Creating Signature Events

Cassie Guthrie
Pioneer Library System, Canandaigua, NY
Service Population: 56,000

Service Population: 20,000

42 small libraries in 4 counties

My Work in Libraries

Creating Signature Events
• The What and Why of Signature Events
• Event Show & Tell
• Event Theme Ideas
• Auctions and Thank Yous
• Quick Tips for Getting Started
• Planning and Budgeting

Agenda
A unique annual event that is:

- Well attended
- Successful
- “Owned” by an organization

What Is a Signature Event?
• Raise funds to support special projects
• Increase awareness of the library’s service program
• Community and relationship building
• Generate positive publicity
• “Relationship polishing”

Why Do a Signature Event?
Creating Signature Events
After Hours @ the Library
After Hours @ the Library

Creating Signature Events
Create a glass for reading
wine tasting & farmers' market gala
Friday, April 26, 2013 • 7-9 pm
at the Holley Community Free Library
All proceeds to support the children's summer reading program

Tickets available at the library
April 1, 2013
$15 each or 2/$25

Holley Community Free Library
86 Public Square • Holley, NY 14470
585-638-6987

Create Signature Events
Raise a Glass for Reading
Raise a Glass for Reading
Raise a Glass for Reading

Creating Signature Events
Chocolate in the Stacks & Chinese Auction

Sunday February 14, 2010
Doors Open at 1:00 pm
Drawing starts at 2:15 pm
Quilt Show throughout the Auction

CORDelia A. Greene Library
11 South Main St
Castile, NY 14427
585-493-5486

Tickets Go On Sale January 25, 2010

Castile library plans annual sweet celebration

Chocolate in the Stacks
The Chocolate in the Stacks raffle at the Cordelia A. Greene Library in Castile has a variety of items, with about 60 baskets up for grabs.

In addition to the raffles, of course, there is the chocolate.

"We have some really talented bodies in the community that cook or bake or create desserts, mainly of the chocolate variety, which is why it's called Chocolate in the Stacks," Robinson said. "They donate all that, and we eat chocolate and try to win prizes."

Last year, 157 people flocked to the library for Chocolate in the Stacks. Robinson said the night can get quite raucous – dispelling the "Shh! You're in a library" stereotype – but that's just part of the fun.

"It's a fun tradition in the community," she said. "It's how a lot of people spend their Valentine's Day."

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Creating Signature Events
Chocolate in the Stacks

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Chocolate in the Stacks
Chocolate in the Stacks

Creating Signature Events
Much Ado About Our Library

Creating Signature Events
Much Ado About Our Library

Creating Signature Events
Eat, Drink & Be Literary

at
Leonard Oakes
ESTATE WINERY

Come Dance Under The Stars
Sat., August 24 • 6pm - 9pm

Featuring...
The Easy Street Big Band

WINE • FOOD • DANCING

$20 Donation to Benefit
Yates Community Library

Purchase tickets at the library, winery or at the door.

Eat, Drink & Be Literary
Creating Signature Events
Creating Signature Events

Eat, Drink & Be Literary
Eat, Drink & Be Literary

Creating Signature Events
Bookmark Contest

Creating Signature Events
Book It! 5k

CLIFTON SPRINGS LIBRARY

SULPHUR SPRINGS FESTIVAL WEEKEND

Saturday
June 4
9:00am

Registration begins at 8:15 at Clifton Springs Library:

$15 for adults
($13 preregistration turned into the library before May 21)
$10 for kids 14 & under

Awards ceremony at the Clifton Springs Library, 4 Railroad Avenue, following completion of the race.

Registration forms available at the Clifton Springs Library or online at the library's website: www.cliftonspringslibrary.blogspot.com

FREE T-SHIRT!

Book character costume contest!
Mini Golf in the Library? Yes!
Join us for an Adults Only 19th Hole Party
Saturday, March 16, 7-10pm

Play Mini Golf on Three Courses
All Over the Library.
Casual buffet, beer, wine, and cotton candy
Silent auction
“Birdie” tickets $30 per person
“Eagle” tickets $50 per person, and include a ticket for a door prize drawing

Sponsorships available.
Register at foundation.whiteplainslibrary.org or call 914-422-1495.
Proceeds to benefit children’s and teens’ educational programs at the Library.

Tee Off for Education!
Creating Signature Events
Tee Off for Education!

Creating Signature Events
Mini-Golf in the Library

Creating Signature Events
The Eagle Free Library would like to thank Barber's Automotive for putting on their First Annual Golf Tournament to benefit the library's youth programs and collection development.

THANK YOU to the Barber family for all of their hard work!

We'd also like to thank all of the golfers who participated as well as the following individuals and organizations that helped to make the tournament a success:

**Chinese Auction basket donors:**
- Arcade Lumber
- Armor's Sport Shop
- Joe & Manon Barber
- Sandy Barber
- Thomas Cashmore
- DJ Beedles & Son
- Eagle Inn
- County George
- Cocoa Jones
- Lark Lanay
- Meridian Electrical Supply
- Noble Environmental
- Debbie Bueona
- Andy Amato

**Thank you to all of the individuals and organizations that sponsored a hole:**
- Archies Sport Shop
- Barber's Automotive
- Max Castle Company
- Cannon Motor Corporation
- Dave Readout V & W Pumps
- DL Sonnenberg & Sons
- Dupont Home Improvements
- Eagle Automotive
- Gurner Home Construction
- Horizonal Auto Sales
- The Hide Works
- The Automotive Parts
- L & R Roll Off
- Master Mils Hauling, LLC
- Pike Hardware
- Pacific Auto
- R & M Motors
- Sons of the American Legion, Post 1210
- WH County Sheriff's

**Other Important Contributors:**
- Eagle Memorial Post 1720
- Wissow Rods and Gun Club
- Ice Kutter
- Tops Arcade
- Craig Armonform
- Jeff Hedges
- Patty Galley
- Buls & Made Conroy
- Bob's Bar & Grill
- Kim Peverall

Eagle Free Golf Tournament

Creating Signature Events
Creating Signature Events

BBQ & Blues for Books

Saturday, Aug. 24
Noon - 11PM
Camp Eastman

Admission:
$6.00 Pre - sale
($8.00 Gate)

No 0273

Admission:
$6.00 Pre - sale
($8.00 Gate)

No 0274
Creating Signature Events

Booktoberfest

An evening of Bratwurst and brews to support the literacy initiatives of Project Flight.

Thursday, September 13, 2012 || 5-8 PM
Pearl @ The Webb || 76 Pearl Street

• Food, wine, and 13 craft beers
• Live music by The Ausländer
• Wunderbar auction and raffles

Tickets at Booktoberfest.com

The Buffalo News - 9-2-12
“Barley & Books” fundraiser to benefit the Byron-Bergen Public Library

“Barley & Books” will be held on Saturday, August 3 to benefit the Byron-Bergen Library at the home of Brett and Kristen Wilcox, 8484 Bissell Road, Bergen. The event is a beer and wine tasting event, which will feature a live auction of items and services donated by local merchants and individuals. The $25 ticket also includes entry into a raffle for an overnight package to the Rock and Roll Hall of Fame and Museum, courtesy of Delta So...

The live auction, to be conducted by Harris Wilcox, Inc., will include a flat-screen TV donated by Sunnking, gift certificates to the Viking Valhalla Room and Rose Garden Bowl, The Strathallan Hotel and more. Sponsors of the event include Bergen Sales, Northeast Industrial Technologies, Inc. and Triple-O Mechanical, Inc. Tasting beverages are being provided by The Stoneyard Grill and Miller Millworks.

The event will take place from 1 to 4 p.m. with the live auction at 3 p.m. Proceeds from the event will support the Byron-Bergen Public Library. Previous fundraisers have assisted the library in making updates to their facilities and technologies.

Tickets are for sale at the library, 13 South Lake Avenue, Bergen by contacting any of the Board of Trustees (http://www.byron-bergenpubliclibrary.org/board.html or at the door).

Provided information
Creating Signature Events

Wood, Wine & Song

The Board of Trustees of Wood Library
Invite You to
WoodWine & Song
Friday, September 7
5:30 – 7:30 PM
at Sonnenberg Gardens and Mansion
130 Charlotte Street in Canandaigua, New York
Admission $75 per person
Catered Delights from A Touch of Class
A Sampling of the Finest Wines
A Live Auction Emceed by The Honorable Brian Kolb
Music by T.W.O.
All proceeds benefit Wood Library
Superstar Showcase

Creating Signature Events
August 25th, 2012, the Seneca Falls Library hosted their second Caddy Stacks Mini Golf fundraiser. There were 190 golfers, countless volunteers and many sponsors involved in making the event a huge success!

Golfers of all ages putted through gardens and lighthouses, around dinosaurs and polar bears and made it past loop-the-loops and sand traps!

All proceeds from this fun community event will benefit Seneca Falls Library materials and services.

2011 event || Library website

Located: 47 Cayuga Street, Seneca Falls, NY 13148

Thank You to our Sponsors!

BonaDent
Dental Laboratories
WORK WITH THE BEST!

In memory of DON CRAMER
Dedicated volunteer and library advocate

generations bank
Let’s Talk About Auctions!

Creating Signature Events
Creating Signature Events

May 5, 2012

Dear Elly,

Thank you for coming to our sample New York PAC fundraiser in Canandaigua. Your donation is vital to the PAC’s mission, allowing library advocates to play a role in electing state officers who are willing to commit their full support to libraries. With much appreciation,

Cassie, Kathy, Jennifer, Patty

Please Join Us!

Ribbon Cutting
The Tot Spot @ the Seymour Library

Saturday, January 23
11 am

Kids Welcome!

161 East Avenue, Brockport, NY 14420
637-1050 • www.seymourlibraryweb.org

The Tot Spot is a new early literacy area for children ages birth through 5 and their parents/caregivers, which seeks to give local children the tools they need to enter kindergarten “ready to read.”

The Tot Spot was made possible by contributions from library patrons, local businesses and local service clubs as part of the Seymour Library’s 1st Annual Fundraiser “After Hours @ the Library.”

SAVE THE DATE: 2nd Annual “After Hours @ the Library” will take place on Saturday, March 20, 2010 from 7—10 pm.

Thank Yous
• Know Your Community

• Put Together a Super Star Event Committee

• Planning

• Budgeting

Quick Tips for Getting Started
Planning Worksheet

Think about events you have attended. Which did you enjoy most? Least? Why?

Mission Statement (why you're doing this event):

Goals (big picture things):
1. 
2. 
3. 

Objectives (specific, measurable, realistic):

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Format ideas (Dinner? Golf outing? etc.):

Theme ideas (reflects identity/values of your library):
Sample Mission Statement:

“After Hours @ the Library” is an annual event that raises funds to support special projects at the Any Town Library

Sample Goals:

A. Raise funds for the library
B. Increase awareness for the role of the library in the community
C. Generate positive publicity for the library

Planning
Sample Objectives

**Goal A (Fundraising):**
1. Raise $1,000 net
2. Secure at least $250 in event sponsorships
3. Sell 50 tickets

**Goal B (Awareness):**
1. Develop invitation list of 200 to include school staff, elected officials, business owners
2. Post flyers about the event in at least 5 outside the library locations
3. Speak at local service clubs about the event and the project it’s raising $ for

**Goal C (Publicity):**
1. Present pre- and post- event news releases (post-event with photos)
2. Invite the local news media to attend

Planning

Creating Signature Events
Budgeting

Creating Signature Events
• Smile
• Music
• Clean
• Photographs & Social Media
• Invitations

Low Cost, High Value
How to do a 5K:  
http://www.active.com/running/Articles/How-to-Organize-Your-First-Race

DIY Murder Mysteries:  
http://www.nightofmystery.com/

Library mini-golf vendor:  
http://www.libraryminigolf.org

Images from this webinar (and more):  
http://www.pinterest.com/cassieguthrie1/

Additional Resources
What Could You Do at Your Library?

Creating Signature Events