

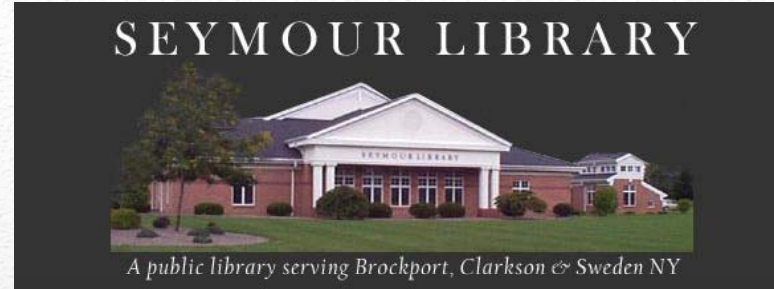
Signature Events for Small Libraries



Cassie Guthrie, Executive Director
Pioneer Library System (NY)



Service Population: 56,000



SEYMOUR LIBRARY

A public library serving Brockport, Clarkson & Sweden NY


Service Population: 20,000




42 small libraries in 4 counties

My Work in Libraries

Signature Events for Small Libraries

- 
- The What and Why of Signature Events
 - Event Show & Tell
 - Quick Tips for Getting Started
 - Planning
 - Budgeting


Agenda



A unique annual event that is:

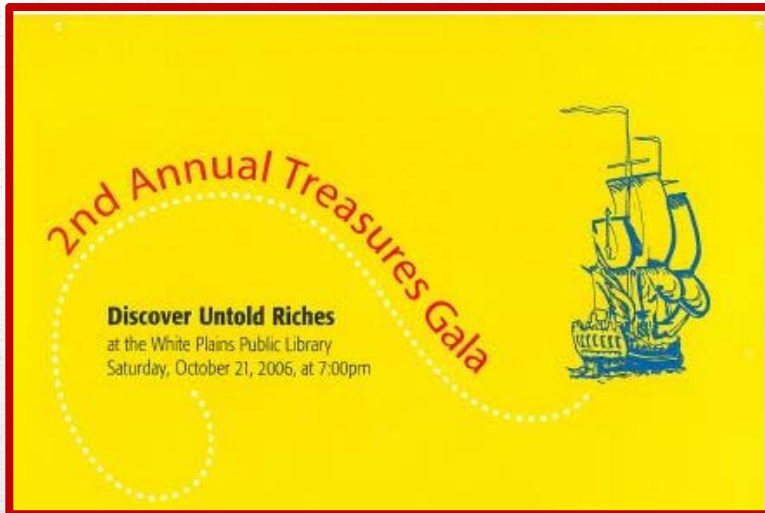
- Well attended
- Successful
- “Owned” by an organization

What Is a Signature Event?

- 
- Raise funds to support special projects
 - Increase awareness of the library's service program
 - Community and relationship building
 - Generate positive publicity

Why Do a Signature Event?

EVENT SHOW & TELL



Explore the universe. Discover exciting people and places.
Go back in time, and reach forward into the future. Find your destiny.

The White Plains Public Library holds the key to untold treasures. Every day people embark on voyages of self-discovery, as they enrich their lives, discover new talents and let their imaginations soar.

On this special night, the adventure will be yours.
Set sail with us for a magical evening of fun and good fellowship,
and claim the prizes that await!

Proceeds will benefit the White Plains Library Foundation, dedicated to helping people of all ages realize their potential. The Foundation underwrites free programs that provide cultural opportunities and promote educational achievement, literacy and workforce development.

2nd Annual Treasures Gala

Discover Untold Riches
at the White Plains Public Library

Saturday, October 21st, 2006
7:00 – 10:00 p.m.
White Plains Public Library
100 Martine Avenue

Autumn harvest supper, musical entertainment, treasure hunt, silent auction,
artwork gems to admire and acquire and a bounty of surprises and prizes

Festive attire

\$125 Ticket with Journal Listing

\$100 Individual Ticket


RSVP by October 15th

Annual Treasures Gala

Signature Events for Small Libraries

2nd Annual
After Hours @ the Library

Proceeds from *After Hours @ the Library* will support the creation of an enhanced Teen Space at the Seymour Library. Your support will help purchase books, computers, equipment and furnishings.




**An Evening of Food & Fun
 at the Seymour Library**
 161 East Avenue, Brockport, NY

**Saturday, March 20, 2010
 7—10 pm**
 Featuring teen spoken word poets from Slam High at 8 pm

Master of Ceremonies Steve Appleton
 Wine, hors d'oeuvres and music

Festive Attire

\$25 Individual Ticket
 RSVF by March 13
 Reservations will be held at the door

Cut Here


Reply Card *After Hours @ the Library*
 Saturday, March 20 from 7-10 pm

Return bottom portion with payment to:
 Seymour Library
 161 East Avenue
 Brockport, NY 14420
 by March 13

Your reservation(s) will be held for you at the door the night of the event.

____ # of Tickets @ \$25 each _____ \$ _____
 ____ I cannot attend, but enclosed is my contribution of ____ \$ _____
 Total enclosed _____ \$ _____

Please make your check payable to Seymour Library
 Contributions are deductible for income tax purposes as determined by law

Name: _____
 Address: _____
 City/State/Zip: _____
 Daytime phone: _____

Kindly RSVF by March 13 • Reservations will be held at the door
 Questions? Contact Library Director Cassie Goehris at 657-1050



After Hours @ the Library

Signature Events for Small Libraries

Sample New York!



in support of New Yorkers for Better Libraries

**An evening of wine, hors d'oeuvres
and a silent auction**

Thursday, April 26, 2012 from 5:30 – 7:30 pm

New York Wine & Culinary Center
800 South Main Street, Canandaigua, NY • www.nywcc.com
\$75 per ticket • Tickets will be held at the door
To assist us with planning, tickets purchased by 4/23 would be appreciated!

Event Hosts : Cassie Guthrie • Kathy Miller • Jennifer Morris • Patty Uttaro

Our Event Sponsor



Proceeds from this event will benefit the New Yorkers for Better Libraries Political Action Committee.
Established in 2003 by library advocates who believe that increased state aid for libraries and library systems is essential, the mission of the PAC is to provide campaign contributions to state legislators who are in a position to effectively champion libraries.
Please Note: Donations are NOT tax-deductible



Reply Card

Return bottom portion w/payment to:

New Yorkers for Better Libraries
c/o Cassie Guthrie
368 Wiltsundersee Drive
Brookport, NY 14420

Or purchase tickets online at:
www.newyorkersforbetterlibraries.org

Tickets purchased by 4/23 appreciated!

Reservations will be held at the door • Questions? Contact Cassie Guthrie at cassieguthrie@gmail.com

Sample New York! • Thursday, April 26 from 5:30—7:30 pm

_____ # of tickets @ \$75 each _____ \$

_____ I cannot attend, but enclosed is my contribution of _____ \$

Total enclosed _____ \$

Please make checks payable to New Yorkers for Better Libraries PAC.
Please Note: Donations are NOT tax-deductible

Name: _____

Address: _____

City/State/Zip: _____

Email / Phone: _____



Sample New York!

Signature Events for Small Libraries



Chocolate in the Stacks & Chinese Auction



Sunday February 14, 2010

Doors Open at 1:00 pm

Drawing starts at 2:15 pm

Quilt Show throughout the Auction



Cordelia A. Greene Library
11 South Main St
Castile, NY 14427
585-493-5466

Tickets Go On Sale January 25, 2010

Castile library plans annual sweet celebration

Story

Comments

Share Print Font Size

Tweet 0

Like 21



Photo by Bryan Jackson

Posted: Friday, February 8, 2013 11:41 am | Updated: 12:07 pm, Fri Feb 8, 2013.

By Bryan Jackson | 0 comments

Don't let those sappy commercials fool you, Valentine's Day isn't about love, flowers or living a Kay Jewelers' commercial – it's about the chocolate. This Valentine's Day, like many before it, the Cordelia A. Greene Library in Castile has the chocolate covered.

Chocolate in the Stacks, the library's yearly basket raffle and makeshift chocolate convention, is scheduled for Thursday, Feb. 14, with doors opening at 5 p.m. and basket drawings beginning at 6 p.m. So far, there are 59 baskets, but Library Director Erin Robinson said she is anticipating more than 60 baskets. Approximately 30 individuals and businesses in the community donated the baskets, which include items ranging from Lia Sophia and handmade quilts to toys and tools.

Tickets, which are on sale now, cost \$1 for one, \$3 for five and \$5 for 15. Baskets are already out at the library, so participants can begin placing tickets at any time. Door prizes will also be awarded the night of the event.

In addition to the raffles, of course, there is the chocolate.

"We have some really talented ladies in the community that cook or bake or create desserts, mainly of the chocolate variety, which is why it's called Chocolate in the Stacks," Robinson said. "They donate all that, and we eat chocolate and try to win prizes."

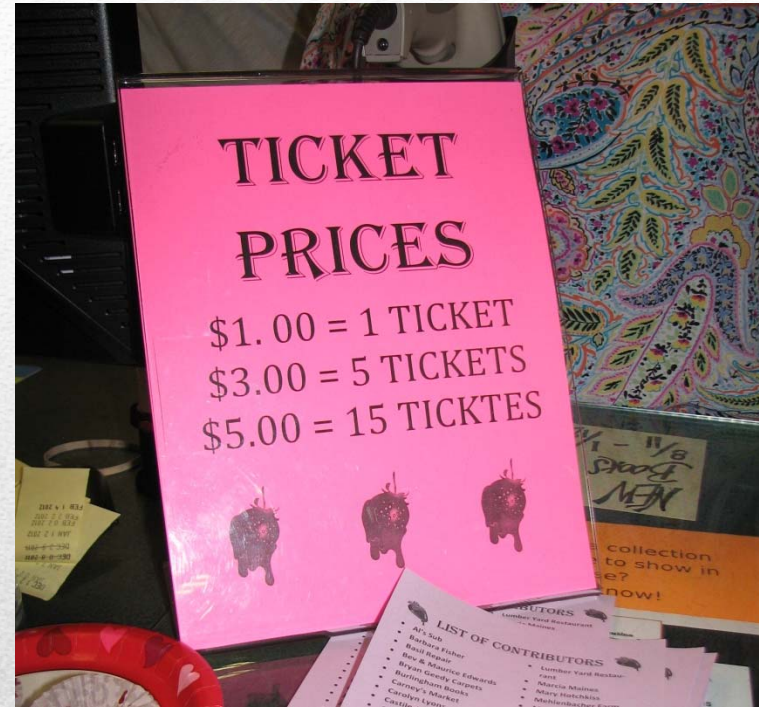
Last year, 137 people flocked to the library for Chocolate in the Stacks. Robinson said the night can get quite raucous – dispelling the "Shh! You're in a library" stereotype – but that's just part of the fun.

"It's a fun tradition in the community," she said. "It's how a lot of people spend their Valentine's Day."

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Chocolate in the Stacks

Signature Events for Small Libraries



Chocolate in the Stacks

Signature Events for Small Libraries









Chocolate in the Stacks

Signature Events for Small Libraries

A Minnie Volumes 




 *Murder Mystery event* 








   7pm – 9pm   

Saturday March 10th

 Newark Public Library  

\$20 per person
appetizers, dessert and prizes

 *Can YOU solve
the mystery?*  

-  TICKETS are available at the front desk  
-  RESERVE YOUR SPOT   

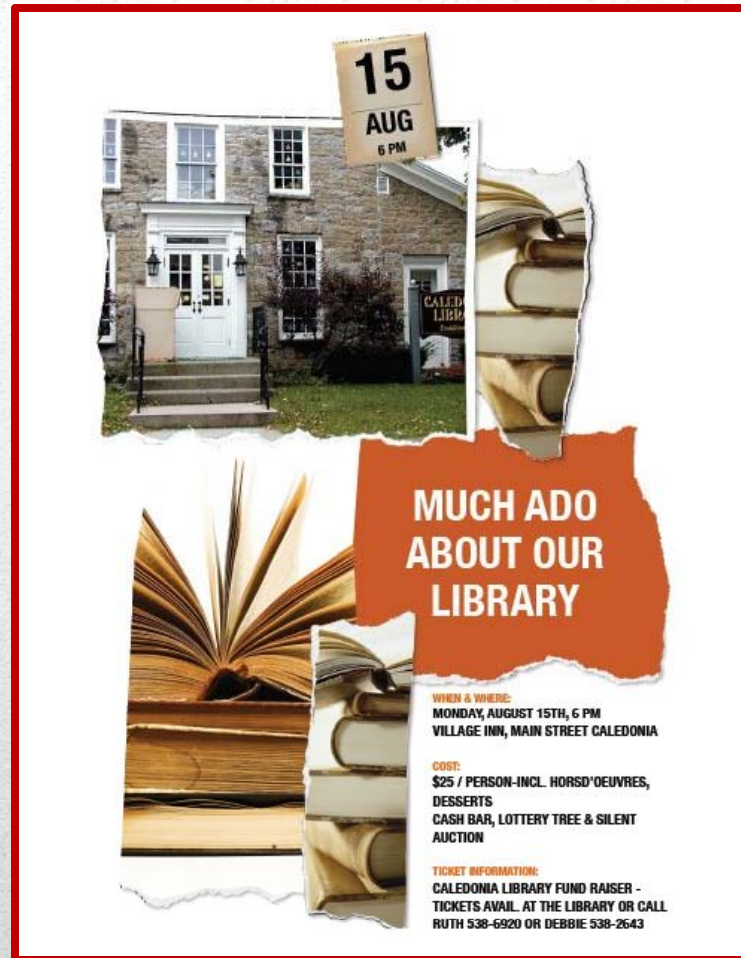
2012

Murder Mystery



Murder Mystery

Signature Events for Small Libraries



Much Ado About Our Library


Signature Events for Small Libraries



Wood Wine & Song

A delightful late summer soiree at
Sonnenberg Gardens & Munston
hosted by the
Board of Trustees
of Wood Library

The Board of Trustees of Wood Library
Invite You to
Wood Wine & Song
Friday, September 7
5:30 - 7:30 PM
at Sonnenberg Gardens and Munston
150 Charlotte Street in Canandaigua, New York
Admission \$75 per person
Catered Delights from A Touch of Class
A Sampling of the Finest Wines
A Live Auction Emceed by The Honorable Brian Kolb
Music by T.W.O.

 All proceeds benefit Wood Library

Design and printing courtesy of Inwood Effect LLC

Wood, Wine & Song

Signature Events for Small Libraries

*A Benefit to
Support the Sodus Community Library*



Sunday, August 19, 2012

3pm – 7pm

Abe's Waterfront

Boat House Bar & Grill

Hot & Cold Buffet, Live Music, Cash Bar

Contribution: \$20.00

*Join us on
Abe's Upper Deck*



Sponsored in part by:

Abe's Waterfront

BOATHOUSE

Bar and Grill

Sodus Library Benefit

Signature Events for Small Libraries

SUNDAY, JUNE 24, 2012

The Eagle Free Library would like to thank
Barber's Automotive
for putting on their
First Annual Golf Tournament
to benefit the library's youth programs and collection development.

THANK YOU to the Barber family for all of their hard work!

We'd also like to thank all of the golfers who participated as well as the following individuals and organizations that helped to make the tournament a success:

Chinese Auction basket donors:

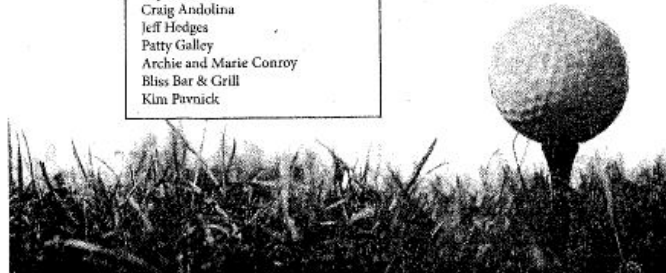
Arcade Lumber	Karen Almeter
Archie's Sport Shop	Dave & Linda Barber
Joe & Madonna Barber	John & Michelle Barber
Sandy Barber	Joyce Brown
Theresa Cartwright	Conroy Motor Corp.
DJ Beardsley & Sons	Domes' Country Store
Eagle Inn	EJ's Country Store
Connie George	Louise Herrick
Cindy Jones	Sandy Kushner
Linda Lavery	Neil LaVigne
Maynard's Electrical Supply	Letchworth Valley NAPA
Noble Environmental	Nancy Miller
Bonnie Rogers	Ann Smith
Tops Arcade	William Olsowsky

Thank you to all of the individuals and organizations that sponsored a hole:

Archie's Sport Shop
Barber's Automotive
Bliss Cattle Company
Conroy Motor Corporation
Dave Reisdorf Oil and Propane
DJ Beardsley & Sons
Dunwell Home Improvements
Eagle Automotive
Gettarr Done Construction
Hammond Auto Sales
The Hole Works
The Letchworth Pines
L & R Roll-Off
Maher Milk Hauling, LLC
Pike Hardware
Previty Auto
RS Maher & Sons
Sons of the American Legion, Post 1720
Tri-County Stump Removal

Other Important Contributors...

Eagle Memorial Post 1720
Wiscoy Rod and Gun Club
Joe Kushner
Tops Arcade
Craig Andolina
Jeff Hedges
Patty Galley
Archie and Marie Conroy
Bliss Bar & Grill
Kim Puvnick



Eagle Free Golf Tournament

Signature Events for Small Libraries



2012 17TH ANNUAL LETCHWORTH STATE PARK **GLEN IRIS 5K**

SATURDAY SEPTEMBER 8th

FEATURING
 5K Run @ 10:00 a.m.
 5K Walk @ 10:00 a.m.
 Book Worm Wiggle @ 11:00 a.m.

REGISTER ON-LINE!
www.castile.pls-net.org

Sanctioned by USATF
 Our course is certified to be accurate
 by the USATF/RRTC #NY12115KL

*All proceeds from this event go to the
 Castile Library Fund. The Castile Library
 is grateful for your support.*

Glen Iris 5k

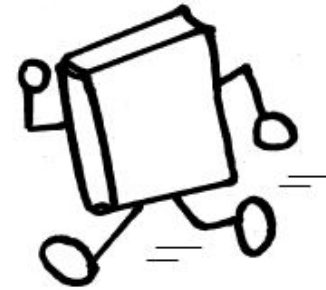
Signature Events for Small Libraries



Book It! 5k

Signature Events for Small Libraries

CLIFTON SPRINGS LIBRARY



BOOK IT! 5K WALK & RUN

Sulphur Springs Festival Weekend

Saturday
June 4
9:00am

Book character
costume contest!

Carry your favorite
book and get a free
raffle entry!

Registration begins at 8:15 at Clifton Springs Library:

\$15 for adults
(\$13 preregistration turned in to the library before May 21)
\$10 for kids 14 & under

Awards ceremony at the Clifton Springs Library, 4 Railroad Avenue,
following completion of the race.

Registration forms available at the Clifton Springs Library or online at
the library's website: www.cliftonspringslibrary.blogspot.com

FREE T-SHIRT!





WALWORTH SEELY PUBLIC LIBRARY
Fun Family Events for February!

Miniature Golf
Wednesday, February 20th ~ 2PM-5PM
Miniature golf in the library? You bet! We've turned our library aisles into the perfect putting greens for you and your friends. Stop by to see if you can get a hole in one!

Mini-Golf in the Library

Signature Events for Small Libraries



100 Martine Avenue
White Plains, NY
10601

**WHITE PLAINS
LIBRARY
FOUNDATION**

Mini GOLF IN THE LIBRARY? YES!
Join us for an Adults Only 19th Hole Party
Saturday, March 16, 7-10pm

**PLAY Mini GOLF ON THREE COURSES
ALL OVER THE LIBRARY.**
Casual buffet, beer, wine, and cotton candy
Silent auction

"Birdie" tickets \$30 per person
"Eagle" tickets \$50 per person, and include
a ticket for a door prize drawing

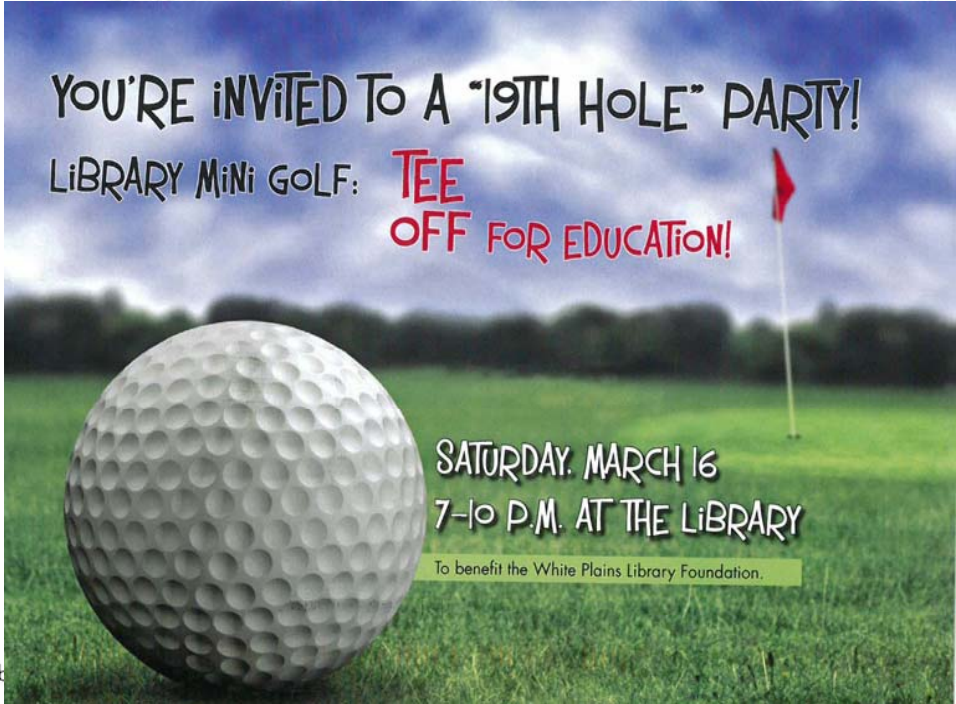
Sponsorships available.
Register at foundation.whiteplainslibrary.org
or call 914-422-1495.
Proceeds to benefit children's and teens' educational programs at the Lib

TITLE SPONSOR



America's Most Convenient Bank®



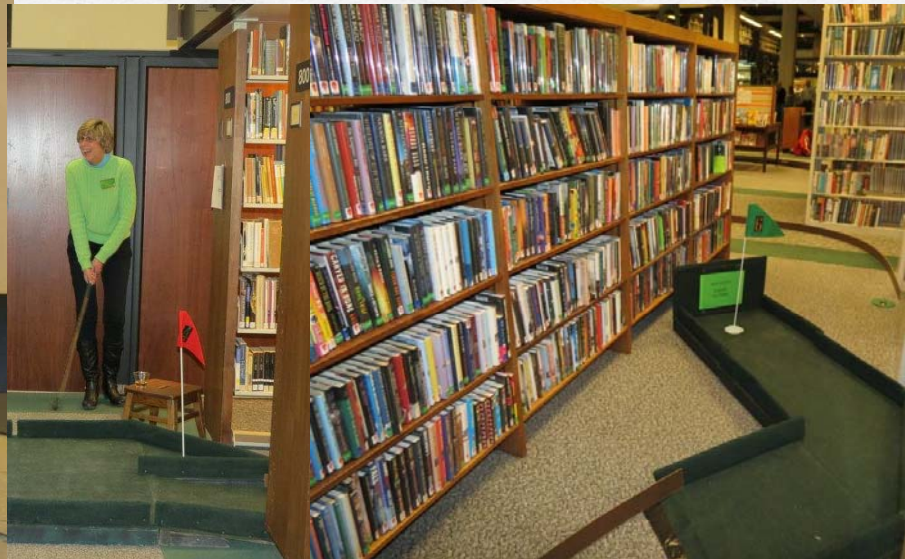
YOU'RE INVITED TO A "19TH HOLE" PARTY!
LIBRARY Mini GOLF: **TEE
OFF FOR EDUCATION!**

**SATURDAY, MARCH 16
7-10 P.M. AT THE LIBRARY**

To benefit the White Plains Library Foundation.

Tee Off for Education!

Signature Events for Small Libraries



Tee Off for Education!

Signature Events for Small Libraries



Seneca Falls Library (Seneca Falls, NY)

August 25th, 2012, the Seneca Falls Library hosted their second Caddy Stacks Mini Golf fundraiser. There were 190 golfers, countless volunteers and many sponsors involved in making the

event a huge success!

Golfers of all ages putted through gardens and lighthouses, around dinosaurs and polar bears and made it past loop-the-loops and sand traps!

All proceeds from this fun community event will benefit Seneca Falls Library materials and services.

[2011 event](#) || [Library website](#)

Located: 47 Cayuga Street, Seneca Falls, NY 13148

Thank You to our Sponsors!



BonaDent[™]
DENTAL LABORATORIES

WORK WITH THE BEST!

In memory of
DON CRAMER

Dedicated volunteer
and library advocate



Caddy Stacks

Signature Events for Small Libraries



The Kiwanis Club of Brockport and the Seymour Library present.....

3rd Annual Design-a-Bookmark CONTEST

Bookmark Theme:
"Read Around
the World"

Grades K-5—Enter now
at the Seymour Library!

- 3 grand prize winners will each receive a gift certificate to Lift Bridge Book Shop and a personal supply of their winning bookmark.
- Each child who submits an entry will receive a book at the contest closing celebration, courtesy of the Kiwanis Club of Brockport.

Contest closes
Friday, February 26, 2010
at 6 pm



161 East Avenue
Brockport, NY 14420
637-4050
www.seymourlibraryweb.org



www.brockportkiwanis.org

Color a design in the space provided and drop your design off at the Seymour Library

Bookmark Contest

Signature Events for Small Libraries



Traditional



Silent



Chance

Let's Talk About Auctions!

New Yorkers for Better Libraries PAC

May 5, 2012

Dear Elly,

Thank you for coming to our Sample
New York! fundraiser in Canandaigua.

Your donation is vital to the PAC's
mission, allowing library advocates to
play a role in electing to state offices
people who are willing to commit their
full support to libraries

With much appreciation,
Cassie • Kathy • Jennifer • Patty

Please Join Us!
Ribbon Cutting
The Tot Spot @
the Seymour Library



Saturday, January 23
11 am




161 East Avenue, Brockport, NY 14420
637-1050 • www.seymourlibraryweb.org

The Tot Spot is a new early literacy area for
children ages birth through 5 and their parents/
caregivers, which seeks to give local children the
tools they need to enter Kindergarten
"ready to read."


The Tot Spot was made possible by contributions
from library patrons, local businesses and local
service clubs as part of the Seymour Library's 1st
Annual Fundraiser "After Hours @ the Library."
SAVE THE DATE: 2nd Annual "After Hours @ the
Library" will take place on
Saturday, March 20, 2010 from 7—10 pm.

Thank You

Signature Events for Small Libraries

- 
- Know Your Community
 - Put Together a Super Star Event Committee
 - Planning
 - Budgeting

Quick Tips for Getting Started

- 
- Events You've Loved/Hated
 - Mission Statement
 - Goals
 - Objectives
 - Format Ideas
 - Theme Ideas

Planning




Sample Mission Statement:

“After Hours @ the Library” is an annual event that raises funds to support special projects at the Any Town Library

Sample Goals:

- A. Raise funds for the library
- B. Increase awareness for the role of the library in the community
- C. Generate positive publicity for the library

Planning



Sample Objectives

Goal A (Fundraising):

1. Raise \$1,000 net
2. Secure at least \$250 in event sponsorships
3. Sell 50 tickets

Goal B (Awareness):

1. Develop invitation list of 200 to include school staff, elected officials, business owners
2. Post flyers about the event in at least 5 outside the library locations
3. Speak at local service clubs about the event and the project it's raising \$ for

Goal C (Publicity):

1. Present pre- and post- event news releases (post-event with photos)
2. Invite the local news media to attend

Planning



What is Your Fundraising Target?


Gross:

Event revenue, before expenses

Net:

Event revenue, less expenses

Budgeting

- 
- Smile
 - Music
 - Clean
 - Photographs & Social Media
 - Invitations

Low Cost, High Value



A Few Final Thoughts

Signature Events for Small Libraries

How to do a 5K:

<http://www.active.com/running/Articles/How-to-Organize-Your-First-Race>

DIY Murder Mysteries:

<http://www.nightofmystery.com/>

Library mini-golf vendor:

<http://www.libraryminigolf.org>

Images from this webinar (and more):

<http://pinterest.com/cassieguthrie1/signature-event-flyers-and-photographs/>

<http://pinterest.com/cassieguthrie1/library-mini-golf/>

Additional Resources

Cassie Guthrie
Executive Director
2557 State Route 21
Canandaigua, NY 14424
(585) 394-8260
Fax: (585) 394-1935
cguthrie@pls-net.org
www.pls-net.org



Thank you!

Signature Events for Small Libraries