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
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
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**
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.
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!