

Strengthening Libraries in Oklahoma through Friends of Libraries

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Financial Fitness @ Your Library

Smart Investing@Your Library® is a national project of the FINRA Investor Education Foundation and the American Library Association. FOLIO has received a grant to provide Financial Fitness programs around Oklahoma for another year. Cooperating libraries in the two-year grant are Rose State College, Lawton Public Library, Southeastern Oklahoma Public Library System, and Southern Prairie Library System. Target groups include seniors, military and teens. We welcome our new project director, Scott Beckes. If you have questions, please contact him at scottmbeckes@hotmail.com.

Six-week programs are planned at:

- Stigler Public Library (for teens)
- Idabel Public Library
- Coal County Public Library
- Tinker Air Force Base

Go to financial-fitness.oklibraries.org for dates and times. Informative web sites, among many other resources, are available there.

Financial well-being, according to the Consumer Financial Protection Bureau, can be defined as “having control over day-to-day, month-to-month finances; having the capacity to absorb a financial shock; being on track to meet your financial goals; and having the financial freedom to make the choices that allow you to enjoy life.”

Libraries can have such a positive influence on the lives of their customers by offering financial literacy programs.

SmartInvesting.ala.org and MoneySmartWeek.org are great places to begin for program ideas.

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Double R Author Tour

Reading Roundup (Double R) Author Tour is in September. The Double R Tour is an author and book-signing tour brought to several public libraries and schools across Oklahoma. The tour promotes the love of reading, invites students to have fun with reading, and encourages the discussion of books.



Two authors are featured: children’s book author, Cynthea Liu, and young adult book author, Alton Carter.

The children’s book tour will highlight Liu’s award-winning book *Bike On, Bear!*, which received the 2016

Oklahoma Book Award in the Children’s Category. The book is about a young bear who overcomes obstacles and finds help in unlikely places in order to learn how to ride a bike.

Liu stated, “I’m looking forward to the Reading Roundup in my home state of Oklahoma! I believe you can learn ANYTHING in a library, and I’ll be there to demonstrate that to kids with my character, the ever helpful, flexible, and brainy four-pawed friend, Bear!”



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A Message from the President

Dear Friends,

I hope your group is making plans for National Friends of Libraries Week, October 15-21, 2017! This annual event offers you an opportunity to conduct a membership drive and publicize the ways you help your library. It is also a chance for libraries to thank and celebrate their Friends.

This year, FOLIO is offering a new award for Friends Week. Friends Groups who are paid members of FOLIO can apply to win \$200 for their group. Two awards for Friends week activities will be given: One for a Friends Group in a city or town with a population of less than 10,000, and one for a Friends Group in a city or town with a population in excess of 10,000. The entry form will be available through the FOLIO website, www.okfriends.net, or you can request a copy by emailing FOLIO Board Member Michele Ramsdell, mramsdell@uco.edu.



I recently participated in two free webinars that were offered by United for Libraries, the Association of Library Trustees, Advocates, Friends and Foundations, a division of the American Library Association. If you aren't familiar with this group, check out their website: <http://www.ala.org/united/> They have wonderful resources, and some are free!

Dr. Karen Neurohr, FOLIO President, 2016-2018

Financial Fitness @ Your Library

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Successful program topics include—

- Buying a home
- Planning for retirement
- Estate planning
- Tax law changes
- Budgeting
- Investing

Continuing education units are available to library staff for taking the free online Smart Investing course. Library staff learn how to respond to financial questions and become familiar with great web sites.

Does Social Media Work?



Friends and libraries need to go where the people are. The Pew Research Center estimates 69% of Americans are using some type of social media regularly.

The Open Education database (oedb.org) provides ten tips for social media in libraries. They include—

- Think big, but start small.
- Link to others' information. Not everything needs to be original.
- Answer questions promptly.
- Offer a contest or reward on social media, maybe a free tote bag for every fifth check-in.

Friends need to be there, sharing library-related information. Think about what your priorities are (promoting the library's web pages, marketing library programs, or advocating for libraries). Next, start planning what to share. "A picture says a thousand words" certainly applies to social media. Something eye-catching is needed to make people take notice.

What kinds of topics can you share? You are really only limited by your imagination. Of course, library activities, volunteer needs, advocacy efforts, a library staff member highlight, FOL meetings, and reading recommendations are all possible topics. Look at other library FOL pages or watch the Oklahoma Dept. of Libraries page for ideas. Creating events on Facebook and sharing the invitation is a proactive way to spread the library message. Just coordinate with the library staff.

FOLIO has had a Facebook page for several years. One to four additions per week are posted. We have recently begun paying for ads to get a larger reach (\$5-\$10) for high-interest subjects. Ads can be focused by age levels and geographic areas.

Most FOLIO posts reach 70-150 people. Ads attract non-library viewers, as well as regular viewers. Our largest reaches this year have been about the Financial Fitness program (527 people), public library in jeopardy (advocacy—591), McDaniel Poetry Contest (492) and National Library Week (546). Think creatively in using social media for your FOL. <http://oedb.org/ilibrarian/10-social-media-marketing-tips-for-libraries/>

Double R Author Tour

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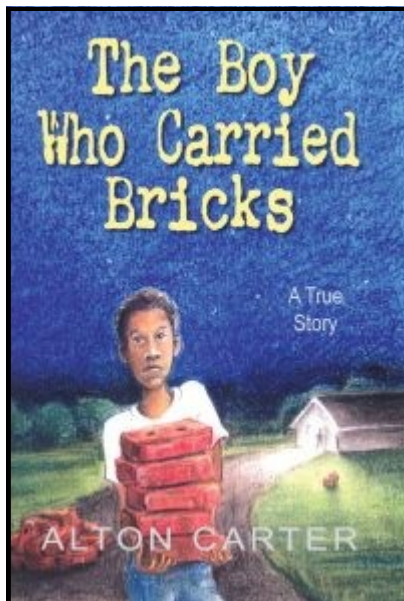
Alton Carter's award-winning book *The Boy Who Carried Bricks* will be featured on the young adult tour. This is Carter's first book. He received the 2016 Oklahoma Book Award in the Young Adult category. The book follows his life as a young man who perseveres while facing the uphill challenges of growing up in the foster care system. The book is a true recount of Carter's hard-scrabble life growing up on the plains and in the small towns of Oklahoma.

Carter stated, "Everybody has value and deserves a second chance. I'm using my second chance to share my story, hoping that I will inspire others to do what they can to make this world a better place."

The presentations will be at both public libraries and schools. Everyone is invited for fun activities, book-signing and reception with the authors, who will be signing books at both programs.

The Double R Author Tour is held in conjunction with a \$40,000 grant the Oklahoma Department of Libraries received from the Reading Trust. The grant is being used to purchase books by Oklahoma Book Award winners or finalists in the children/young adult category. These books will be placed in all 219 public libraries across the state.

Sponsors for the Double R Author Tour are the Oklahoma Department of Libraries, the Oklahoma Center for the Book, Friends of the Oklahoma Center for the Book, Friends of Libraries in Oklahoma (FOLIO), Best of Books, and the federal Institute of Museum and Library Services.



2017 Double R Author Tour Stops

Alton Carter

- 9/11 — Claremore Will Rogers Library
- 9/13 — Stratford Chandler-Watts Library
- 9/14 — Elk City Carnegie Library
- 9/19 — Tecumseh Public Library
- 9/21 — Watonga Public Library

Cynthea Liu

- 9/19 — Wister Public Library
- 9/21 — Tuttle Public Library
- 9/22 — Miami Public Library
- 9/26 — Tahlequah Public Library
- 9/28 — Tonkawa Public Library

To find out more, go to DoubleR.oklibraries.org.



FOLIO Board Meets in Tulsa

The June FOLIO Board meeting was a busy one. The photo above shows those attending in front of the Tulsa City-County Library Timeline wall.

Major activities included:

- Revising the bylaws, which included reorganizing the committee structure, clarifying duties, etc.
- Re-electing officers.
- Welcoming new Board members—Kay Boies and Michele Ramsdell.
- Prioritizing our web site information.
- Establishing two new awards for FOL Week.
- Planning FOLIO's 40th anniversary celebration, which will be during the OLA conference on April 24, 2018.

News from Around the State

Southwest Region Report

The **Friends of the Elk City Carnegie Library** in the southwest region of Oklahoma assisted the Library with unique programs for adults and children during the summer reading program. Expanding on the theme of Build a Better World, the Elk City Library was a hub of creativity.

Both children and adults had a chance to participate in the summer activities. The Friends of the Library provided T-shirts for library staff and prizes for the children which included water bottles and pens.

On Thursday afternoons, while the children viewed movies, adults had their own programs. As part of the Build a Better World program, participants knitted scarves and hats for military, veterans, and first responders. They also wrote thank-you notes to current and retired members of the military. Friends member Carla Garrison provided her card-making skills and supplies.

Friends members and several local crafters, brought their crafts and explained how to create them. Another program featured retired librarian and Friends member Pat Sprowls talking about her recent trip to Africa. On the next two Thursdays, OSU Extension Agent Greg Hartman presented a program on gardening, and local hardware store owner Shonda Currell brought tools and discussed their uses. She also brought several old tools to compare with the new, updated ones.



The Elk City Carnegie Library, pictured above, is an original Carnegie Library started with a \$10,000 gift from Andrew Carnegie. When the library celebrated its 100th anniversary, the Friends commissioned and paid a videographer to document the history of the library and to film interviews with patrons, library supporters and Friends of the Library. With the support of the Friends, the library also held an open house to commemorate the anniversary. Staff dressed in 1915 period costumes and served refreshments to the public.

The Elk City Friends also support the Library Challenge Book Club which meets once a month. The library issued a list of challenge book categories and book lovers meet to discuss what they have been reading. The Friends provide refreshments and several Friends members attend and lend their literary insight.

The Elk City Friends are also providing the prizes for a drawing. Patrons have a chance to win a prize each time they check out a book.

—Judy Haight, FOLIO Board member and Southwest Ambassador

The Library of Things

More than ever, libraries are offering nontraditional items for checkout. As the sharing economy continues to swell, nontraditional collections become more pervasive, community-specific, and imaginative. Below are some unusual items circulating in U. S. libraries.

- | | |
|-------------------------|-------------------|
| Bubble machines | Sewing machines |
| Dog activity kits | Croquet sets |
| Video projectors | Fishing equipment |
| Bird-watching kits | Santa suits |
| Microscopes | Fondue set |
| Snowshoe | Apple picker |
| Canning equipment | Bicycles |
| Musical instruments | |
| Science experiment kits | |
| Roomba vacuuming robot | |

Dankowski, Brian. "The Library of Things." *American Libraries* 48.6 (June 2017): 48-49.



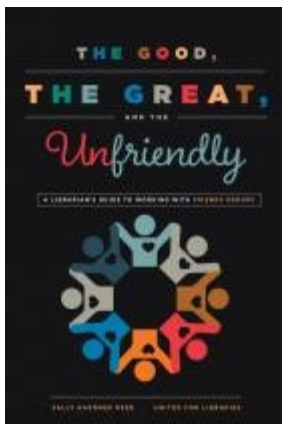
Stratford Friends of the Library

Friends members quilted this amazing Bulldog T-shirt quilt and raised \$1200 from ticket sales to support the Chandler-Watts Memorial Library.

Book Review

The Good, the Great, and the Unfriendly by Sally Gardner Reed Published by ALA 2017 978-0-8389-1498-4 \$57.00

Attention, library directors and program librarians in both public and academic libraries! Do you wish your library had a friends group? Do you wish your friends group had a clear understanding of what its purpose is? Do you wish your friends group could be more effective at fund raising? Have you had problems with your friends group?



Attention, library friends group leaders! Do you know what your friends group should be doing? Do you know what it shouldn't be doing? Is there a harmonious relationship between the friends group, the library administration, and the governing authorities? Would the friends group be the right group to tackle fund raising for a major capital campaign?

Once in a very great while, a book about libraries comes along that ought to be a best seller. Sally Gardner Reed's new book, *The Good, the Great, and the Unfriendly: A Librarian's Guide to Working with Friends Groups*, ought to be in the professional collection of nearly every library in the country and, moreover, the president of every library friends group ought to have it as well. It is that valuable, because it has excellent advice in response to the above questions and more.

No one is better qualified than Reed to write such a valuable handbook about library friends groups. She worked for nearly 20 years in library administration and since 2002 has been the executive director of United for Libraries, the division of the American Library Association that provides support and education for library trustees, friends, and foundations. She has presented hundreds of programs to friends, trustees, and librarians across the country.

Not only does Reed answer such sticky questions as resolving differences between a friends group and a foundation, when and how to shut down a non-performing or renegade friends group, or how to keep friends, boards, and the library staff in the loop with each other without overstepping their boundaries, she has added seven invaluable appendixes that include

a sample memorandum of understanding between a library and a friends group, guidelines for giving, and more.

Don't let the high price stop you from getting this tremendous handbook. You need it.

—Wayne Hanway, FOLIO Board member and Southeast Ambassador



Q - How can we get Friends Board member buy-in for fundraising?

A - A board can make or break an organization's fundraising program. And research shows most boards need work. Board members should consider fundraising as one piece of an organization's fiscal health. Here are some suggestions:

1. Board members may think that soliciting gifts is the only way to fundraise. Some board leaders are ambassadors who introduce new people to an organization, some are connectors to their networks, and some are solicitors.
2. Your board needs help talking about your organization and why it deserves donor support. Kick off each fiscal year with a refresher orientation to ensure that all board members really understand your work and how to ask for support. Create standard talking points and an "elevator pitch" so everyone is literally speaking from the same hymn.
3. They fear rejection. Board members may feel that fundraising is "begging." Here's a little secret: If you've trained your board members to exude passion for your mission, they've made their own personal financial commitment, and have been into the process well before the ask, there's no question you will get a yes.

How do you respond to board members who say, "I don't know any rich people"? Claire Alexrad suggests, "You don't need to know rich people. Just think of your peers. Are there any who might be interested in what we do? Let them in on what we're accomplishing here—maybe they'll get just as excited about it as you are!"

—NetworkforGood.org
"How to Manage and Inspire Your Nonprofit's Board."



Advocacy, A Major Role for Friends

Since the state legislative session is over, Friends of the Library may think their work is over for the year. Now is the time to invite state legislators to the library and make them aware of the resources and services available there. Highlight the importance of the Oklahoma Department of Libraries services – children’s summer reading, databases, continuing education, public library certification, and many others. Tell them about the libraries access to computers, job fairs, and other crucial services.

On the federal level the work is continuing. Funding for the Institute for Museum and Library Services is being debated. Hot topics this summer have been the e-rate for libraries and net neutrality, making Internet speed the same for all. New proposed legislation includes the Fair Access to Science and Technology Research Act (ensuring that taxpayer funded research results will be accessible) and the ECPA (Electronic Communications Privacy Act) Modernization Act of 2017 (providing rights to privacy). These impact libraries, and Friends’ voices are needed in Washington.

Eileen M. Palmer, New Jersey Library Association Legislative Committee Chair, states, “We’ve all heard it before but it is nonetheless true: effective advocacy is about building relationships. Building strong relationships is more than the occasional call to an elected official’s office requesting support for a bill or funding. Learning who your officials are and understanding their interests and concerns is at the heart of building that relationship and should be ongoing.”

Palmer continued with some specific ways to “build lasting relationships and effectively tell our story to every member of Congress.”

- Get friends from inside and outside the library world to sign up for alerts and to act. The ALA Action Center makes this very easy. (www.ala.org/wo) Links to Congressional emails and phone numbers are there.

- Offer your library for a town hall, tour, or program visit by members and/or their staff.
- Write a brief, personal letter-to-the-editor about the issues you care about. ALA has resources to help you.
- Ask to meet with your representative and senator (or their staff) while in the district. Don’t be discouraged if you are turned down. Use the opportunity to convey your concern about library funding. Also, ask to be included on the invitation list for any telephone town halls.

“The benefits of advocacy are well worth the effort of all of us,” Palmer concluded.

To find out what the current issues are and what the critical contacts are in Congress, register for the *District Dispatch* at www.districtdispatch.org/. You will receive an occasional email alert and know time-sensitive information about upcoming legislation. The web site may be checked for ongoing issues and updates.

Legislators would rather hear from their constituents than librarians. Let them know that libraries are important to you and your community.

Did You Know?

The mission of Friends of Libraries in Oklahoma (FOLIO) is “Strengthening Libraries through Friends of Libraries.” FOLIO has served Oklahoma library friends and libraries since 1978, a result of the Governor’s Conference on Libraries which called for the creation of a statewide Friends group.

FOLIO’s newsletters, social media, website, and activities such as Literary Landmarks™ also help promote the organization throughout Oklahoma.”

“If a building can pay you a compliment, that’s just what a library does. A library will believe in your potential your whole life.”

--Lane Stone



My, Oh My!! How Time Flies!!

FOLIO Membership Dues are due again! Dues are paid annually and cover the time from July 1 to June 30. Dues are:

Individuals	\$10
Friends of the Library groups	\$15
Libraries	\$20



You can assist FOLIO when you shop Amazon online. FOLIO will receive 0.5 percent of eligible sales. Tens of millions of products on AmazonSmile are eligible for donations.

- Simply go to smile.amazon.com when you want to begin shopping.
- Select FOLIO as your charitable organization.
- Shop as you would normally.

Be a Part of Supporting Friends

This spring you received an invitation to be a part of of strengthening Friends of Libraries, which is FOLIO's mission. Many of you joined us in honoring or remembering those who gave you the gift of reading by making a contribution to the FOLIO Endowment.

FOLIO has not yet reached our goal of \$6,000 for our endowment fund with the Oklahoma City Community Foundation. Your gift helps us provide support to libraries, library patrons, and Friends groups across the state through a variety of programs. Your participation is vital to our mission.

FOLIO is making a difference in the state.

- Scholarships for support staff
- Literary Landmarks
- Financial Fitness training
- Reading Roundup author visits to libraries
- Poet Laureate visits to libraries
- Local Friends support

You can help us make a difference and continue this legacy. Please send your donation to—

FOLIO
P. O. Box 702585
Tulsa, OK 74170

Correction—Donna McSpadden's gift to the FOLIO Mothers' Day Campaign was in memory of Clem and Bart McSpadden. We apologize for the error.

Need Help?

Call your FOLIO Ambassador

FOLIO has Outreach Ambassadors who are ready and willing to talk or consult with your Friends' group or your officers. We want to help you be successful and strengthen your library. Let us know how we can assist you.

Ambassadors are available for each quadrant of the State.



Northeast

- Jon and Sharon Douthitt
sdouthitt@prodigy.net

Northwest

- Joe and Carol McReynolds
joemcreynolds@yahoo.com
- Karen Neurohr
karen.neurohr@okstate.edu

Southeast

- Wayne Hanway
whanway8@gmail.com

Southwest

- Judy Haught
haughtjc@gmail.com
- Carla Garrison
cgarrison@cableone.net

Seed Grants

FOLIO has been making Seed Grants available to help get Friends groups started or reinvigorated since 1993. The application and details are available on the FOLIO website—[http:// www.okfriends.net](http://www.okfriends.net).



Seed Grants are awarded on the basis of need and available funds and are accepted at any time. There is no specific deadline.

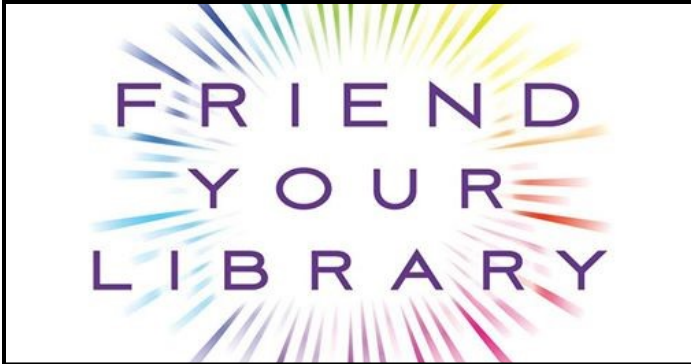
The following thank you letter was received from the Stratford Friends of the Library who recently received a Seed Grant.

"We appreciate your support (*seed grant*), as well as that of the Schusterman Family Foundation, We're excited about the future of the Stratford FOL."

—Stratford FOL

P. O. Box 702585
Tulsa, OK 74170

FOLIO:
Strengthening
Libraries
In
Oklahoma
through
Friends
of
Libraries
Since 1978



**National Friends of the Library Week,
October 15-21, 2017**

National Friends of the Library Week (FOL Week) is a chance to celebrate your Friends group and gain memberships.

FOLIO is beginning two \$200 awards for FOL Week activities, one for Friends serving communities with less than 10,000 population and one for more than 10,000. An application will soon be available on the web site (okfriends.net) under Awards or you can request a copy by emailing FOLIO Board Member Michele Ramsdell, mramsdell@uco.edu.

The entry deadline is November 4, with awards to be presented in December.

United for Libraries (www.ala.org/united) has sample press releases, proclamations, Facebook and Twitter covers, public service announcements, and a sample letter to the editor. Other materials may be ordered, for example, buttons and posters. A webinar on FOL Week ideas is also available. Some ideas are:

- Plan a special display, membership drive, or bookmark contest (Why I Love the Library),
- Tell your city or campus officials how important the Friends are to the ongoing success of the library.
- Use this opportunity to convey to officials how the Friends raise money, promote the library, and volunteer in many ways.
- Have a theme: Make Friends with a Good Book, Thank you for Being a Friend, or Friends Roundup.
- Feature different library services each day of the week on Facebook.
- Have different programs each day, ending with a Staff Appreciation Dinner.

Great ideas are at United for Libraries, which has National FOL Week awards available. One library held a Chocolate Friendly, where people brought their chocolate treats with recipes and were judged.

Plan your celebration now!