Big Programming Ideas for Small Budgets

January 14, 2021

Welcome and Announcements

- Today's webinar is a presentation of ALA's Public Programs Office, with support from ALA's Cultural Communities Fund (www.ala.org/CCF)

- Visit www.programminglibrarian.org for more online learning sessions, programs ideas and grant announcements

PROGRAMMING
Librarian
An initiative of the American Library Association Public Programs Office

About the Classroom

Microphones

Only our presenters have microphone access.

Questions?

Type them in the chat box! There will be time at the end for questions.

Tech Issues?

Send a message through Q&A.

Chelsea Price
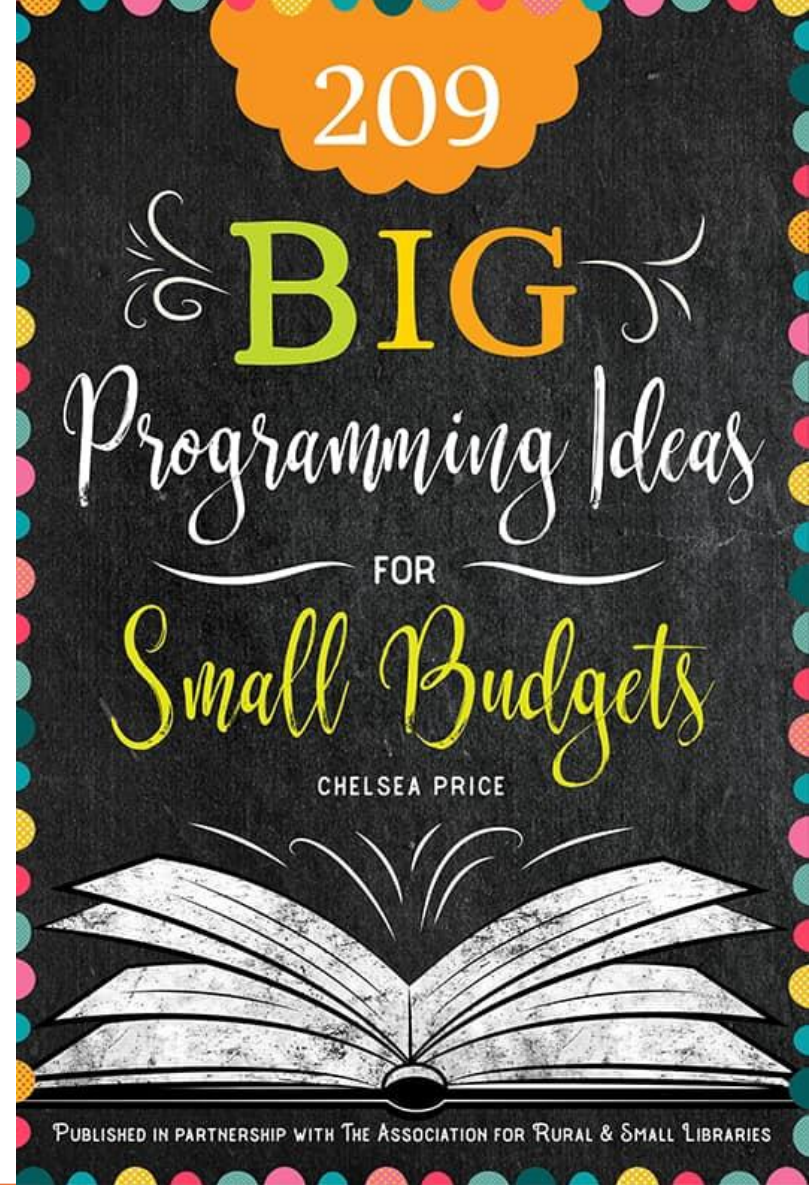
Library Director

Meservey Public Library

Meservey, Iowa

Big Programming Ideas for Small Budgets

Chelsea Price, Library Director, Meservey Public Library

A little about me...

- **Director in Meservey for almost 6 years**
- **Libraries are in my blood!**
- **Substitute teacher, pet sitter, volunteer**
- **Dogs = Life!**

Meservey, Iowa

- **Population approx. 250**
- **School closed in 1983**
- **Nearest grocery store 15+ minutes away**
- **2-person staff**
- **Library has very small budget with little wiggle room**

You are doing a great job and your community is lucky to have you!

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Burnout

- **Our jobs are unlike any other**
- **Various symptoms – irritability, lack of energy, unsatisfied with accomplishments**
- **Contributing factors – job expectations, lack of support, demands at home, inability to say no**
- **Avoiding burnout – find your people, set boundaries, give yourself permission to do less**
- **Relight your programming fire**

Favorite Resources

- **Buzzfeed**
- **Disney Family**
- **Kara's Party Ideas**
- **Teen Services Underground**
- **ALSC blog**
- **Webinars – WebJunction, Infopeople, Florida Library Webinars**
- **Your own hobbies/interests**

Passive Programming

- **Doesn't require much money, energy, or staff time**

- **Makes great social media posts**

- **Increases interactions with patrons**

- **Can do while closed to public**

Low-Cost Program Ideas

Slime

Dino Dig

Relay Races

Valentine Party

Low-Cost Program Ideas

Trivia Night

Escape Room

Upcycled Program Ideas

Giant Games

Drive-In Movie

Free Program Ideas

Trunk or Treat

Exercise

Speed Dating

LET'S GET PHYSICAL!

Meservey Library

Wednesdays from 6 - 6:30 PM

Come sweat it out with us every Wednesday evening! A different light/moderate exercise video will be used each session. Everyone is welcome!

Virtual Program Ideas

- **Contests**

- **Polls**

- **Game night/trivia**

- **Video booktalks/unboxings**

- **Crafting/DIY videos**

- **Reader's advisory lightning round**

Partnerships

- **We would not be able to do half of the programs we do without community partnerships**

- **How to get started**
  - **Local businesses**
  - **People you know**
  - **Hometown heroes**
  - **Mutually beneficial**

- **How to continue and nurture a partnership**

Outreach

- **How to get started**
- **Where to go**
- **Tips**
  - **Make a fool of yourself!**
- **Book Yak on a Kayak – Christy, Russell Library, Middletown, CT**

Summer Reading

- **Benefits of summer reading – prevent slide, free family fun, increase interest in library**

- **Shake it up! – Rebrand, simplify, nix "we've always…"**

- **Prize/tracking alternatives**

Taking Chances with Programming

- **Your programs will fail.**
  - Track all programs
- **Take risks!**
- **You don't have to be a big library to have big programs!**

Fundraising

- **Myths about asking for money**
  - **Funders only care about numbers**
  - **Only people who use the library donate**
- **Start with the city**
  - **Relationship first, money second**
- **Passive versus active fundraising**
- **Tips for grant-writing – community over library, be passionate**
- **Following up after a grant/donation**

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People will forget what you said, people will forget what you did, but people will *never* forget how you made them *feel*.

Maya Angelou
BRIGHTONTHEDAY BLOG

Marketing

- **Advocacy – brag about library, be aware of yourself in public, "embedded" librarian**
- **Social media best practices – don't ONLY self-promote, keep it positive**
- **Places and ways to advertise**
- **Libraries Are for Everyone campaign – Rebecca McCorkindale, Gretna Public Library, NE**

you're doing amazing sweetie.

Questions?

Feel free to contact me at chelseaprice@meservey.lib.ia.us OR on our library's Facebook page (Meservey Public Library)!

THANK YOU!