**Tips for Small & Rural Libraries: Adult Programs on a $0 Budget**

**Description:** This webinar provides some examples of and basic tips for selecting program topics, raising funds, and promoting library events through effective public relations practices. Find out what’s been working (and hasn’t been working) at Laurens County Library in rural South Carolina, and learn how your adult programming can help make your small or rural library a valued community hub.

This webinar will be of interest to librarians and library staff at small and rural libraries who use programming for building awareness and increasing usage of library services, or those who want to begin doing so but aren’t sure where to start.

**Presented by:** Joey P. Holmes, Library Assistant, Laurens County Library (SC)

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| **What are your goals for viewing this webinar?** | |
| **Personal Goals** |  |
| **Team Goals** |  |

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| **Discussion Questions: Your Programs and How You Promote Them** |
| What sorts of adult programs does your library currently offer? How do you select your topics and presenters for these? Do you use any of the same selection methods as Joey Holmes, or do you have other methods? What works best at your library?  The webinar presents a wide range of suggestions for free publicity. How many of these does your library currently use? What are other ways you promote your programs? |
| **Activity 1: Using Free Publicity at Your Library** |
| Using Joey’s examples as inspiration, come up with three new ways you could use free publicity to promote your program:  1.  2.  3. |
| **Discussion Questions: Programming with Little or No Funding** |
| How many of your programs require very little or no funding? Describe a program from your library that you were able to put on with a minimal budget. Was it successful? What were the factors involved in its success (or lack thereof)? |
| **Activity 2: Finding Funds Locally for Programs** |
| The webinar discusses several ways to go about finding local funding for adult programs. List at least five sources in your community that you could approach about funding one of your upcoming programs. |
| **Action Plan** (include next steps, who, when, etc.) |
| A. Write down three ideas for new low-budget, high-impact community events your library could organize in the next 6-12 months.  1.  2.  3.  B. Pick one of the above and create a checklist of PR activities that will help ensure the event is thoroughly promoted in your community. |

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| **Notes** |
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