GOALS

Collect impact stories and photos.
  Share images on Flickr for staff usage.
  Create a catalog of impact stories, positive comments, and feedback from patrons using our services.
  Professional Endorsement Campaign

Create 3 – 5 overview videos of TRL.

New marketing locations; bill boards, supermarkets, and Hulu.

DISTRICT-WIDE CAMPAIGNS

Library Giving Day April 2023 #LibraryGivingDay

General Library Services January – December
EAH, New Website (Catalog, app, Newsletter), Anywhere Library, MyTRL, Outreach Kits, Welcome Flyers, Presentation Kits

Library Card Sign Up Month September 2023

MAJOR CREATIVE SERVICES PROJECTS

EDI 2023 Celebrations (Website and Supporting graphics)

Mobile Services Wraps
Website
Need Drone Photo of Each Location, Update Location Pages Content
Capital Mall Promotions (2 Floor clings, Posters and Rack Cards)
Fall event for back to school
Compile Mountain View Progress in pictures and videos
Billboard Advertising on I5 and Hwy 8
Continue to share Kanopy, Libby, Creative Bug, LinkedIn Learning, and other Media Kits/images to staff
Help Desk Tickets
Order SLP supplies and marketing products
Reports
Canva maintenance
Media Kit Web page for partners
Swag Items
Patron and Staff Newsletters
Photography Collection (Gather photos of local communities)
Check List prior to Giving Day:
- Ability to receive online gifts and direct donations
- Social media accounts support
- Ability to send mass emails
- A list of email recipients (donors, supporters, partners, patrons, etc.)
- Board members who are informed and supportive of this campaign
- Support from and collaboration with library leadership team

January Tasks
1. Begin building email contacts list. (board, leadership, major donors and partners)
2. Request from Front line staff, 200–300-word testimonial from their experience how the library impacted a specific patron or ask a regular patron how the library has impacted them. Need approx. 8 testimonials. Will use these in emails or social media posts.

February Tasks
1. Finalize Giving Day campaign plan.
2. Begin designing and preparing digital messages for the following channels:
   - Email
   - Website homepage banner and donation forms/letter
   - Social media posts (“boost” Facebook post $250)
   - Radio Ads $1500
   - Hulu Ads $750
   - Campaign package includes: Posters, social media, mp4 (count down to the day)
   - Stickers $1000 (Sticker Mule Die Cut Custom)
   - Press Release
   - Add event to Event Calendar
   - Create a social media badge to share with your supporters online
   - Included in the March Newsletter
   - Add Art to Canva
   - Thank you Card for social media and Board for Large donations

March Tasks
Internal promotions begin:
1. Alert library staff about this special effort, why it is so important and how they can participate.
2. Print and display Library Giving Day posters in your library locations with a goal of having everything displayed 30 days in advance.
3. Distribute campaign

Public-facing promotions begin:
1. Email messages begin
2. Press release(s) distributed
3. “Save the Date” social media, posters and digital messaging deployed

Day of Library Giving Day - APRIL 4
Extra communications sent on this day to build excitement and create urgency.
Multiple emails deployed this day to encourage gifts (typically early morning, late afternoon, and early evening)
Multiple social media posts shared this day
Extra promotion within each library on this day
Consider a celebration in your library or community

After Library Giving Day and Beyond
1. Communicate results and thank your supporters via email, social media, etc.
2. Send thank-you communications to all donors via email, phone call, etc. Personalize these thank-you efforts as much as possible.
Launch new mini campaigns (if possible as impact stories) during 2023 to highlight Library services to promote outside branches using Newsletters, Press Release, Radio Ads, On hold Messages, TikTok, Bill Board Ads, and YouTube Video Ads:

Number of branches, website, cover 7000 sq miles, new locations, refreshes
- On Hold Messages
- Social Media Boost
- YouTube
- Radio Ads

West Olympia and Hawks Prairie (No holds/Ready to check out popular titles)
- Radio Ads (Target online)
- Sunday Hours
- Newsletter
- Social Media Boost
- Press Release

Impact Stories of Services
- Veterans Cafe, Sensory Families, Books for Kids by Kids, EAH, Sunday Hours, Library Workers Appreciation, Teens
  - Collect: Stories, Images, Videos
  - Social Media Boost
  - Impact Articles

EAH
- On Hold Message
- YouTube Ad
- Website
- Social Media Boost
- Impact Articles

Mobile Services
- Wraps
- Web Banner
- Webpage
- Radio Ads
- Social Media Boost
- Media Kit

Celebrations during 2023
- Web Banner
- Webpage
- Social Media
- Snap Chat Filters

Employment (Work at TRL)
- Social Media
- TikTok
- Linkedin
- On Hold Messages
- Web Banner
- Library Workers Appreciation (April 2023)
Library Card Sign Up Month
September 2023

Library Card Sign Up Month:
- Art Contest for two age groups; Kids K-5 grade and 6-12 grade. Winner for each age group per county, for 10 new cards.
- Matching Stickers will be available
- Van Wrap and other projects with additional card designs
- Partner with Capital Mall to host a Saturday event table in June with art supplies in an area of the mall

May
1. Write Press Release
2. Create guidelines and rules of event.
3. Packet for Library, Outreach to promote. Include social media, movies, print ready files

June Tasks
1. Launch contest June 1–30.
2. Website, press release, share with partners

July Tasks
1. Pick a winner of library card design
2. Begin designing and preparing digital messages for the following:
   - Web Banner
   - Social media posts (“boost” social media $350 for September)
   - Radio Ads $1500
   - Hulu Ads $1000 (30 seconds)
   - Campaign package includes; Posters, social media, mp4
   - Press Release
   - Create a social media badge, Snap Chat, Gifs to share
   - Included in the August and September Newsletter
   - Order New Library Cards and Stickers by July 20

August Tasks
Complete all July Tasks by August 15.
Plan on how to announce 10 winners. Photo opp and background stories.

Internal promotions begin:
1. Alert library staff about this special effort, why it is so important and how they can participate.
2. Print and display Library Sign Up Month posters in the library branches with a goal of having everything displayed 30 days in advance.
3. Finish and Distribute campaign.

September
1. Launch Campaign
2. Track number of new library cards issued.
### PROMOTION

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<td>New Backgrounds</td>
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### Patron Newsletter
- Celebrations Promo
- SLP
- Library Giving Day & Appreciation
- Capital Mall Pieces
- Update Location Page Content
- Check on New Mountain View Location

### Library Giving Day & Appreciation
- Staff eNewsletter – Qtr 1
- Create Radio Audio Files
- Check on New Mountain View Location

### Staff eNewsletter – Qtr 3
- Staff eNewsletter – Qtr 3
- Celebrations Promo
- Check on New Mountain View Location

### Staff eNewsletter – Qtr 4
- Staff eNewsletter – Qtr 4
- Closed 2024 Digital Files Packet
- Create Radio Audio Files

### Backpack & Discover Pass Promotion
- Celebrations Promo
- Check on New Mountain View Location
- Take photos of local art

### Library Giving Day
- SLP
- Library Giving Day & Appreciation
- Capital Mall Pieces
- Update Location Page Content
- Check on New Mountain View Location

### Library Giving Day & Appreciation
- Staff eNewsletter – Qtr 1
- Create Radio Audio Files
- Check on New Mountain View Location

### Library Card Sign Up Promotions
- Celebrations Promo
- Check on New Mountain View Location

### Library Card Sign Up Promotions
- Staff eNewsletter – Qtr 3
- Celebrations Promo
- Check on New Mountain View Location

### On Hold Script & Audio Files
- Staff eNewsletter – Qtr 1
- Create Radio Audio Files
- Check on New Mountain View Location

### On Hold Script & Audio Files
- Staff eNewsletter – Qtr 3
- Create Radio Audio Files
- Check on New Mountain View Location

### On Hold Script & Audio Files
- Staff eNewsletter – Qtr 4
- Closed 2024 Digital Files Packet
- Create Radio Audio Files

### Library Card Sign Up Promotions
- Celebrations Promo
- Check on New Mountain View Location

### Library Card Sign Up Promotions
- Staff eNewsletter – Qtr 3
- Celebrations Promo
- Check on New Mountain View Location

### Library Card Sign Up Promotions
- Staff eNewsletter – Qtr 4
- Closed 2024 Digital Files Packet
- Create Radio Audio Files