

Partnership and Collaboration

Now more than ever collaboration and community partnerships are important for libraries and local businesses. We want to support our local communities, while not burdening them with our request for prizes. But we won't know until we ask them. Give them options, explain you want to help promote and drive business in your community, while rewarding kids for reading.

Think outside the box! Not only for what you ask for, but who you ask. Will the business donate outright? Sell it to you at cost? Maybe offer a coupon or discount for purchases?

Restaurants

- Pizza Night: work with a local pizza shop to giveaway Pizza kits (dough, sauce, cheese, pepperoni). Host FB live Pizza party making pizza together. Library can work with a pizza shop on cost for each kit.
- Ask restaurant for a BOGO coupon for families as a prize for achieving specific level
- Will they allow you to put a flyer on the top of each pizza box?

Coffee shop

- Parents receive a coupon for \$2 latte when kids sign up for summer reading
- When child reaches 10 hours read parent receives \$1 off coupon

Donut, pastry, bakery

- Host Donut Day (or Cookie, bagel, etc.) at a local bakery. Every child who is registered for summer reading receives a free donut. Library can pay for donuts on giveaway day.
 - Children who have read 5 hours receive a coupon for a donut at a local shop.

Recreation: Bowling, laser tag, movie theater, zipline, skating rink, local or state Fair

- Host end of summer party at bowling alley (or other) in August, September. Library can work with the bowling alley on a donation level.
- Offer coupon for bowling to kids who read 10 hours.
- Grand prize: bowling party for you and 5 friends, drinks and popcorn included.

State Park, Nature & Outdoor spaces

- Offer to host a program at an outdoor space, in return for families to receive free admission.
- Ask for passes that families can check out from the library to experience the space.
- Request passes for kids and teens to earn when they reach a goal.
- Offer annual park pass as a grand prize.

Getting the word out

Consider all the ways you can get the word out at each location: a flyer in bags, host table at the entrance, post flyer on bulletin board, email blast, newsletters, social media.

Utilize places where people can go during stay-at-home orders or social distancing:

- Grocery Store
- Food bank
- Soup Kitchen
- Farmer's Market
- City Hall
- Health District
- Chamber of Commerce
- Banks, Credit Unions
- Will they sponsor gift cards to local businesses as prizes?
- Churches
- Community Center, Boys & Girls Club, Park & Rec Departments
- Businesses with reader boards and digital signs

Schools are a key partner

- Share your library and program information with them, even if it seems small.
- Offer to be a drop site for books and materials.
- Host the teachers for a coffee chat or de-brief session to learn more about what they need to help their students.
- Newsletter and email blasts: include new book release or Reader's Advisory, STEM activity, building or art challenge
- Food distribution: ask to include a calendar of events, flyer about library services
- Clean out desk/locker day: host a summer reading registration table, distribute program information