



FOCUS ON FRIENDS MONTHLY BULLETIN

June 2024

friendsofmichiganlibraries@gmail.com

Issue 36



Note from the President:

Summer is upon us, and with it comes the excitement of our libraries' summer reading programs. Across the state, libraries are bustling with fun events, creative programs, and activities designed to engage and inspire our communities. From storytime sessions and reading challenges to craft workshops and outdoor adventures, there is something for everyone to enjoy. These events not only foster a love for reading but also strengthen the bonds within our communities.

The Friends of the Library groups play a crucial role in supporting these vibrant summer reading programs. Your dedication and hard work enable libraries to offer these enriching experiences. Whether it's through fundraising, volunteering, or advocating for the library, your contributions make a significant impact. It is truly wonderful to see the positive effects of your efforts, as families come together to participate in these activities and create lasting memories.

In the months ahead, I expect the FOML Board to engage in strategic planning as we transition away from the Mideastern Library Cooperative as our fiscal agent. We are also focused on enhancing our services to Michigan Friends through website development and educational programs. Your continued support and engagement are vital as we navigate these changes and work to better serve our communities.

Jill Sadt
President, Friends of Michigan Libraries



Connect with FOML online! Be sure to like and follow Friends of Michigan Libraries, FOML, on Facebook.

You can get the latest news about other Library Friends groups around the state and helpful reminders or resources useful for your own group.

facebook.com/FOMLLibraries

FOML Officers

President
Jill Sadt
Mott Community College

Vice President
Sue Johnson
Novi Public Library

Secretary
Bryonna Barton
Eaton Rapids Area District Library

Treasurer
Charles D. Hanson
United for Libraries Representative

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Meet the Board BRYONNA BARTON



Hello, my name is Bryonna Barton, and I am the director of the Eaton Rapids Area District Library. With twelve years of experience in the library world, I've seen it all—from helping patrons who feel helpless to enduring the heartbreak of book banning. Libraries are the equalizer in each community and the heartbeat of society.

I earned my MLIS degree from Wayne State University in December 2021. A lifelong resident of the Lansing area, I grew up in a small village where if you blinked, you missed it. While I enjoy reading, I also love hiking and being outdoors. My latest venture is learning to paddleboard—wish me luck!

As a strong library advocate, I feel blessed to be part of this amazing group. Currently serving as the secretary of the Friends of Michigan Libraries (FOML), I am thrilled to support and advocate for Friends groups and libraries across Michigan.

FRIENDS OF MICHIGAN LIBRARIES HAPPENINGS:

Eaton Rapids Area District Library



Successful Family-Friendly 5K Event

The Friends of Eaton Rapids Area District Library recently held their annual family-friendly 5K, attracting around 40 participants. The event featured face painting, plenty of food, and perfect weather, which contributed to a day filled with fun and memorable moments.

The community enjoyed seeing people from various areas join the 5K and then head over to the weekly community market. The event successfully brought together families, fostering new friendships and creating lasting memories. We look forward to an even more exciting and fun-filled event next year!

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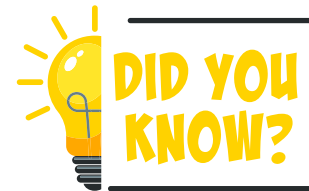
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Attention all Friends of the Library groups! Your hard work deserves recognition, and The Friends of Michigan Libraries newsletter wants to feature you! Send us images and a short article highlighting a project you're proud of, and we'll showcase it in our newsletter. Let's celebrate the incredible efforts of Friends of the library groups across Michigan and inspire others with your accomplishments. Email us today to be part of our next issue!



Did you know that the Detroit Public Library is the largest public library in Michigan? Established in 1865, it also ranks as the fourth-largest public library system in the United States. The library boasts a collection of over 7 million books and includes unique collections such as the Burton Historical Collection, which documents the history of Detroit and Michigan. Additionally, the library's main building, designed by renowned architect Cass Gilbert, is an architectural masterpiece in the Italian Renaissance style, making it a significant cultural and historical landmark in the state ([OnlyInYourState®](#)) ([Best Local Things](#)).



Friends of Michigan Libraries Membership and Outreach

As of the close of our membership date on May 31, the Friends of Michigan Libraries (FOML) proudly count 86 group members and 34 individual members. We are committed to showing our support and engagement with Friends groups across Michigan.

We want to attend more Friends group events and meetings to provide support and share our expertise. If you have any upcoming meetings or events where you would like FOML to be present, please contact us. We look forward to connecting with more members and strengthening our community ties.

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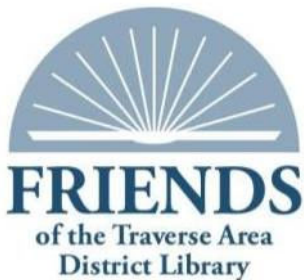
Marketing Made Easy

I'm excited to share with you a powerful design tool called Canva. As a 501(c)3 nonprofit, you have the amazing opportunity to utilize Canva's features and resources for free. Let's explore how Canva can empower our organization and enhance our communication efforts! Canva is an online design platform that provides user-friendly tools and an extensive collection of templates, graphics, and fonts. It enables you to create visually

stunning and professional-looking materials for your nonprofit organization, such as event flyers, social media posts, newsletters, and more. With Canva, you can showcase your mission, engage your audience, and amplify your impact.

By utilizing Canva's free features as a nonprofit organization, you have the power to elevate your communication efforts and enhance your visual presence. With its user-friendly interface, customizable templates, and extensive resources, Canva empowers you to create professional designs that effectively convey your mission and engage your audience. Let's leverage this incredible tool to tell your story, build awareness, and drive meaningful impact in our community.

For more information visit ow.ly/NOYr50OuVvo



Friends of Traverse Area District Library Book Sale

Despite scheduling conflicts this spring, the sale was held later than usual, coinciding with the first weekend after the local schools got out for summer break. Nonetheless, attendance was strong throughout the weekend, and we raised approximately \$7,000.00. The sale kicked off on Thursday evening, exclusive to members of the Friends of the Library, and continued for the public on Friday,

Saturday, and Sunday. Friends of the Library members enjoyed a 50% discount on their purchases throughout the weekend, a benefit that has successfully attracted more members to our group. Sunday featured our popular bag sale, which helped us clear inventory to make room for new book donations.

Our mission is to support the library, and we have a great working relationship with Michele Howard, the Director of Traverse Area District Library. Ms. Howard regularly attends our monthly meetings and presents requests for funding, which we strive to fulfill. Recently, we have funded advertisements for a library millage promotion, a subscription to Ancestry.com for patrons, summer reading program materials, transportation for local school field trips to the library, a new outdoor sign, a new bookmobile, a drop box at a branch library, new tables and chairs for the large meeting room, and plastic sleeves to protect CDs and DVDs. We are always looking for new ways to support our library, and we welcome ideas from other Friends groups on how to enhance our efforts.

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Change of Mailing Address

We are pleased to inform you that Friend of Michigan Libraries has recently changed its mailing address. Our new address is now:

**45255 W 10 Mile Rd
Novi, MI 48375**



Please update your records with our new address to ensure that all future correspondence reaches us promptly and efficiently. This change is part of our ongoing efforts to streamline operations and better serve our community of library enthusiasts across Michigan.

Should you have any questions regarding this update or any other matter related to Friend of Michigan Libraries, please do not hesitate to reach out to us. Your support means everything to us, and we want to ensure that we stay connected with you in every way possible.

Thank you for your continued support of Friend of Michigan Libraries. Together, we are making a difference in promoting literacy and access to knowledge throughout our great state.

Member Feedback Helps FOML Focus on Top Needs

Information. Support. Advocacy. Those are the three pillars of FOML's mission. So, it makes sense that to best fulfill that mission we need to understand what our members' most critical needs are. And, the best way to do that is to ask them.

So, at the conclusion of FOML's annual meeting on April 11, attendees were asked to complete a survey to indicate their interest level on 19 topics from recruitment to planning to fundraising and more. They were asked to rate each of high, medium, low or no interest to them.

While many of their priorities were predictable, there were a few surprises that have sent us back to our membership manual for some updates. You can see the complete survey results in the table at the end of this article. But, for now, let's take a look at the top and bottom five to see how they match up with your needs.

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Here are the top five topics of interest to survey respondents. (The numbers in parentheses after each item indicate how many ranked the item high/medium/low/none.)

- How to increase your membership. (22/4/0/0)
- How to recruit and retain active volunteers. (19/6/0/0)
- How to conduct effective fundraising beyond the sale of books. (16/9/1/0)
- How to market your group to key target audiences. (11/11/2/0)
- How to develop effective communications tools. (10/9/5/0)

As you might expect, the basic functions that tend to define the success of a Friends group—membership, volunteers, fundraising and marketing communications—dominated the top of the list, followed by topics dealing with planning, library relations and operations.

At the opposite end of the spectrum, here are the five topics that drew the least interest from respondents.

- How to create a budget, manage accounting, and do financial reporting. (4/7/12/0)
- How to develop and manage an in-library bookstore. (4/8/9/3)
- How to create and administer an effective records retention program. (5/6/9/1)
- How to conduct effective research to aid your planning. (5/7/10/1)
- How to integrate the Friends and your library into a millage campaign. (6/6/8/3)

The topics on this list simply aren't for everyone. If you don't have space or personnel for a bookstore, you're not going to want to learn how to operate one. Records retention, research and millage campaigns might be a tad bit on the esoteric side, with limited value for smaller Friends groups. So, it makes sense that they received lower priority.

Sue Johnson, FOML membership chair, said that this type of feedback from members plays an important role in the decisions FOML makes about future programming and services it will provide.

"We want to be addressing topics at "Talk about Friends" meetings and in our other communications with members that truly offer value...that they can apply to their own operations to become more successful," she said. "It also helps us focus our resources on the development of self-help materials on our website to assist members in answering their most pressing questions."

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Tell Us What's Important to You

The table below contains possible topics for future workshops and shows how attendees at the annual meeting prioritized them.

Category	Topic	High	Medium	Low	None
Volunteers	How to recruit and retain active volunteers?	19	6		
Membership	How to increase your membership?	22	4		
Social Media	How to develop and manage an effective social media program.	5	12	7	
Web Site	How to develop a web site or leverage someone else's based on your budget.	4	10	9	1
Budget	How to create a budget, manage your accounting functions, and do financial reporting.	4	7	12	
Book Sale	How to develop and execute an effective book sale.	5	8	9	1
Bookstore	How to develop and manage an in-library bookstore.	4	8	9	3
Online Sales	How to develop and operate an effective online sales program.	8	6	8	1
Library Relations	How to build a synergistic relationship between Friends volunteers and library staff.	5	12	3	4
Planning	How to build strategic & tactical plans that fit your needs.	6	13	4	
Risk Control	How to identify and mitigate the greatest threats to your group.	7	8	7	1
Fundraising	How to conduct effective fundraising beyond the sale of books.	16	9	1	
Marketing	How to market your group to key target audiences--members, community, volunteers, etc.	11	11	2	
Tool Building	How to develop effective communications tools (newsletter, flyers, emails, etc.)	10	9	5	
Board of Directors	How to develop a board of directors or make the one you have more effective.	7	6	9	1
Research	How to conduct effective research to aid your planning	5	7	10	1
Millage Campaign	How to integrate the Friends and your library into a millage campaign.	6	6	8	3
Records Retention	How to create and administer an effective records retention plan.	5	6	9	1
Training	How to build an effective training program for volunteers.	7	11	4	1