

## Strengthening Libraries in Oklahoma through Friends of Libraries

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### Young People Are Using Libraries

A new national report by Portland State University professors found that more than

half of Gen Z and millennials visited a library in the past 12 months. (Even a majority of the young people who say they don't like to read visited a library last year!)

The report also documents that despite a rise in the use of digital library collections, "print books are Gen Zers' #1 preferred book format."

They read two print books every month.

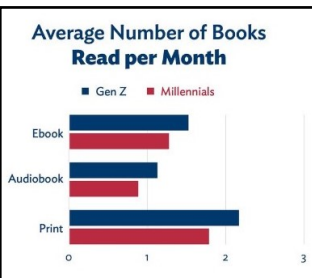
This is striking, given that we're talking about the first generation to grow up in the world of social media.

54% of Gen Z and millennials visited a public library in the 12-month study. 52% said they had borrowed from a public library's digital collection. For these groups 75% felt that waiting for material of one week or less was a "long" time.

They pick up books recommended by friends and books adapted for TV shows and movies. They're also heavily influenced by recommendations and advertisements on Instagram and TikTok.

Public libraries are providing creative programming for these groups. Many libraries have advisory groups to recommend needed activities and materials. Libraries are fun with innovative resources and safe places to chill out.

Berens, Kathi Inman and Rachel Noorda. "Gen Z and Millennials: How They Use Public Libraries and Identify through Media Use." (November, 2023) <https://www.ala.org/advocacy/sites/ala.org/advocacy/files/content/tools/Gen-Z-and-Millennials-Report%20%281%29.pdf>



Registration is now open for the Oklahoma Library Association Conference. FOLIO Day is Friday, March 8. You may register now at [oklibs.org](http://oklibs.org). Select "Events" and "Annual Conference." The FOLIO one-day registration is \$30.

FOLIO programs include:

- Author Julia Bryan Thomas
- Starting or Reviving a Friends Group, info on starting a nonprofit organization and developing a Memo of Understanding
- Library for the Blind & Physically Handicapped
- Members' meeting/FOLIO Board meeting
- Other OLA programs are available.

### FOLIO to Host Author Julia Bryan Thomas



Oklahoma author Julia Bryan Thomas will speak at FOLIO's annual Author Talk and Awards Ceremony on March 8 at the Hyatt Regency Hotel in Tulsa. A former first-grade teacher, Ms. Thomas is a graduate of Northeastern State University and Yale Writers' Workshop. She is the author of the novels *For Those Who Are Lost* and *The Radcliffe Ladies'*

*Reading Club. For Those Who Are Lost* deals with the Nazi occupation of the island of Guernsey and the evacuation of the island's children. The book was a finalist for the 2023 Oklahoma Book Award for Fiction and

[continued on p.3]

## From the President. . .



I have long been interested in how people on the home front during World War II coped with the tragedy and uncertainty of war, particularly in England where shortages and incessant bombing by the German Luftwaffe made life precarious. According to the University of London, the English government, through the Ministry of Information, issued slogans printed on posters to bolster the

morale of the citizens. One of the slogans, "Keep calm and carry on," never gained much traction during the war, but we now see it printed on everything from t-shirts to coffee mugs.

Even though the overuse of those words makes the saying seem trite, I think it is good advice for all kinds of situations. For instance, I recently had a health scare that could have upended my life. I had a routine test a couple of weeks before Christmas and was told I needed to return for further testing. There was nothing I could do about the problem during the three weeks' wait for an appointment for the additional tests and their results. So I decided that the best course of action was to keep calm and carry on. I went Christmas shopping, wrapped gifts, decorated my house for Christmas, cooked a huge meal, and hosted fifteen people for Christmas dinner. In short, I calmly handled the tasks at hand and carried on. Fortunately, the whole episode was a false alarm, and life has returned to normal.

What does all this have to do with libraries and FOLIO? As we all know, libraries and librarians faced uncertainties during the past year. Funding is always an issue, but censorship and the politicization of libraries have created controversy where none should exist. After all, what is more inclusive and democratic than a library? So what can we lovers of libraries do? Keep calm and carry on. Do the necessary work. Advocate for libraries with lawmakers. Talk about libraries and build them up. Work for expanded literacy since a literate citizenry is the best hedge against censorship.

Friends groups need to soldier on filling the gaps for libraries. When they hear criticism of libraries, they can calmly speak up for public libraries and carry on recruiting people to join them in their support of libraries. Often people just need an invitation to get involved. Without panic over what we hear on the news or read in the papers, we can calmly assess the situation and carry on doing the necessary work for the benefit of libraries.

I hope to see all of you March 8 at the Hyatt Regency in Tulsa for FOLIO Day of the OLA Annual Conference. Register at [www.oklibs.org](http://www.oklibs.org). We have interesting sessions planned, a talk by author Julia Bryan Thomas, and our annual membership meeting where Friends groups can share what they have been doing in their communities. In the meantime, keep calm and carry on.

*Judy Haught, President*



FOLIO is an all-volunteer organization working to strengthen libraries through Friends. We are excited to have these talented people on the FOLIO Board.

### **Niki R. Powell**

Niki R. Powell has been active in Friends' activities for many years. "As a local member of the Friends of Love County group, I enjoy assisting the library with all the projects," she related.



Now retired as branch manager of the Love County Library, Southern Oklahoma Library System, she serves as treasurer of the local friends group and has been an active member for 25 years.

She was instrumental in assisting with establishing special projects for the Friends' group, such as Day of the Child, extension of the summer reading program with people from the local workforce reading to children, and the special television and gaming equipment. Wanting to notify the community, the Friends also purchased visual signage showing activities for the library, brought in the quilt guild for quilt shows, **and held special authors' presentations and** a number of other activities.

### **Pauline Rodriguez-Atkins**

Pauline Rodriguez-Atkins has considered libraries her happy place for as long as she can remember. Like many others, her love of reading led her to a career in libraries, and like many others, she quickly learned that being a librarian does not mean getting to read books all day!



Pauline recently retired after spending 37 years at the Metropolitan

Library System in Oklahoma City. She held many roles in the library system, most recently as Director of Collection Services and Development. During her career, she was active in OLA and the Technical Services Roundtable (TSRT). She served OLA as Program Chair, Local Arrangements Co-Chair, Secretary, and Chair of TSRT. She has been a frequent speaker at conference programs and workshops on a variety of technical services topics.

Since retiring, Pauline is transitioning from library staff member to library user. She loves reading e-books



### Pauline Rodriguez-Atkins [cont'd]

because she can carry many books with her and never fear being without something to read. Her years at Metropolitan helped her to appreciate the value of Friends groups to libraries. Working with FOLIO will allow her to give some of that support back to libraries.

Pauline met her husband, Parker Atkins, at an OLA TSRT workshop. Parker is retired from Oklahoma City University's Dulaney-Browne Library, where he was a cataloging specialist. Having two catalogers in one household has led to some unique dinner table conversations and the unique feature of a large card catalog cabinet as household décor.

Pauline believes that libraries are more important than ever in today's cultural climate and that Friends play a vital role in their continued ability to provide everyone with a safe, welcoming space.

### Starting and Reviving a Friends Group

Friends of Libraries are a great asset to libraries. Not only do they provide funding for items that go beyond a library's regular budget, but **they are also** a source of volunteers and advocacy. Since some libraries do not have Friends groups and **some others** have groups that have become inactive, FOLIO is presenting a session at 9:00 a.m. on March 8 on the basics of starting a new Friends of the Library group or reviving an existing group. The session will be at the Hyatt Regency Hotel in Tulsa as part of FOLIO Day at the OLA Annual Conference.

Connie Jessina, Treasurer of Friends of the Will Rogers Library in Claremore and her co-treasurer, Sharon Douthitt, will speak on starting or reviving a Friends group based on their experience at Claremore's Will Rogers Library. Sharon Douthitt remarked, "Starting or restoring a Friends of the Library group might seem like a daunting task, but with a few key approaches, it can be a rewarding and successful experience."



Next, Sharon Saulmon, Chair of the Special Projects Committee for FOLIO and a former FOLIO president, will speak on creating a Memo of Understanding between a Friends group and a library. A memorandum of understanding (MOU) is a great way for Friends or any other organization to go into a relationship with another entity. Such an agreement will clear the air about mutual expectations and may help

eliminate misunderstandings. An MOU outline and samples will be discussed. Financial arrangements, dispute resolution, purpose, and objectives may be shared in the MOU to make the partnership successful.

Finally, Attorney Keenan Haught will speak on how to create a nonprofit organization. Mr. Haught is a partner with Palmer Law. He earned his Juris Doctorate from Oklahoma City University School of Law.



While maintaining a law office in Hinton, Oklahoma, he practices throughout western and central Oklahoma. He will elaborate on the documents needed for a nonprofit organization and the important information required for the drafting of the necessary documents.

This session will provide valuable information for anyone wishing to establish a Friends of the Library group or hoping to breathe new life into an existing group.

Judy Haught, FOLIO President

### Opportunity to Learn about the Oklahoma Library for the Blind and Physically Handicapped

Even if a person does not need the services of the Oklahoma Library for the Blind and Physically Handicapped, chances **that person may know** someone who could benefit from **the its** services. of OLBPH. Also, Friends groups often search for relevant programs for their meetings, and information on the Oklahoma Library for the Blind and Physically Handicapped is a great option.



On March 8 at the 10:00 a.m. FOLIO session at the OLA Annual Conference, Kevin Treese, Programs Manager of OLBPH, will explain the services that the Oklahoma Library for the Blind and Physically Handicapped offers. OLBPH is Oklahoma's public audio book library for people with print disabilities. People with visual, physical, or reading disabilities may use OLBPH to acquire accessible reading materials.

The Oklahoma Library for the Blind and Physically Handicapped provides over 140,000 books for patrons through the downloading site called BARD (Braille and Audio Reading Download). Patrons may download books from the site themselves or request that the staff at OLBPH do it for them.

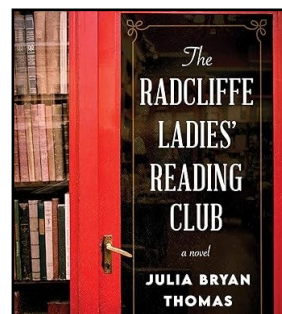
During his presentation, Mr. Treese will demonstrate a digital talking book machine and a digital cartridge of audio books. He encourages attendees to visit the OLBPH website, [www.olbph.org](http://www.olbph.org), to learn more and prepare questions to discuss at the session.

Judy Haught, FOLIO President

### FOLIO to Host Author Julia Bryan Thomas

[continued from p. 1]

selected to represent Oklahoma at the National Book Festival in Washington, D. C., in September 2023 in the category of Great Reads from Great Places. *The Radcliffe Ladies' Reading Club*, a historical novel that is set in the 1950s in Cambridge, Massachusetts, follows the lives of four students from Radcliffe College.



Ms. Thomas will speak at 11:00 a.m. We are delighted to host such a talented Oklahoma author and look forward to hearing her. We encourage all FOLIO members to attend.

Judy Haught, FOLIO President

## News from Around the State

### Friends of Elk City Carnegie Library Celebrate National Friends of Libraries Week

The Friends of Elk City Carnegie Library celebrated National Friends of Libraries Week with three events. They kicked off the week with a visit from children's book illustrator Melissa Larson. Ms. Larson presented a program to two groups of third graders at Elk City Elementary School. She read from the two books she has illustrated, *Ripple Grove* and *Iver and Ellsworth*, and discussed how she goes about illustrating a story. In all, she addressed approximately 100 children. In the evening, she spoke at the library to a group of adults. She told about going to art school and illustrating her first book. She also discussed the process she uses to illustrate a story. She pointed out that a book's illustrations tell part of the story and help develop the characters.



Next on the agenda of Friends of Libraries Week was the honoring of library volunteers. Elk City Library is fortunate to have several people volunteer to help with library programs. Volunteers were honored for reading books at story time, conducting craft classes, and teaching chess. Those volunteers received a certificate of appreciation from the Friends and a gift card to a local coffee shop. The Friends also honored the Elk City Fire Department for their help with moving boxes of books for the Friends' annual book sale. They received a certificate and donuts.

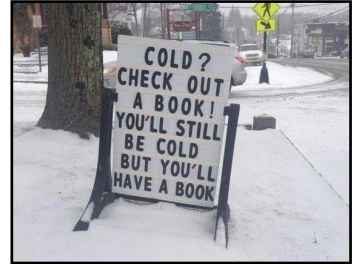


Finally, as token of their appreciation for the outstanding job that the library staff does, the Friends provided them with a lunch of turkey and dressing and homemade pie during the week.

-Judy Haight, Member,  
Friends of the Elk City Carnegie Library

### Invite Library Users

Friends of the Library of Enid invite the community to the Public Library of Enid and Garfield County on their Facebook page. "Stop by the library to check out a good book for the winter break or swing by the FOL book sale shelf for a last-minute stocking stuffer! We hope everyone has a great holiday season."



### Music and Membership Lunch at Eufaula

Friends of the Eufaula Memorial Library held a luncheon meeting in December with music. Memberships and donations were welcome.

### Yukon Friends Recruit Friends on TV News



The Friends of the Mabel C. Fry Library are looking for new members to join their ranks to share their love for books. They were featured on a KWTU news segment.

FOL President Susie Grimes said that being active in the Friends "allows us to give back to the city of Yukon." She believes it's a great way to meet new people and share a love of books at a low cost.

Paperbacks are on sale for 50 cents and hardbacks are just a dollar. Friends of the Library said they offer more than just traditional books, but also audiobooks, DVDs, and CDs. The group's book sales happen from 10 a.m. to 2 p.m. every first and third Saturday of the month at 510 Elm Avenue in Yukon.

[www.news9.com/story/654393715717150663be\\_3672/yukon-library-group-welcoming-additional-members](http://www.news9.com/story/654393715717150663be_3672/yukon-library-group-welcoming-additional-members)

### Movie Night at Mannford

Friends of the Mannford Public Library is sponsoring a children's movie night in the community building by the library. Admission and popcorn are free.





## News from Around the State

### Detective Work at Eufaula

The Friends of Eufaula Memorial Library (FEML) have been working on a plan to bring back the War Memorial bricks that used to be in the sidewalk on the east side of the library. They were taken up about seven years ago because they had become a tripping hazard. Designs had been worked on to replace the bricks around the building, but as library personnel changed, nothing had been carried through. Brittany Moore, library manager, took on the project in 2022 with the aim of having the bricks in place by Veterans' Day. That proved to not be achievable, but meetings were still held to create a design and find a place for the bricks.

Lenore Bechtel, friend and neighbor of the library, contacted Lee Rodriguez and received a quote to pour a concrete slab at the west entrance to the library. He said the bricks could be laid and filled in with pea gravel. His quote was the most reasonable that the FEML group had received, and the consensus was that this would be a good project. However, Ms. Moore took another job this summer.

Robyn Burris, treasurer of FEML, was determined that this project would be finished. FEML officers all agreed to move ahead. There was one problem: a memorial stone was in the area where the concrete was to be poured. Mr. Rodriguez said that they could move it; however, Gail Rose, FEML president, had concerns. What exactly was this stone, who did it belong to and were there remains under it?

Burris checked again and thought it was a memorial to an AME school which listed the superintendent's name and trustees of the school. **She then started contacting former librarians and people who had lived in the area when the library was built.** One contact led her to Linda Wendel, administrator of the Eufaula Area Museum. Wendel had been told the stone was part of the old boarding school, and they gave it to the library when the casino took over the space.

Hearing that it was connected to the boarding school made Robyn Burris double check the photos she had taken of the stone. It actually said "A.M.L. School", instead of AME. This school, Burris knew, was the start of the United Methodist Church in Eufaula. The church started a school for Indians – Asbury Manual Labor School in 1847. So Burris looked in her church's history pamphlet, and there was the name Clark Spence in a list of those "who superintended this school and established **Christian education as Methodist Ministers.**" C.C. Spence is the name engraved at the top of the Memorial.

Linda Wendel wrote that the Museum would love to have it for their collection. When she asked the librarian about donating it to the Museum nine years ago, the librarian did not think she had the authority to do that. So now that the mystery of the Memorial has been solved, the problem is "Who has ownership of the stone?"

Ms. Wendel suggested that the library send a letter to the Eufaula United Methodist Church board and to the Muscogee Nation to determine if both groups were agreeable to donating the Memorial stone to the Eufaula Museum. Until that time, the stone could be viewed on the

lawn near the west entrance of the Library.

The concrete pad for the Memorial bricks has been poured. A Veterans' Day reception was held, and the bricks were showcased.



The engraving on the stone reads:

C.C. Spence

Supt. A.M.L. School

Trustees G W Stidham Sr Wm Fisher

Geo Fisher Wm McCombs

James Colbert 1885

Robyn Burris, FEML Treasurer

### Fundraising for Building in Perkins

The Perkins Public Library held a fundraiser for their new building **on December 15 & 16 from 3:00 - 6:00 p.m.** "The cookies are out, the cocoa is hot, and Mrs. Claus is on her way! Come see us from Everything is \$1, and all proceeds go towards the new Library **building.**"



### Naming Rights Available at McAlester

The McAlester Public Library is calling all book enthusiasts and library lovers!

"The Library **will undergo** a fabulous renovation soon, and **YOU** have the golden

opportunity to etch your name into the pages of history!"

"The collection is ripe for naming rights, and we're extending an exclusive invitation for you to be part of this literary legacy. Books, the sacred tools of knowledge, are waiting to bear your name proudly on an entire book section!"

Different areas of the collection are available to name. "Book collection naming rights start at \$5,000 and can be paid out over five years."

"Let's make history together! Join us in this critical moment and help script the next chapter of the McAlester Public Library. Your literary legacy awaits! Call Ryan at (918) 426-0456 for more details."

## Social Media Popularity

More Friends of Libraries (FOL) groups are adopting social media to help share information about the FOL and the Library. The FOL should not try to cover multiple social media, but select what your community or target group uses the most.

InfoToday recently shared updated info on social media platforms. Worldwide five billion people are on social media **which is** more than 60% of the world's population. The average time people spend on social media is 2 hours and 26 minutes per day. Social media is gradually becoming more video oriented, and 99% of users access social media with a mobile device.

Facebook has 69% of U.S. adults as users. It is becoming more image and video-based.

YouTube is used by 81% of U.S. adults, becoming a video-sharing platform.

Instagram is used by 40% of U.S. adults, moving from a photo-sharing platform to a video-sharing platform.

X/Twitter had 23% of U.S. adults in 2021. About 60% have taken a break from the platform since then.

LinkedIn is used by 28% of U.S. adults. This is business-oriented but has interesting education, technology and library articles.

TikTok is used by 21% of U.S. adults **and** 67% of U.S. teens. Trust issues with possible security threats are noted by 59% of U.S. adults.

Other trends in social media include:

- Memes are popular, becoming the editorial cartoons of this century.
- Authenticity - Most social media platforms and their users want to see authenticity in the people and organizations they follow. Being authentic in your posts helps keep followers interested and engaged.

Keep the Library and Friends in front of your community with social media.

King, David Lee. "Social Media Review and Strategy Update for 2024." InfoToday.com (Dec. 2023).

[www.infotoday.com/cilmag/dec23/King--Social-Media-Review-and-Strategy-Update-for-2024.shtml](http://www.infotoday.com/cilmag/dec23/King--Social-Media-Review-and-Strategy-Update-for-2024.shtml)

## Friends Can Help Educational Success

The love of reading is one of the greatest gifts we can give to children. Friends of libraries can help make a big difference. Having books in the home has been found to be a great predictor of children's educational success.

Friends of Libraries can seek creative ways to get more books in kids' homes.

- Support book giveaways.
- Underwrite or find sponsors to bring the Dolly Parton Imagination Library to the area.
- Sponsor low-cost book sales for kids.
- Give book prizes for reading programs.
- Share books in outreach locations.
- Set up "Little Libraries" in neighborhoods.
- Provide books in laundromats, doctors' offices, restaurants, or other places where kids are sitting and waiting.
- Explore ways for local **daycares** to have more books.
- Provide books and library info to newborns/parents.

*Thank you for caring and  
Thank You for giving. .*

The following individuals have made a contribution to the 2023-24 FOLIO Endowment campaign. Some have designated a special person or library to be honored or remembered. We recognize and thank these generous donors who realize that a gift to the endowment is a gift that keeps on giving. It is an investment in the future. It is never too late to make a gift.

### Friends of the Helmerich Library

Nancy & Robert Anthony  
Sandra Austin  
Margaret Bannochie  
Dennis Bires  
Rachel Butler  
Beverly Dieterlen  
Jon & Sharon Douthitt – in honor of Gerry Hendon  
Dana Flora – in honor of Gerry Hendon  
Cynthia Friedemann  
Tamara Gearhart  
Susan Gilley – in memory of Polly Clarke  
William Hagen  
Judy Haught  
Gerry Hendon – in memory of Walter Hendon  
Melinda Howard  
Carol & Scott Kidder – in honor of Gerry Hendon  
Valerie Kimble – in memory of Lynn McIntosh  
Carolyn Klepper  
Robert Lachance – in memory of Jules & Rita Lachance  
Robert Lachance - in memory of Cleo Lachance  
Robert Lachance - in memory of Odin Lachance  
Angie Lewis  
Sherry Meador – in memory of Joan Barksdale  
Karen Neurohr  
Marcina Overman  
Sharon Saulmon  
Susan Stackler  
Paul Stevens  
Dorothy S. Turnauckas – in memory of John Turnauckas  
Sherry Whisler  
Judith Wilcox

FOLIO has received \$4,350 toward the \$6,000 goal to receive our matching funds from the Kirkpatrick Family Fund.

Donate now at [okfriends.net/support.html](http://okfriends.net/support.html) or mail your check to FOLIO, POB 702585, Tulsa, OK 74170. All funds are tax deductible and support FOLIO activities and endowment.

## Need Help?

### Call your FOLIO Ambassador.

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



#### Northeast

- Candace Baird  
clb99@swbell.net
- Karen Alexander  
alexkeamea@yahoo.com

#### Northwest

- Dr. Karen Neurohr  
Karen.neurohr@okstate.edu
- Linda Pye  
lindapye23@gmail.com

#### Southeast

- Dr. Bill Hagen  
whagen41@gmail.com
- Teresia Jors  
tjors@stratford.k12.ok.us

#### Southwest

- Angie Lewis  
angieslewis13@gmail.com
- Terry Jordan  
thetjordan@yahoo.com



- Next FOLIO Board Meeting - January 26, 2024
- Library Lovers' Month - February
- Take Your Child to the Library Day - February 3, 2024
- FOLIO Annual Meeting - March 8, 2024
- Freedom of Information Day - March 16, 2024
- FOLIO Newsletter deadline - March 31, 2024
- National Poetry Month - April
- National Library Week - April 7-13, 2024
- Drop Everything and Read Day - April 12, 2024
- Smart Money Week - April 15-21, 2024
- Children's Book Week - May 2-8, 2024

Yes! I want to join FOLIO and  
Be a Friend of Oklahoma Libraries!

### Join FOLIO! Being a Friend will. . .

- Provide networking opportunities to make new friends and to share information and ideas about programs, activities, fundraising, legal issues, and great books to enjoy;
- Award scholarships to library support staff;
- Recognize outstanding Friends of the Library with awards for annual Best Friends and Friends of Library Week;
- Showcase the work of Oklahoma Friends in the quarterly newsletter and on Facebook;
- Honor esteemed Oklahoma authors through Literary Landmarks;
- Assist Friends groups with incorporation or reactivation;
- Advocate for library support.

Find out more about FOLIO at  
[www.okfriends.net](http://www.okfriends.net)  
and  
Facebook—@ FOLIOOKFriends

Your membership dues and donations are the primary source of funds to support FOLIO's mission which is to strengthen Libraries through Friends of Libraries.

New members are always welcome.

#### Basic dues are as follows:

\$20	Individual Membership
\$25	Friends Group Membership
\$30	Library Membership

Contributions above the minimum dues further support FOLIO's mission, are greatly appreciated, and are tax deductible as a charitable contribution.

Name: \_\_\_\_\_

(Name of Individual, Friends group, Library or Corporate Business)

Address: \_\_\_\_\_

City: \_\_\_\_\_

Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Dues Enclosed: \_\_\_\_\_

Gift Donation enclosed: \_\_\_\_\_

**FOLIO—We are Friends helping Friends!**

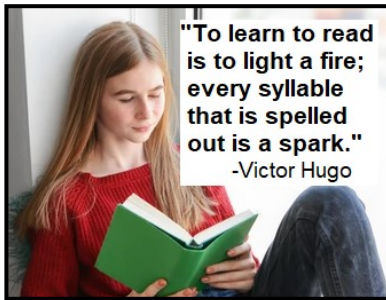


Mail to: FOLIO Treasurer  
P.O. Box 702585, Tulsa, OK  
74170



P. O. Box 702585  
Tulsa, OK 74170

## Return Service Requested



### Finding Friends



On a recent discussion board thread, a librarian was desperate to find Friends of Library members. She was in a city of 110,000. The Friends have a store so regular assistance is needed.

The hive responded with these suggestions:

- Advertise at local nonprofit organizations.
- Have a small ad in the local newspaper or a larger article on the importance of the Friends of the Library.
- Contact a local agency where people sign up to volunteer, if there's one in your area.
- Partner with senior center, DECA high schoolers, college volunteer organizations, community service organizations (Elks, Rotary), book clubs, Mothers' groups, AAUW, PTA, women's groups, or retirement communities.
- Consult a new book coming in 2024 - *Library Friends, Foundations and Trusts Handbook* by Diane P. Tuccillo (Rowan & Littlefield).
- Post volunteer opportunities at [volunteermatch.org](https://www.volunteermatch.org).
- Find resources at [getinvolvedclearinghouse.org](https://www.getinvolvedclearinghouse.org).
- Recruit volunteers outside the norm - LinkedIn.
- Consult SCORE, retired executives, great mentors.
- Use Brand Loyalty concepts to gain and retain Friends. Build relationships outside of your offerings, like discounts on food and entertainment. Not just 20% off Friends' merch offerings.

United for Libraries has these ideas for keeping your Friends group on track:

- Bring the core group together to identify problem areas for your group. How can new active members be engaged?
- Consider breaking your activities into discrete tasks to engage more people for shorter periods of time.
- Brainstorm new projects and programs that might appeal to a new group of people.
- Have a party for current and past members with refreshments and music. Any excuse will do for the party: holiday, author event, or recognition.
- Re-evaluate your goals and objectives. Did you have too broad a mission? Were you stressing fundraising to the neglect of other activities? Do you hold events that will attract new and younger people?
- Review benefits of membership, making sure they are in line with what your community expects.
- Review communications to members; are they being kept informed?
- Engage in a new community-wide membership drive and be sure to include a space in the membership brochure for new Friends to become active members then follow-up right away.
- Consider enrolling new members as a year-round effort not limited to a certain period. Be sure brochures are available at every event and at the library desk and that you use social media.
- Appreciate and recognize efforts of every magnitude. Recognition is of primary importance to volunteers.