
Each year the Association of Library Trustees, Advocates, Friends and Foundations (ALTAFF) recognize individuals and groups which promote library through awards at the American Library Association (ALA) annual conference.

This year ALTAFF has a new award: the ALFAFF/LexisNexis Outstanding Friend conference grant. This grant will enable a person who is active in his or her local Friends of the Library group to attend the ALA Annual Conference. A grant of \$850, plus full Annual Conference registration, will be awarded to the recipient.

The winner will be required to

write an article chronicling their experience at the conference for *The Voice*. The deadline for submitting the application is April 15. The winner will be notified by May.

The Baker and Taylor awards are given annually to recognize outstanding effort of Friends groups and Foundations and carry a cash prize of \$1,000 which is given to the Friends' or Foundation's library. Three awards will be given for a specific project



culminating in the year prior to application or based on the full scope of the group's activities during that year. Submissions are due May 1 and winners will be notified by May 15, 2012.

National Friends of Libraries Week Awards recognize the programs and activities that draw attention to the activities and efforts that Friends create to highlight this week in October. Applicants will be judged on creativity and innovation, involvement of Friends, library staff, Trustees, and/or advisory committee the recognition of Friends group and the promotion of Friends group to the community, school, students, and/or faculty.

Applications for the 2012 awards will be available in October, 2012. To find out more about these awards go to [http://www.ala.org/altaff/grants awards](http://www.ala.org/altaff/grants_awards).

Carolyn Petersen is the Chair of WLFETA. Contact her at [carolyn.petersen@sos.wa.gov](mailto:carolyn.petersen@sos.wa.gov) or 360.570.5560.



# ALTAFF Resources

ALTAFF stands for Association of Library Trustees, Advocates, Friends and Foundations, and is the American Library Association (ALA) division representing these important library groups. Members of ALA ALTAFF have numerous resources available to them. Here are two popular items:

## Book Lover's Calendar

ALTAFF members can purchase the *2012 Book Lover's Calendar* at a greatly reduced price. Sell these calendars at a deep discount to Friends, use them as an incentive for joining your group, in recognition of volunteer hours, or as prizes.

A great fundraiser, these calendars are so popular they practically sell themselves. The retail price is \$12.99, but the discounted rate for ALTAFF members is \$2.50 per calendar. For more details, log onto the Friends & Foundations Zone or the Trustee Zone at [www.ala.org/altaff](http://www.ala.org/altaff). If not now, think about 2013!

## Books for Babies Kits

Your Friends group can help increase literacy in your community by supporting a love for books at the earliest ages. Books for Babies has been a successful Friends project in towns and cities across the country.

The ALTAFF Books for Babies

Kit contains:

- Baby's First Library Card
- Baby's First Board Book
- Bookmark with Reading Tips
- *Raising a Reader, Raising a Writer* brochure
- Books for Babies brochure with Reading Tips
- Babies Love Books: A Guide for Grown-Ups

**BOOKS  
FOR  
BABIES**



Kits are \$7.00 each, or \$9.00 with optional Books for Babies bib. For more information, and to order, visit [http://www.ala.org/altaff/products\\_services/booksforbabies](http://www.ala.org/altaff/products_services/booksforbabies).

## Even More Great Ideas for Libraries and Friends

The first edition of this breakthrough book was a huge success, so another collection featuring more terrific ideas and best practices has been published to help libraries and Friends connect with their communities. The book features ideas for innovative programs, successful fundraising, strategic advocacy, powerful public relations, memorable membership campaigns, and more. Each idea includes practical instructions, graphics, and implementation tools so you can adapt these programs successfully and creatively to match your library's specific needs and opportunities.

ALTAFF member price: \$40 (plus \$4.95 shipping/handling). Non-member price from Neal-Schumann: \$69.95. Visit [www.ala.org/altaff/products\\_services/publications](http://www.ala.org/altaff/products_services/publications), call 800.545.2433 x2161, or email [altaff@ala.org](mailto:altaff@ala.org).

## WLFFTA Elections

This year, two WLFFTA Board positions are up for election:

1. Will Stuiwenga, *Advocate* editor, has agreed to stand for another Board term, and also to serve as Board Chair for the coming year.
2. Linda Bagaason, a Longview Public Library trustee, has agreed to serve as Board member representing library trustees. **Please remember to vote when your eBallot arrives!**

## WLFFTA Annual Meeting

The WLFFTA Annual Meeting will be held at the ALA Conference, Thursday, April 19, at the IG Networking Luncheon.

Look for the WLFFTA table(s) at the luncheon. This is your opportunity to meet your WLFFTA board members, suggest topics for future WLFFTA educational events and conference programs, and make your voice heard.

# ADVOCATE

Published by WLFFTA and WLA

Receiving the *ADVOCATE*, a publication of the WLA Washington Library Friends, Foundations, Trustees & Advocates Interest Group, is a benefit of interest group membership.

The *ADVOCATE's* mission, like that of WLFFTA, is to advance community and statewide support for libraries, encourage library Friends, trustees and foundation associates to share ideas and enthusiasm, assist in their training, and link library supporters across Washington to address effectively issues impacting libraries.

The deadline for submissions is open. Contact the editor for specific issue deadlines. More information about WLA and WLFFTA can be found on the Internet—see <http://wiffita.wla.org>

Comments and suggestions for articles and WLFFTA activities are welcome.

Views and opinions expressed here do not necessarily reflect those held by the editor, WLA, or the WLFFTA Board.

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## Notable Quotes

*Taken from various Friends newsletters.*

"In the case of good books, the point is not how many of them you can get through, but rather how many can get through to you." Mortimer J. Adler

"A mind needs books as a sword needs a whetstone, if it is to keep its edge." George. R.R. Martin

"In a library we are surrounded by many hundreds of dear friends."  
Ralph Waldo Emerson

"Give thy mind to books and libraries, and the literature and lore of the ages will give thee the wisdom of sages and seer." Newell D. Hillis

