

# NHLTA Library Trustee

The Newsletter of the New Hampshire Library Trustees Association

[www.NHLTA.org](http://www.NHLTA.org)

## NHLTA 2018 Award Winners

This year NHLTA received a record number of nominations for our annual awards. All of the nominations were impressive, and demonstrated how fortunate New Hampshire is to have such fine public libraries and library supporters.

Nowhere was this more evident than when it came to deciding the **Library Director of the Year**. NHLTA chose two directors to share the honor: one from a city library and one from a small community.

**Cathy Beaudoin** has been with the Dover Public Library for 43 years and, no, even though she didn't start working there when she was five, as someone



**Director of the Year, Dover**

Cathy Beaudoin accepts the award for NHLTA Director of the Year as Trustee Chair Carol Boc looks on.

joked during a ceremony in her honor on October 9, Dover was her very first library job. Cathy has served as library director for the past 19 years. In nominating Cathy, the Dover trustees cited her knowledge of library science and her instincts for what the community needs. Her ability to bring new ideas to fruition "has brought our library into the 21st century and will be prepared to change with the times." Trustees, staff, patrons and Dover city officials gathered on Tuesday, October 9, to celebrate with Cathy as NHLTA president Mary Castelli presented her with her award.

In 2017, the Dover Library became the first library in New Hampshire to process passport applications, a program that has been very successful. This year, the library opened its Memory Lab, which allows

patrons to convert older technology such as VHS tapes and audio cassettes to DVDs and audio files. The library was also one of the first in the state to sign on with Hoopla, a digital media service that allows patrons to access movies, TV shows, audio books and e-books from home. Dover Public Library is one of a few libraries in New Hampshire which applied for and received a grant to be designated as A Family Place Library: i.e. one that builds on the knowledge that good health, early learning, parental involvement and supportive communities play a critical role in a young child's growth and development. Cathy has

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## Save the Date

### NHLTA 2019 Spring Conference

Wednesday, May 29, 2019

**Special Combined Keynote and  
Interactive Workshop Presentation  
on Library Advocacy**

**James LaRue**

Director, ALA's Office for Intellectual  
Freedom and Freedom to Read Foundation

**Marci Merola**

Director for Library Advocacy, ALA

**Workshops**

Fundraising; Personnel Management;  
Strategic Planning; Running Effective Meetings,  
including Right to Know; RSA's;  
Attracting and Serving Teens;  
Issues in Libraries ... and more!

**New This Year**

Networking roundtables centering around  
NHLTA member-requested topics!

**Double Tree by Hilton  
Manchester Downtown**

*(formerly Radisson Hotel Downtown Manchester)*

## Libraries as Places of Kindness

“Unless someone like you cares a whole awful lot, nothing is going to get better. It’s not.”

– Dr. Seuss, *The Lorax*



Mary Castelli  
NHLTA President

*The Lorax* was Dr. Seuss’s personal favorite of his books, and its themes of taking care of the world and of each other continue to resonate. Public libraries wear the mantle the Lorax left for others, when he left at the end of the story – they offer so much for so many with great economy. Libraries offer a trustworthy source of reliable information. They entertain, educate and connect communities. Beyond that, libraries transform lives with kindness.

In an increasingly isolated and divisive society, small acts of kindness matter. They can have a big impact on solitary lives; they also have a multiplying effect on many other lives. To quote Amelia Earhart: “A single act of kindness throws out roots in all directions, and the roots spring up and make new trees.”

Book collections are a great way to create a kindness in and for children. They foster values of inclusiveness, creativity, playfulness, acceptance and respect. There are great choices for the library shelves, from the Association for Library Services to the ASLC-recommended Unity. Kindness. Peace booklist at the ALA’s website. One NH library tackling this issue is Wilmot Public Library. It is growing its children’s collection on diversity, humanity and inclusiveness. Why? Because, as author Verna Myers states, “Diversity is being invited to the party. Inclusion is being asked to dance.” Empathy and kindness through reading aren’t limited to the children’s section, however. Reading enhances our ability to understand and connect with our fellow human beings, whether it’s sparked by Charles Dicken’s *Bleak House* or a young adult novel set in a future dystopia.

The physical space of a library can also impact its inclusivity. Public libraries are creating welcoming environments for older adults by removing physical and technological barriers. They offer programs that spark interest and create community, such as on-line courses, genealogy software and Memory Cafés.

A number of libraries such as Henniker’s Tucker Free Library; Hanover’s Howe Library; and the

Goffstown, Lee, Newbury and Northwood Public Libraries operate beyond their walls by delivering books to the homebound.

Further, public libraries express compassion in ways that extend beyond their book selections and educational programs. They address food insecurity with programs like Dover and Nashua Public Libraries’ summer food support for low income children whose access to school lunches is interrupted during school vacation; many libraries participate in *End 68 hours of Hunger*, which supplements food for students without adequate food during the weekends.

To thoughtfully examine their success at achieving kindness, some libraries conduct kindness audits. Questions include: how is the library experienced by a newcomer, is the physical environment inviting, is the signage positive, are the service desks welcoming, what obstacles may be present? Some libraries discontinue fines which may discourage patrons, especially those with low income, from library use and instead accept donations of food for fines. Some kindness audits ask: does the staff listen to all patrons, is the library focusing on the positive, does it create a safe space for school-age children? If your library were to check its kindness quotient, what would you audit?

Finally, libraries promote acts of kindness in its patrons with activities like patron-made kindness bookmarks inserted into children’s books; by donating books to nursing homes, food pantries and homeless shelters; by sending valentines to soldiers; and by having patrons write positive and kind notes, which are left in a box at the circulation desk for staff to place in random books.

In 2019, Random Act of Kindness (RAK) Week is February 17-23. Suggested activities can be found on the RAK website, [www.randomactsofkindness.org](http://www.randomactsofkindness.org).

What kind acts and programs does your library engage in? Drop us an email describing them. We’d love to hear from you!

Wishing you all the best in the New Year!

Mary Castelli

Mary Castelli  
NHLTA President

# NHLTA 2018 Award Winners

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## Director of the Year, Chesley Memorial

Mary Castelli presents Donna Bunker with the NHLTA Director of the Year award.

also made the Dover Library an integral part of the city's community – from providing history walks for third-graders, to being a food distribution center for hunger-insecure children patrons in the summer to coordinating volunteers to bring books to local retirement communities to support those who cannot come to the library.

Another long-time veteran, **Donna Bunker**, has been with the Chesley Memorial Library in Northwood for more than 30 years. She, too, was commended for bringing the library successfully into the digital age while maintaining well-stocked shelves for avid readers. In 1991, she oversaw construction of an addition that doubled the size of the library while maintaining the historical character of the original structure. In the words of one resident, she “took what was basically a small room of books and turned it into a vibrant com-

## Library Trustee of the Year

Lee Beauregard with Director Lesley Kimball.



munity resource.” The Chesley library serves as a gathering spot for all ages, from Senior Café to Writer’s workshops to Movie Night and Lego Club to “1000 Books Before Kindergarten”. Like many small communities, Northwood lacks a center for community activities. The library has become that center, becoming the most frequently-visited site in town.

On Saturday, October 27, during an Open House, Mary Castelli presented Donna with her well-earned award, stating that “Donna Bunker, with the support of her capable Trustees, a vigorous Friends group, her excellent staff, patrons and the town of Northwood, has developed a library that has been designated a hidden gem.”

Starting as an alternate trustee and ending as chair, **Lee Beauregard**, this year’s **Lillian Edelman Trustee of the Year**, has volunteered for the Wiggin Memorial Library in Stratham for the past eight years. During his time on the board, Lee’s priorities were to maintain the levels of fundraising, to help the board of Trustees become more efficient and effective, and to build open and more collaborative relationships with the town’s Select Board. Lee started conversation with town officials, inviting them to library programs and events; he also made it a point to be a library ambassador at community gatherings and town meetings. Lee also worked to raise staff compensation, which had been a struggle for the library.

Lee hopes the library continues in its role as a central meeting forum for residents to discuss the issues facing the community. “Libraries in the early days were places the Founding Fathers hoped would be the places where people would become informed citizens, so they could make good choices and provide good solutions for their communities. That’s a very fundamental role for the library.” On December 1, an enthusiastic group gathered at the library to congratulate Lee on his award.

Approximately, 65 people turned out to cheer on November 1, as Mary Castelli presented the **Tucker Free Library (TFL)** with the **NHLTA Library of the Year** award. TFL has served the town of Henniker for 114 years and this past year the community repaid that service and demonstrated its support for the library by passing a number

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## NHLTA 2018 Award Winners

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### Tucker Free Library, Henniker

NHLTA President Mary Castelli presents Trustee Chair Patti Osgood, left, and Library Director Lynn Piotrowicz, right, with the 2018 NHLTA Library of the Year Award. Photo: Josh Colby



of warrant articles that will enable maintaining, updating and exploring expanding the library. This support is due in no small part to its hard-working staff who have expanded evening and weekend hours to meet the needs of the community, enhanced the website, coordinated the conversion of the collection to a Dewey-Lite System that organizes like materials in common areas and instituted “Sundays at the Library” – presenting programs of interest for all ages. Recently, with the help of a grant, TFL completed the creation of a smart space for community engagement that allows for learning through talking, reading, writing, singing and playing. This space has become a Playground for the Mind. TFL reaches out to the seniors in the

community by partnering with the White Birch Community Center in monthly programs. And the community gives back – tradesmen, gardeners and others help maintain the library building and grounds. The banner celebrating the award was not put up by the staff or library volunteers, but by the Henniker Fire Department!

TFL is a welcoming, friendly gathering place where all ages come together to share a sense of community – where the quality of lives is enhanced and where learning, involvement and creativity of all ages are sparked.

**L**ike the song says, “You Gotta Have Friends.” The **Sue Palmatier Award for Outstanding Support by a “Friends of the Library” Group** recognizes the tremendous value of the Friends of the Library. On October 12, NHLTA board members Ed Moran, Mark Branoff and Conrad Moses presented the award to the **Friends of the Kimball Library** in Atkinson.

The Kimball Library was established in 1894, but it was not until 1972 that a Friends group was organized. They started off with a bang – building a new library that opened in 1975. The population of Atkinson continued to grow and 33 years later, the Friends did it again: the new Kimball Library opened in 2008. Once the building project was approved, the Friends formed a 501(c)(3) organization; their fund-raising was so successful that the “Legacy Fund” continues to be used for additional enhancements to the facility.

Other accomplishments: the popcorn machine that helps make the library the most popular place

### Atkinson FOL

Atkinson Friends of the Library with NHLTA board members Ed Moran, front, Conrad Moses and Mark Branoff.





### Volunteer of the Year

Left to right: Mary Castelli; Andover Public Library Trustees Susan Chase and Janet Moore; Kathy Ordway, NHLTA, Special Library Service Contribution Award Winner; Gail Fitzpatrick, former library director, William A. Bachelder Library; Priscilla Poulin, current library director of both Andover Public Libraries

in town. Informational packets about Atkinson that are given to all new residents and an electronic sign that keeps patrons informed about current and upcoming library programs. Since the sign has been in place, program attendance has increased significantly. The Friends have also helped make the purchase of a generator possible as well as contributed to the library's electricity conservation project which involved changing every light bulb in the library to LED bulbs, which has already produced a savings of 15% from the library's annual electricity budget. Congratulations to the Friends of the Kimball Library – as it states on the library's website, they could not be more deserving!

Last, but certainly not least, is the **Special Library Service Contribution Award**, presented to an individual or group (not staff) which has provided outstanding service to New Hampshire public libraries for at least three years. Since 2014, **Kathy Ordway** has been the primary volunteer at East Andover's William A. Bachelder Library, a library that is funded through private contributions (the town of Andover now pays the director's salary). When the director retired, it was Kathy who "manned" the library until a replacement could be found. Then, she took over again when that director moved to Ohio. Fortunately, a new director was hired within a few weeks. Incredibly, the library is now undergoing yet another search, but this time the director at Andover is overseeing both town libraries.

Kathy is – to quote those who nominated her for the award – "simply crazy about books", a love she

shares as a member of the Andover Libraries Book Club. As she processes the new volumes, she manages to zip through each book before they're put on the shelves. And it's not just books – she restarted a crafts group, which when it grew had to be relocated to Andover's new community center. She has also taken her community commitment to AEMS on SHARE Day, an annual event in which school and town share interests and expertise.

On November 15, Mary Castelli presented Kathy with her well-earned award. Dedicated, knowledgeable volunteers like Kathy are few and far between – congratulations on being named East Andover's volunteer extraordinaire!

## Continuing Education Scholarships Are Available from NHLTA

NHLTA believes that continuing education is the prime factor in providing the highest quality of library services. NHLTA's Mildred McKay Scholarship Fund provides scholarship aid to residents of New Hampshire in order to improve library services within the state.

Scholarship aid is provided for courses, workshops and conferences; applicants must be either a current trustee board member or presently employed in a New Hampshire library. Applications for Spring 2019 semester MLS or MLIS courses should be received by February 1, 2019.

Complete criteria for scholarship eligibility and a scholarship application can be found on NHLTA's web-site. Past recipients of scholarships to the NHLTA Spring Conference may apply for another scholarship this year.

Mildred P. McKay served as the New Hampshire State Librarian from 1942 to 1964. NHLTA established the Mildred P. McKay Scholarship Fund in her honor in 1965.

# NHLTA Fall 2018 Regional Meetings Report



## NORTH COUNTRY, SEPTEMBER 13

Southern hospitality has nothing on the North Country of New Hampshire! The staff and trustees of Weeks Memorial Library in Lancaster welcomed NHLTA and trustees plus a few directors from 11 libraries for a trustee workshop and regional meeting on September 13, and the Friends of the Weeks Library provided a generous supper for the group.

NHLTA board member Susan Gaudiello delivered a presentation on trustee responsibilities, state

library law, personnel management and more, with the able assistance of Tom Ladd, library consultant from Whitefield. Topics of particular interest included the statutory requirement for trustees to appoint the library director for a term of office; who is responsible for maintaining the library's personnel records and minutes of non-public meetings; and the appointment process for trustee alternates.

Everyone enjoyed the lively exchange and many hope to continue meeting with their colleagues in the region, perhaps by attending co-op meetings with their directors. All expressed appreciation for NHLTA's presentation of programs in the North Country.

## MONADNOCK AREA, SEPTEMBER 21

Twenty-two trustees from the Monadnock area met at the Davis Library in Stoddard. The hosts, Alexia Currie and Angel Nicoletti, gave a tour of the library and provided a light lunch. Ron Bowman, trustee from the Peterborough Town Library, shared information about their \$8.5 million building project. He explained how and why they established a non-profit foundation in 2011 whose mission is to oversee the design of a new library campus and assist with fundraising for the project. Ron described the many outreach efforts used to connect with the community for input on the project: local newspaper articles, word of mouth, staff and trustee education, focus groups, and open house gatherings were the most effective.

Ron emphasized the importance of developing a strategic plan (the library's plan is on their website at [peterboroughtownlibrary.org/strategicplan/](http://peterboroughtownlibrary.org/strategicplan/)) and also recommended hiring a fundraising consultant. The Peterborough trustees worked with Porter "Pete" Caesar from Wolfeboro. (For more information about the project, see the Peterborough Library article on page 10.)

Another topic relating to renovation was the use of mobile shelving. It was recommended that trustees visit the Abbott Library in Sunapee to see how this shelving operates.

There was an interesting discussion of the pros and cons of 3D printers – costs, necessary staff-time, liability, exposure to noxious emissions, etc. Recommended 3D printer policies are available



on the websites of the following libraries: Abbott Library, Sunapee, Portsmouth Library, and Merrimack Public Library.

Nikki Andrews, trustee from Wilton's Gregg Free Library, described the Smart Space that was created – the result of a grant from the Institute of Museum and Library Services to participate in the “Small Libraries Create Smart Spaces” initiative. By extended the library’s learning environment outside the building, they created an outdoor space for interactive installations for music, art, and story-telling. (For more information on this topic, the 2018 NHLTA Conference workshop *Creating Smart Spaces: Small Libraries* is available on the NHLTA website.)

## RYE, OCTOBER 11

**A**NHLTA Regional meeting was held at The Rye Public Library on October 11. There were ten brave souls who came out to the meeting on a dark and stormy night.

Two representatives from New Hampshire Municipal Association (NHMA) discussed the role NHMA has taken over for the NH Attorney General’s Charitable Trust unit: delivering education seminars for all public trustees including library trustees. They took input from the group to help design the content of the seminars. NHMA will be charging library trustees a fee to cover their costs, as the Charitable Trust Unit is unable to fund the workshops as they have in the past.

There was a lively networking session after the NHMA presentation. The discussion ranged from how to increase library usage and attract new patrons to how to start a building process.

NHLTA would like to thank the Trustees of Rye Public Library for hosting this regional meeting. A special thank you to Rye Library Director Andrew Richmond for all the assistance he gave to help make this a successful meeting.

## GILFORD, NOVEMBER 7

**T**rustees and Friends from the Lakes Region gathered at the Gilford Public Library on November 7 for an evening of great networking and fabulous food, the latter courtesy of the Friends



Rye Regional Meeting

of the Gilford Library. After tours of Gilford’s beautiful building which opened in 2008, and networking over supper, members of Friends groups adjourned to the reading room while trustees and library directors conferred separately.

The Friends, representing libraries in Alton, Gilford, Meredith, Bristol, Tamworth and Moultonborough, shared their biggest challenges and their greatest fundraising successes. The top issue for most was recruitment and retention of members, especially those in the younger generations and those still working. While no one was able to report particular strategies that have worked for them, some have had good luck engaging newly retired residents and those who have recently moved to town and are looking to make local connections. Another challenge is increasing the participation of Friends at their membership meetings. Several hope to increase the visibility of the contributions Friends make to their library’s programs and services. Displaying a banner at any event sponsored by the Friends is one means to accomplish that goal.

As to successes, there were many. Several groups run very profitable used bookstores, most located at the library, but Meredith’s shop is in free retail space in town and is open four days a week and staffed by volunteers. Bristol’s Christmas Cookie Buffet held in early December generates about \$1,500 for the Friends. Moultonborough was the envy of the group, with their biennial House Tour, which, along with a related raffle, generates over \$12,000. Tamworth’s calendar raffle and plant sale brings in around \$4,000 for their library. Barrington’s annual Just Desserts baking competition has become a popular community event, along with their annual plant sale.

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The top issue for most was recruitment and retention of members . . . Some have had good luck engaging newly retired residents and those who have recently moved to town and are looking to make local connections.

## NHLTA Fall 2018 Regional Meetings

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Trustees and directors, representing the libraries in Alton, Ashland, Bristol, Gilford, Meredith, Moultonborough, New Durham and Sanbornton shared ideas about strategic planning and the role of technology. Of the libraries attending, some had formal written strategic plans, some had partial plans in place and some were weighing whether such a plan was necessary. The Cook Memorial Library (Tamworth) recently completed a full strategic planning process and they have a very



Gilford Regional Meeting

good web page ([tamworthlibrary.org/about/trustees/2018-strategic-plan/](http://tamworthlibrary.org/about/trustees/2018-strategic-plan/)) with details about their plan and the resources they used. Trustees from several libraries mentioned that they do regularly undertake important tasks such as seeking community input, revising strategic priorities, and updating the library's mission even though not in the context of a formal plan. In general, it was agreed that each library needs to consider what type and level of strategic plan is most appropriate for their library and community.

Many libraries have had very good success with "Drop-In Tech Help" type programs. Generally, these programs are provided by technology-savvy library staff; either the technology question is answered or the patron is pointed to the best available resource. Gilford Public Library provides a service they called "Check Out an Expert" which provides technology advice as well as advice on other topics. Their program ([www.gilfordlibrary.org/expert.asp](http://www.gilfordlibrary.org/expert.asp)) started over five years ago and continues to expand. The technology piece of their program was initiated by a technology-savvy teen.

At the end of the evening, the groups reconvened over an impressive array of homemade cookies and shared what they had learned. All agreed that these regional meetings are very energizing and informative, and that including the Friends enhanced the experience significantly.

## Orientation Makes for a Well-Prepared Trustee

Trustees generally run for office because they value their public library and want to support the role it plays in their community. Rarely does a prospective trustee have any knowledge of state library laws or a full understanding of the responsibilities of a trustee.

NHLTA works to help new trustees get off to a solid start in several ways. First, the Library Trustee Manual (available at every library and online at [www.NHLTA.org](http://www.NHLTA.org)) provides a good overview of the trustee's role and responsibilities. If you know of someone who plans to run for a trustee post for the first time, share the manual with them so they'll have a better idea of what they'll be undertaking if elected.

Orientation workshops are offered in the

Spring following the March elections. The next workshop has been scheduled for Friday, April 12, 2018 in Concord. There will also be a Cliff Notes version of the orientation at the Spring Conference in Manchester on May 29.

Finally, we're happy to announce that in January we'll be posting on the NHLTA website a three-part webinar series that covers the main elements of the orientation workshop. While the webinars lack the interactive aspect of the on-site workshops and the informative Q&A exchanges those sessions always inspire, they will allow trustees who cannot travel to a workshop to benefit from the knowledge and experience of several seasoned trustees.



# Creating a Job Description for Your Library Director

## The Trustee/Library Director Relationship

On November 13, 40 trustees convened in Concord for a lively workshop and discussion on the employer/employee relationship of trustees and the library director. The program covered the job description, the evaluation process, hiring a new director, and understanding and respecting the role of trustees versus that of the director. In addition, many sample forms, checklists, and other materials have been posted to the NHLTA website. Go to [www.NHLTA.org](http://www.NHLTA.org), click on Trustee Education/Workshop Resources, then Resources to check out the helpful tools.

In the next several issues of the Newsletter, you'll find articles on these topics. The article below is the first in the series.

By Debra Caplan

The purpose of the library director's job description is to clearly state the scope and limits of the director's responsibilities and authority. The description defines the qualifications and experience of the ideal candidate and forms the basis for future performance reviews.

In a rural library, the director may be the only regularly scheduled employee and may handle everything from locking the doors to paying the bills. In a large urban library, the "city librarian" or director may oversee a staff of dozens and many branches and departments.

Remember that the position does not exist in a vacuum. When writing the job description, ask for input from key constituencies (i.e. city/town administration, finance, maintenance, Friends, donors, staff, area schools, civic organizations, etc.) to arrive at the most comprehensive description possible.

A typical library director job description will contain most, if not all, of the following topic areas: a statement on the general purpose and key responsibilities of the job; responsibilities related to policy development; the director's role in board meetings, library planning and management, budget preparation, collection development; technology and multi-media collection and programming; library advocacy and legal issues; staff hiring and supervision; continuing education; as well as a section that

addresses qualifications and experience needed and working conditions.

The description should spell out the overarching duties of the role, to whom the position reports (typically the Board of Library Trustees) and the number of staff reporting to the director. Under each specific area of responsibility, the description should articulate the main responsibilities. For example, relating to responsibility for Legal Issues, Advocacy and Government Relations, the description might read: "The director must remain current on all library legal regulations; keep the board informed of any legal developments; advocate for the library through regular contact with the general public, civic organizations and public/town officials; attend and represent the library's interests at city council and/or other city or town meetings and, work to secure adequate funds to carry out the library's services."

The job description format can be borrowed from other town/city departments, from other libraries, or using a format that can be found on the American Library Association website, or other "job description" websites on the internet.

It is a best practice to review the director's job description annually to reflect changing priorities. You can ask the incumbent director for input and updates to the job description. Having an up-to-date job description for your library director (as well as up-to-date descriptions for other roles in your library) creates clarity for the trustees, the librarian and all library staff.



DEBRA CAPLAN provides individuals and organizations with out-placement consulting, webinars and seminars, one-on-one coaching and management search advisory services to municipal boards. She has worked extensively with those who care reentering the work force or changing jobs. Her services can be provided in-person or virtually and also in English or Spanish. More information can be found on her website [www.dccareercoaching.com](http://www.dccareercoaching.com). Deb also serves as an alternate on the Peterborough Library Board of Trustees.

## Peterborough Library Wages a Successful Grass-Roots Bond Referendum

By the Peterborough Capital Campaign Committee

At Peterborough Town Meeting In May, the sea of raised yellow voting cards shows the support for moving the motion, to proceed to the vote on the bond issue for the new Library. The final count, by secret ballot, was 502 to 126.

After many years of preparation for a major renovation and restoration, the Peterborough Town Library, the oldest tax-funded library in the nation, unveiled architectural plans for a new 17,000 square foot design in Spring 2017. This new 21st century public library will be equipped with the space and infrastructure to meet increasing demand for vital services to the Monadnock region. The expanded library will feature more flexible space; community meeting rooms of various sizes; integrated technology; and dedicated space for teens, children and families.

The projected cost is estimated at \$8.5 million. To raise funds to finance this major upgrade and to assist with the design and construction, the library's *1833 Society* was formed in 2011 by a group of concerned citizens and incorporated as a 501(c)(3) non-profit. In 2015 a Capital Campaign Committee was created. The Campaign Committee included three trustees; the committee hired a professional fundraising consultant. The Campaign Committee

realized that in order to reach their goal, the campaign would have to be structured as a private-public partnership, with the library asking for a town bond in the amount of \$3 million.

In preparation for the library's "Get Out the Vote" campaign to pass the bond, Library Director Corinne Chronopoulos created a year-long communications plan which culminated in voters approving the \$3 million bond. It was a historic Town Meeting turn-out, with 628 ballots cast and 502 voting in favor of the bond – 80% of the vote. The eight strategies outlined below were a critical part of the communications plan and are what the committee feels made the difference on the library's first attempt to secure a bond.

**Develop a case.** Demonstrate that your project has been given careful and thorough research and preparation. Peterborough library advocates emphasized that this needs to be done *today*. They discussed the major benefits of the project to the town as well as the ever-important return on investment it will create for residents. All reports, studies, and plans were freely available on the project website.



## Galvanize town leaders and local influencers.

Solicit the support of local influencers: town committees, civic organizations, religious leaders, and residents with strong community ties. Critical to the success of getting a warrant article on the ballot was the support of the Capital Improvement Committee, Select Board and Budget Committee. Presentations to these groups were successfully done by the library director early in the campaign, which allowed the committee to show that the project had received comprehensive community input.

**Identify your target audience.** You can't reach everyone. Think strategically about who will support you at the polls. In the case of the Peterborough campaign, the following groups were identified as primary target audiences: residents who had voted in the last two elections; town officials and volunteers; library patrons; project stakeholders such as Trustees, Friends, staff and donors.

## Develop a strong campaign slogan.

The Peterborough Library's slogan was "A Library for Everyone." They emphasized accessibility as a key benefit to the project – something that would truly make the library available to all.

## Develop a cadre of committed volunteers.

Approximately five months before Town Meeting, a "Get Out the Vote" kick-off meeting was held to match volunteers with the various marketing initiatives including direct mail, "knock and tell a neighbor," letters to the editor, phone calls, public outreach stations and recruiting more volunteers.

**"Boots on the ground."** One of the most effective marketing tools was organizing volunteers to go door-to-door with packets of information. Using the town's voter list, Peterborough was divided into 10 geographical districts with each district headed up by a team captain. Each captain was responsible for getting their own volunteers. This strategy allowed face-to-

Solicit the support of local influencers — town committees, civic organizations, religious leaders, and residents with strong community ties. . . .

face canvassing of hundreds of homes. If a family wasn't home, an information package was left behind. Volunteers were made aware of opposing arguments against the bond but were encouraged to respond to resistance only when necessary.

## Run your presentation by professionals outside the library family.

The group had great luck storyboarding their Town Meeting presentation with the help of a seasoned project manager. Fresh eyes can be crucial to making the message cohesive and powerful to those who may not know a lot about your library.

**Print materials.** A lot of paper gets printed when running a campaign to pass a warrant article. The Committee developed a very strong brand and cleared all printed pieces with the marketing committee. They did a lot of printing in-house but worked with a local printer and graphic designer to develop key pieces. The most important initiatives were:

- ▶ Direct mail postcard to all town residents
- ▶ Brochure sized to fit into a #10 envelope and used for display
- ▶ Information stations around the town and at the library
- ▶ Lawn signs throughout the town
- ▶ Door-to-door canvassing packets

Since the bond passed in May 2018, the capital campaign has raised approximately \$4.4 million in private funding from individual donors, library trustees, foundations, state agencies and businesses. With 88% of the \$8.5 goal achieved, it's anticipated that construction will begin in Spring 2019. For more information on the project's progress, please visit [PeterboroughTownLibrary.org/Project](http://PeterboroughTownLibrary.org/Project).

# NH Library Trustee

The Newsletter of the  
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## 2018-19 CALENDAR

**January 8 10:30 a.m.**  
**NHLTA Board of Directors meeting**  
NHMA Building, 25 Triangle Park Drive, Concord

**February 6 10:30 a.m.**  
**NHLTA Board of Directors meeting**  
NHMA Building, 25 Triangle Park Drive, Concord

**March 6 10:30 a.m.**  
**NHLTA Board of Directors meeting**  
NHMA Building, 25 Triangle Park Drive, Concord

**April 3 10:30 a.m.**  
**NHLTA Board of Directors meeting**  
NHMA Building, 25 Triangle Park Drive, Concord

**April 12 10 a.m.–2 p.m.**  
**NHLTA Trustee Orientation Workshop**  
NHMA Building, 25 Triangle Park Drive, Concord

**May 29 8 a.m.–3 p.m.**  
**Spring Conference & Annual Meeting**  
Doubletree by Hilton Manchester Downtown

## NHLTA Board of Directors 2018–19

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### **LIAISON TO THE BOARD**

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NH State Library

**Christine Friese,  
Assistant Director**  
*Portsmouth Library*  
NH Library Association

### **MISSION**

The NHLTA assists Trustees to be knowledgeable and effective in order to serve, improve and promote New Hampshire Public Libraries.