

The PR Professionals

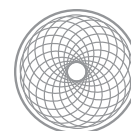
Indiana Free Library

Prepared for: Kate Geiger, Library Director, and Michele Papakie, IUP Professor

Prepared by: Jessica Moretti, Brian Bornes, Alyssa McCole, AJ Pagano and Amanda Mason

March 18, 2011

Proposal to increase family participation at the Indiana Free Library



The PR Professionals

Executive Summary

Within this proposal is the outline of the *Children Who Can Read Succeed* campaign designed to increase family participation and interaction with the Indiana Free Library. The ultimate goal of the campaign is to increase the number of families in the Indiana who have library cards.

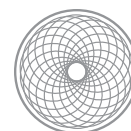
As detailed in the situation analysis, the library's federal funding is based on the amount of support it receives from the community, which translates to mean that funding is measured by how many individuals have a library card. In addition, the library must spend a fixed amount for each resident. Because of this, and because of the decline in family participation, we have outlined ways to improve community involvement.

To reach our overall goal, this proposal contains the objectives that must be achieved. In addition to the objectives, we have also outlined the strategies and tactics that must be implemented in order to be successful. The objectives involve developing programs for children and parents, educating parents about the importance of early childhood literacy and creating awareness within the community about the services and programs provided by the library.

Included are an estimated budget and timetable for the campaign. While the timetable is set as a standard year, January through December, the campaign can begin at any time. With the exception of summer activities and school activities, all other strategies and tactics are flexible.

At the end of the campaign, the success will be measured based on the criteria specified within this proposal. To measure the awareness of parents and the community, research must be conducted through surveys and questionnaires.

Lastly, we have included examples of flyers, letters, reading certificates and sticker designs as supporting documents for this proposal. All together, the estimated cost of the campaign will be \$1,774.00.



The PR Professionals

Situation Analysis

As required by law, The Indiana Free Library must spend \$5 per capita annually for the 32,439 residents in its service area. However, the library receives federal funding based on the support from the local community. Unfortunately, many families in the Indiana area do not take full advantage of the services offered by the library either because families are not aware of library services or because they do not realize the importance of these services. Currently, the library services an estimated 6,000-7,000 residents a month.

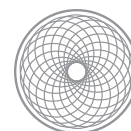
The financial dilemma faced by the library affects readers throughout the county.

The lease for the library will expire January 1, 2015, leaving the staff and patrons of the library homeless. Indiana Borough residents will be affected most. Built in 1912, the library has been a sanctuary of sorts throughout their lives. Without any funding, the library may not be able to handle the cost of relocating.

In addition, literacy levels may worsen as families who frequent the library will have fewer suitable locations to take their children to read. If the library is forced to close, families will no longer have the opportunity to benefit from library services.

Statement of Purpose

The proposal aims to attract more families to interact with the Indiana Free Library through the incorporation of the various objectives, strategies and tactics to reach our overall goal – to increase family participation and interaction at the Indiana Free Library. By following the three key messages of the plan closely and hosting numerous events outlined in the strategy portion of our objectives, the plan should encourage an overall growth of family traffic at the library.



The PR Professionals

Targeted Publics

Parents – Values: Rich resources • A family friendly environment • A large range of educational reading material • Offer programs for children that encourage reading • Offer programs for parents with tips on teaching children to read • A knowledgeable staff • A large selection of fun children's books • Books with varying degrees of difficulty • A quiet learning environment • Quality time with their children • Having a child who is ahead of the curve • Preparing their children for a successful future

Parents – Messages: The Indiana Free Library – Bringing Indiana Families Together since 1912 • IFL's early literacy program can start children on the right path academically • Join our weekly seminar – Learn to Teach: A parents' guide on teaching their child to read • Have a question? Get your answer from a LIBRARIAN! • Children who do not read by third grade are more likely to drop out of school, take drugs or go to prison, according to author Stephen D. Krashen

Parents – Channel: Direct mailing • Brochures • News Releases • Public service announcements

Children – Values: Reading fun books • Reading and socializing with other children • Time reading with their parents • The ability to read • Succeeding in school • Having an older reading role model • Books that are easy, yet challenging to read

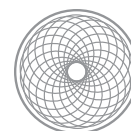
Children – Messages: Reading is a hoot! • IFL's early literacy program gives children a fun and easy way to learn to read. • You need to read to succeed!

Children – Channels: Word of mouth from parents and teachers

Teachers – Values: Services to help educate parents and children about the importance of reading • Supportive educational materials • Library resources to compliment the school's library • Success in the classroom

Teachers – Messages: IFL's early literacy program gives students a head start in the classroom. • Visit the library for your next field trip • Need help planning your next lesson? Ask your librarian for reading suggestions.

Teachers – Channels: Direct contact via telephone, field trips, and e-mail



The PR Professionals

Campaign Theme

The theme for this campaign is Kids Who Read Succeed!

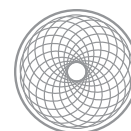
Key Messages

The three key messages emphasized in this campaign are as follows:

- Early childhood literacy is essential to a successful future.
- The Indiana Free Library offers programs and services to assist parents and children with the learning-to-read process.
- Reading is a fun, enriching way for families to spend quality time together.

Proposal Goal

The goal of this campaign essentially is to increase family participation and interaction at the Indiana Free Library. By increasing family participation and community support, the amount of federal funding will increase as well.

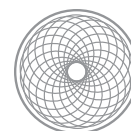


The PR Professionals

Objectives

The following objectives will be used to achieve the proposed goal:

- Increase the number of households that have at least one family member with a library card by 10 every four weeks
- Increase family awareness of the programs and services offered by the Indiana Free Library by at least 35 percent by the end of the campaign
- Increase participation in the Early Literacy Program by 10 percent every two weeks
- Increase children's interest in reading by 15 percent every four weeks
- Increase local school districts' participation with the Indiana Free Library by 30 percent by the end of the campaign
- Invite all families to receive free flu vaccinations and other immunizations at the Indiana Free Library during seasonal shot drives with a goal of 20 percent of Borough families participating in the initial drive and an increase in attendance by 5 percent for each future flu shot drive



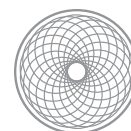
The PR Professionals

Strategies and Tactics

The following strategies will be implemented to fulfill each objective:

Objective One: Increase the number of households that have at least one family member with a library card by 10 every four weeks

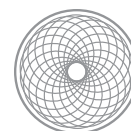
- Offer incentives for families to get a library card
- Host a “Family Fun Day” where families can interact with each other at the library by playing games
- Establish a “Tutoring Day” for children to meet weekly with tutors from all subjects
- Host “Reading in the Grove” picnic event for families to gather and read in the Oak Grove
- Create an “Afternoon Snack” program that offers families healthy snacks while at the library once a week
 - Advertise all events by posting flyers in local coffee shops, grocery stores, the mall, the Indiana skating rink, the bowling alley, banks and on campus beginning two weeks prior to each specific event
 - Create a partnership with The Valley Dairy, a family friendly restaurant, as soon as possible that allows families to present their library card and receive a 10 percent discount on their bill
 - Also, advertise library services and programs on The Valley Dairy placemats and other family restaurants that have ads on their placemats
 - Partner with the fast-food restaurants in town during National Reading Month (March), so that an informational library insert goes in each to-go bag
 - Create an early literacy public service announcements for radio and television



The PR Professionals

Objective Two: Increase participation in the Early Literacy Program by 10 percent every two weeks

- Educate parents on the importance of early literacy. Demonstrate the connection between learning development and literacy
- Host an educational seminar for parents to learn about teaching their children to read
- Add a forum to the website where parents can ask questions to librarians – questions can be about any from tips for teaching children to read to appropriateness of various books for different reading levels, etc.
 - Correspond with existing cardholders via e-mail sending library updates, event invitations, a monthly newsletter and other educational information at least once a week
 - Also, advertise library services and programs on The Valley Dairy placemats and other family restaurants that have ads on their placemats
 - Partner with the fast-food restaurants in town during National Reading Month (March), so that an informational library insert goes in each to-go bag
 - Send direct mail to parents inviting them to the seminar sponsor by the library to help parents teach their children to learn – send two weeks before the event
 - Distribute educational brochures and newsletters to parents
 - Use Facebook and Twitter to keep parents informed on upcoming events and the importance of literacy – update statuses and tweet daily
 - Devote part of the library website, only accessible with a library card, for parents to ask questions, receive information and participate in a dialogue with the library and other parents as well
 - Create an early literacy public service announcements for radio and television sponsored by the Indiana Free Library



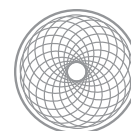
The PR Professionals

Objective Three: Increase local school districts' participation with the Indiana Free Library by 30 percent by the end of the campaign

- Encourage local school districts to visit the library as a class field trip
- Visit local elementary schools and perform puppet shows, play game, do story-telling, etc. for students
 - Use Facebook and Twitter to keep teachers informed on upcoming events and the importance of literacy – update statuses and tweet daily
 - Contact schools to setup dates for field trips to the library and visits from the library

Objective Four: Invite all families to receive free flu vaccinations and other immunizations at the Indiana Free Library during seasonal shot drives with a goal of 20 percent of Borough families participating in the initial drive and an increase in attendance by 5 percent for each future flu shot drive

- Offer free immunizations for children by presenting their library card or by signing up for a library card

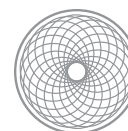


The PR Professionals

Budget

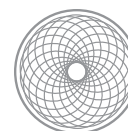
The following budget is the estimated cost of getting promotional material such as bumper stickers, children's stickers, bookmarks and miniature LED reading lights to be distributed at events as prizes, as well as the estimated cost of printing material and placemat advertisements

| Description | Quantity | Unit Price | Cost |
|--|----------|------------|-------------------|
| 3''x10'' Bumper stickers for campaign theme | 750 | \$0.60 | \$450.00 |
| IFL Logo Stickers | 500 | \$0.10 | \$50.00 |
| Children's circle-shaped stickers promoting reading | 500 | \$0.25 | \$125.00 |
| Children's bookmarks | 500 | \$0.17 | \$85.00 |
| LED Reading Lights to be distributed at events as prizes | 500 | \$1.62 | \$810.00 |
| Estimated cost of printing flyers, brochures, etc. | 500 | \$0.15 | \$75.00 |
| Estimated cost of advertising on 40,000 placemats | 1 | \$179.00 | \$179.00 |
| | | | |
| Total | | | \$1,774.00 |



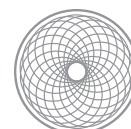
Schedule

| Date | Task |
|----------|--|
| January | <ul style="list-style-type: none">• Contact Valley Dairy to begin discount program as soon as possible• Begin distributing monthly newsletter via e-mail• Contact website developer to add a Parent's Section to the website• Update Facebook and Twitter daily |
| February | <ul style="list-style-type: none">• Contact fast-food restaurant to set up agreement to distribute library insert• Distribute monthly newsletter• Update Facebook and Twitter daily |
| March | <ul style="list-style-type: none">• Distribute library insert through fast-food restaurants all month• Distribute monthly newsletter• Update Facebook and Twitter daily |
| April | <ul style="list-style-type: none">• Begin "Afternoon Snack" program every Tuesday until September• Distribute flyers and e-mails announcing "Reading in the Grove"• Distribute monthly newsletter• Update Facebook and Twitter daily |
| May | <ul style="list-style-type: none">• Create and distribute public service announcement for radio and television• Begin "Reading in the Grove" once a week for the duration of summer• Distribute flyers and e-mails announcing "Family Fun Day"• Distribute monthly newsletter• Update Facebook and Twitter daily |
| June | <ul style="list-style-type: none">• Host "Family Fun Day"• Distribute monthly newsletter• Update Facebook and Twitter daily |
| July | <ul style="list-style-type: none">• Start sign-ups for "Tutoring Day" for both tutors and young students• Distribute flyers and e-mails announcing school booster shots drive• Distribute monthly newsletter• Update Facebook and Twitter daily |



The PR Professionals

| Date | Task |
|-----------|--|
| August | <ul style="list-style-type: none">• Begin “Tutoring Day” until the end of the school year• Host the school booster shots drive• Distribute monthly newsletter• Update Facebook and Twitter daily |
| September | <ul style="list-style-type: none">• Contact placemat advertisers to purchase ad space on mats beginning of the month• Send out invitations to parent for seminar on how to teach their children to read at the end of the month• Distribute flyers and e-mails announcing the flu shot clinic at the library• Distribute monthly newsletter• Update Facebook and Twitter daily |
| October | <ul style="list-style-type: none">• Host educational seminar for parents mid-month• Host the flu shot drive• Distribute monthly newsletter• Update Facebook and Twitter daily |
| November | <ul style="list-style-type: none">• Contact schools to setup dates for field trips and class visits• Distribute monthly newsletter• Update Facebook and Twitter daily |
| December | <ul style="list-style-type: none">• Distribute monthly newsletter• Update Facebook and Twitter daily |

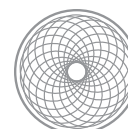


Company

Evaluation

The following criteria will be used to measure the success of this campaign:

- Did the number of family library cardholders increase by 10 every four weeks?
- By the end of the campaign, did family and community awareness of the library's services and programs increase by 35 percent?
- Did participation in the Early Literacy Program increase by 10 percent every two weeks?
- Has children's interest in reading increased by 15 percent every four weeks?
- Have the local school districts increased their participation with the library by 30 percent?
- Did 20 percent of invited families participate in the vaccination and immunization clinics held at the library? Was there increasing attendance at each clinic?
- Did families participate in the numerous activities and events sponsored by the library?



Company

Supporting Documents

Included with the proposal are examples of flyers and letters that will be used as part of the campaign.

3'x10" Bumper Sticker



2"x2" Logo Sticker





Indiana Free Library
845 Philadelphia St.
Indiana, Pa. 15701
724-465-8841
www.indianafreelibrary.org

March 18, 2011

Mr. and Mrs. Smith
4321 First St.
Indiana, Pa. 15701

Dear Mr. and Mrs. Smith,

A crucial part of your children's education is the ability to read. The Indiana Free Library has programs available for families and young readers to increase literacy rates among children ages 4 to 12.

Take note that we have three main programs that focus on literacy, pronunciation and phonics. Our Get Ahead program is for young children who would like to begin learning about the fundamentals of reading. In this program your child would learn the alphabet, formation of letters, how the letters sound and the spelling of small words for example: cat, dog, tree etc. This program is beneficial for children ages 4 to 6.

Another program that would be of interest is our Ready, Set, Read program. This program is offered as a reinforcement of the fundamentals of speech, sentence structure, pronunciation and the basic concepts of reading. This would be an ideal program for children just learning how to read. It offers new ideas as well as the reiteration of the concepts learned in their classes at school.

Bucks for Books is a program that the local business participate in. In this program a student would read three books. For every three books read they would receive a gift certificate of their choice from participating restaurants in the area. For example: Three books read would equal a free happy meal at McDonald's or free admission to Indiana Ice Skating Rink. This offers an incentive for those students who can read on a higher level to continue reading and expand their minds with books!

Take advantage of these opportunities to increase your child's literacy rates. Studies show that participation in these types of programs can help your child's PSAT and SAT scores be higher than the average student.

Sincerely,

The Indiana Free Library