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WHAT…

▸ Full collections vs special items

➢ Tool library, Seed library, Kitchen tool library…

➢ Special items
  ▪ Appliance meters
  ▪ Radon detectors
  ▪ Telescopes
  ▪ Robots and robo dogs
  ▪ Noise cancelling headphones
  ▪ "Things you can put in a bag"

More What…
What can you put in a canvas bag?

▸ Going beyond book bags for reading groups
- ➢ Experience Bags
  - ▪ DVDs, cookbooks, games
  - ▪ First Experience Bags for children
    - ● First sleepover; trip to the dentist
- ➢ Destination Bags
  - ▪ DVDs, cookbooks, music CDs, books conveying culture and travel to favorite destinations
- ➢ Storytime Bags
  - ▪ Every Child Ready to Read info card
  - ▪ Books on a theme, puppet, nursery rhymes, finger plays, songs
- ➢ Lego Build Bags
- ➢ And when all else fails, use a box
  - ▪ Zome Tool Creator Kits
  - ▪ Goldie Blocks

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What would you put in a canvas bag?

Why…

- ▶ Your library's mission
- ▶ Attractive partner
  - ➤ Trusted institution
  - ➤ Ability to reach 1000s
- ▶ Borrow, don't buy
  - ➤ Expensive
  - ➤ One time use

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HOW…
Also known as challenges

- Costs
  - Friends of the Library
    - Funding a "pilot" project
  - Grants
  - Acquiring partners
    - Library as a trusted institution
- Packaging
  - Supplied by partners
  - Incidentals for branding (logo stickers, etc)
- Staffing
  - Who's going to check that all parts and pieces are returned?
- Storage
- Long wait lists
  - Use a "Lucky Day" approach and/or place holds on cataloged items
- Marketing support

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PACKAGING

▸ Utilitarian and practical vs. Eye-catching
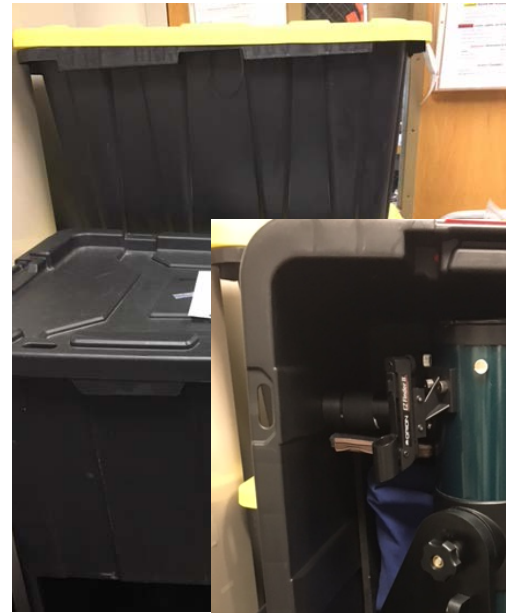
Marketing Support – The Launch

▶ Launching new product
  ➢ Plan out the launch
    ▪ Don't publicize until the whole product is ready – packaging, merchandising, publicity, and promotion
      • Packaging = how product is delivered to patron
      • Merchandising = how product is displayed/stored
      • Publicity = how the product is advertised to those outside the library, such as website banners, media releases or bus shelter ads, etc.
      • Promotion = hard copy items that you use to promote the product within the Library, such as bookmarks, posters, etc.
    ▪ Consider how new product fits into calendar of other activities or current events
      • Whenever possible, "piggyback" on the advertising and promotion of others
      • Don't compete with other big Library initiatives; spread it out
    ▪ A good launch is almost always more important than a fast launch.

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Marketing Support – Sustaining Interest

▶ Sustaining interest is more difficult than launching
  ➢ Goal is to find different ways to promote and publicize the product in order to reach new and current users of the product
    ▪ Keep the brand consistent, but refresh the words or visuals
      • Examples: social media posts that vary in word or approach; fresh posters that have consistent features but are not identical to previous posters; promotional items aimed at different age groups or social groups; seasonal "re-launches" that capture the attention of new users
    ▪ Capitalize on current events and changing times
  ➢ Don't pretend that your product is "new" or treat it as "news" if it isn't
  ➢ Don't keep putting lipstick on a pig – accept when a product has run its course or isn't working; shift gears and move on. There are other great ideas to pursue!

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