



CURRENTS

Volume 14 Issue 1, Spring 2018



There were a great many changes this year in the way GRRL builds and nurtures a strong, supportive donor base, and our new "Own A Day" initiative is part of this.

"Own A Day" is a new, easy and fun way for library lovers to support all the great work being done around the region.

How does it work? For \$100, supporters can "buy" any day in the calendar year. In return, they receive:

- recognition at the library branch of their choice
- a certificate of appreciation
- a mention of the gift and honoree on the front page of griver.org

"The 'Own A Day' project provides an opportunity to celebrate a special person or day, and show your library support," says Karen Pundsack, Executive Director.

Proceeds from Own A Day will be used to buy library books, digital resources and increase community awareness of library services.

Want to "Own A Day" at Great River? Check it out on our website, griver.org, or stop by your local library to learn more.

Locally Growin' Fundraiser a Hit



A new Great River Regional Library fundraising initiative delivered mighty results in 2018.

Locally Growin', GRRL's revamped spring fundraising effort, brought in over \$21,000 through the month of March – twice the amount raised by 2017's spring fundraiser, High 5.

"Locally Growin'," developed by GRRL's Communications & Development team in partnership with the Fund Development Committee, aims to emphasize specific needs at the local level. Each GRRL library selected a collection item, program or other wish-list thing to raise the money for. As donations for Locally Growin' arrived, many libraries tracked their progress on thermometer-style posters to show patrons their progress.

For many, this proved to be a smashing success.

For example, the Long Prairie Library hit their Locally Growin' goal – bringing a live bird show from the Raptor Center of the University of Minnesota – by getting patrons excited about something unusual that likely wouldn't be available otherwise.

"A program that included live animals, like a bald eagle, seemed like a perfect fit!" Nancy said. "People were so excited to be part of the process of making this happen."

Nancy says the fundraiser showed just how much the library means to local residents.

"Long Prairie is one of the smaller branches at GRRL, but we had the third highest number of donors for Locally Growin'. When people ask, did we make it? it's amazing to say, yes, and thank YOU for making it happen!"



Child bucket seats at Long Prairie



New legos, table & chairs in Royalton Kitchen set at Waite Park

Fundraising retreat educates, motivates attendees



Great River Regional Library has the support and capacity to double annual charitable giving totals in three years.

That was the finding by St. Paul-based consulting firm Library Strategies, facilitated a discussion between a roomful of library staff, board members and Friends of the Library group representatives on April 17.

The discussion followed several months of work by Library Strategies consultants Stu Wilson and Karen Rose examining past fundraising efforts and interviewing key stakeholders. The findings were overwhelmingly positive; Library Strategies reports a strong base of interest and support around the region.

Moving forward, GRRL will implement the recommendations of Library Strategies by hiring a full-time GRRL staff member who will help guide new donor relations efforts. This future member of GRRL's leadership team will work closely with GRRL's Fund Development Committee. The committee, which has been in place for two years, oversees strategy and guides new initiatives like Locally Growin' and Own A Day.



New Binge Box Movie Kits Soaring in Popularity

Binge watching has become all the rage as television and movie-watching technology advances, and that's why a new addition to the GRRL collection is booming in popularity.

Binge Boxes – collections of DVDs centered on a specific genre or theme – have been circulating nonstop since they hit the shelves.

All 20 of these Binge Box kits were completely funded by donations. The DVDs were donated discs, and the boxes were purchased with donated collection item dollars.

Genres in the collection include action, comedy, drama, family films, horror, musicals, Sci-Fi and western.

The creation of Binge Boxes was a collaboration between many GRRL departments, including Collection Development, Technical Services, Communications & Development and Circulation.

GRRL is looking into adding more themes and titles to the Binge Box family.

Patrons may keep their Binge Box for seven days before returning it.

To see the full line-up of themes, visit our catalog and search "binge boxes."

Do you like to binge watch?

BINGE BOX



Great River Regional Library Kicks Off 2018 Summer Reading Program

Great River Regional Library is off and running with the 2018 Summer Reading Program (SRP) from Monday, June 11, continuing through Saturday, Aug. 11.

The theme of this year's program, *Reading Takes You Everywhere*, will focus on the excitement and new discoveries to be found in books, libraries, our communities and beyond.

The purpose of the SRP is to inspire a lifelong love of reading while helping defeat the summer slide – the tendency for students to lose their academic footing during the break from the classroom.

The benefits of summer reading are clear. National research finds that students who participate in public library summer reading programs scored higher on reading achievement tests at the beginning of the next school year than those who did not participate.

Children and teens ages 0-18 receive a reading record to track their activities. These reading records are then completed and returned to the library by the end of the program, making participants eligible for prize drawings.

The Summer Reading Program is made possible by the generous support of our donors. Thank you for supporting public library literacy programs!



Read Down Fines

Summer break for students has arrived which means plenty of time for reading a good book!



And, students ages 16 and under who might be haunted by fines due to overdue items could use this as an opportunity to whittle those fines away.

"Read Down Your Fines" is Great River Regional Library's (GRRL) simple way to lessen fine amounts: for every 15 minutes of reading at the library, \$1 in late return fines will be eliminated. And, parents of young children can assist by reading to them.

"Read Down Your Fines" is available whenever the library is open. The goal is to encourage reading and make our young patrons feel welcome at the library – even if they do have some late fees looming.

"Read Down Your Fines" was introduced at Great River Regional Library in 2013 and is donor-supported.

2018 Donation To Support Summer Reading Program

Name: _____

Address: _____

City _____ State _____ Zip _____

Home Phone: _____ Work Phone: _____ Email: _____

Yes! I will support Great River Regional Library with a gift of:

Gift Amount: (checks made payable to GRRL) \$25 \$50 \$75 \$100 \$250 \$500 Other \$ _____

Please include my/our name in donor recognition as above or I/We would like to remain anonymous.

Mail gift to: Accounting Dept., Great River Regional Library, 1300 W. St. Germain St., St. Cloud, MN 56301 - or donate online at griver.org/support-the-library

Information you provide here is protected under Minnesota Data Practices statutes. Providing this information is strictly voluntary and will be used for GRRL financial accounting and to support GRRL fund development activities. It will be available only to authorized library personnel and contracted vendors. There is no consequence for not providing this information.

CurrentsJun- 2018 SRP Annual Appeal - Office use only: Pstm _____ Amt. _____ Ck# _____ Init _____



1300 W. St. Germain St.
St. Cloud, MN 56301
320-650-2500

NON-PROFIT ORG.
U.S. POSTAGE
PAID
ST CLOUD, MN
PERMIT NO. 2382

To update mailing information please call
Public Relations at (320) 650-2549.

NEW MN WRITES READS

Great River Regional Library (GRRL) now offers a suite of resources – collectively called MN Writes MN Reads – to help local authors connect with local readers and beyond.

MN Writes MN Reads, which is offered throughout the state, is a free, user-friendly collection of tools for creating, publishing and sharing e-books with readers across Minnesota and potentially the country.

Libraries are increasingly places of content creation, and MN Writes MN Reads offers tools to help writers create and share their work. These resources give local writers broader exposure and give readers access to locally-produced content.

“Leading indie authors agree that building an audience of readers is the biggest challenge they face. This program marries a great ebook experience with the validation of the most respected library review resource in the world. The result is a program that enables writers to share their work with their local communities and with libraries around the country,” says Mitchell Davis, founder and Chief Business Officer of BiblioBoard, the vendor behind these three resources.

“We are thrilled to offer the opportunity for Minnesota’s authors to publish and share their works in a variety of ebook formats,” says Jami Trenam, Associate Director-Collection Development. “The service will capture the unique voices in Minnesota’s communities, and provides a place for readers across the state to discover local talent.”

Visit MNWritesMNReads.org for more information.



Save a Tree: Get Your Currents By Email

Contact us at currents@grrl.lib.mn.us if you would like to receive this newsletter by email.

Your information is protected by Minnesota Data Practices statutes. Providing your email is voluntary and will be used to support GRRL fund development activities and is only available to authorized library personnel and contracted vendors.

