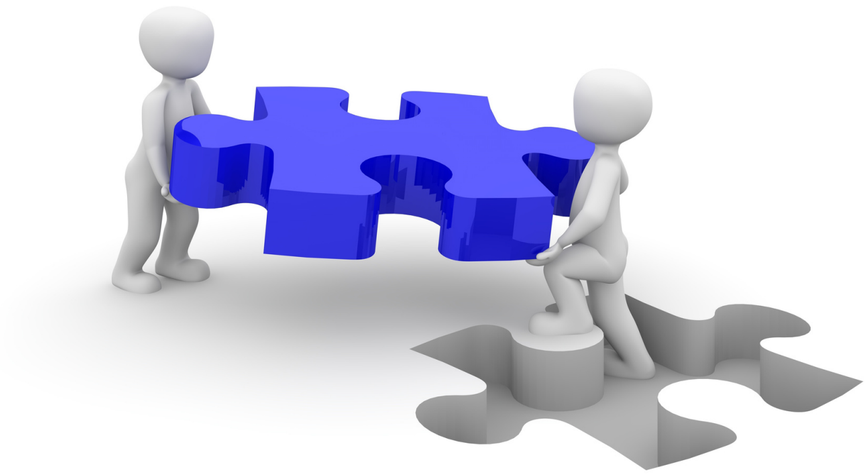
How to Build Community Partnerships:

Where to Find Them, Why They're Important, and How They Can Benefit Your Library



Introduction

Natalie and **Suzanne** will be the presenters for this session.

The goal of our session is to have you leave feeling ready to tackle the task of developing new community partnerships for your library.

Our library: We both work at the Henry County Public Library. A library set in a small, close-knit, farming and industrial community. Our town is considered a bedroom community, with most residents driving to Louisville, Lexington, or Frankfort for work.
Suzanne is the Youth Services Librarian, and has been with the library for over 20 years.
Natalie is the Adult Services Librarian, and has been with the library for 6 years.

Natalie

Suzanne

What We Will Cover

1. Who Are Community Partners
2. Talking to Your Director & Board
3. Benefits of Building
4. How to Find Partners in Your Community
5. Communication
6. Maintaining Partnerships & Conclusion

Step 1: Who?

Historical Society

Local Non-Profits

Police Departments

Trager Institute

Kentucky Blood Center & Red Cross

NAMI Louisville

Local Schools & Teachers

Local Churches

Family Resource & Youth Service Centers

Local & Non-Local Authors

Rotary

Extension Office

City Council

NABVETS

Fire Departments & EMS

Prevent Child Abuse Kentucky

Animal Shelters

Local Businesses

Friends of the Library

Health Department

Local Art Groups & Artists

Kentucky Coalition for Healthy Communities

Local Theaters & Theater Groups

Chamber of Commerce

Parks & Rec (lol)

Center for Women & Families

OVEC Headstart

Take a Moment to Think About:

Who do you currently partner with?

Who else in your community could you partner with?

Who do you already partner with that could help you build the connections with the people you want to connect with?

Getting the Green Light

(Have you read the Matthew McConaughey autobiography yet? It's alright, alright, alright.)

Your Director

- Do Your Research!
- Find Your Common Goals!
- Complete All Tasks Assigned to You, and Complete Them Well!
- Use Facts/Data to Support Your Cause!

The Library Board

- Establish a Need
- Cut Costs Where Possible
- Explain the Potential Benefits
- Use Facts/Data to Support Your Cause!
- Lay Out How You'll Implement What You're Asking For

BENEFITS

FOR THE LIBRARY

- Program Numbers!!
- Helps You to Advocate for Your Library
- Spreads Awareness About Library Services and Programs
- Increases Your Resources/Cuts Costs
- Promotes Teamwork Within the Library and Your Community
- Helps Your Community Work Towards Common Goals
- Increases Communication Among Groups and Breaks Down Stereotypes

FOR THE PARTNERS

- Free Advertisement!!
- Improves Their Range of Service
- Helps Them Gather New Ideas
- Creates a Good Image
- Boost Company Morale
- It Can Be Cost Effective For Them
- Help Solidify Their Brand
- Helps Your Community Work Towards Common Goals

Where To Find Partners?

- Start Local!
- Non-Profits, For Profit, Government, Coalitions, Schools . . .
- Who is Doing the Same Things You Are?
- Who is Doing the Things You Want to Do?
- Who is Already Using Your Library?
- Who Offers Financial Help to Libraries or Non-Profits?
- Who Needs Your Help?
- Network. Network. Network!

Communication

- Be Very Clear and Up Front About Your Needs/Wants/Goals/Expectations
- You Get More With Sugar Than You Do With Salt!
- Follow Up and Follow Through
- Establish Procedures and Ground Rules
- Promote Them Even When It's Not Something You're Partnering On
- Be Up Front About Your Restrictions or Limitations
- Always Keep It Professional

Maintaining Your Partnerships!

Don't Bleed the Cow Dry

Honor Your Relationship

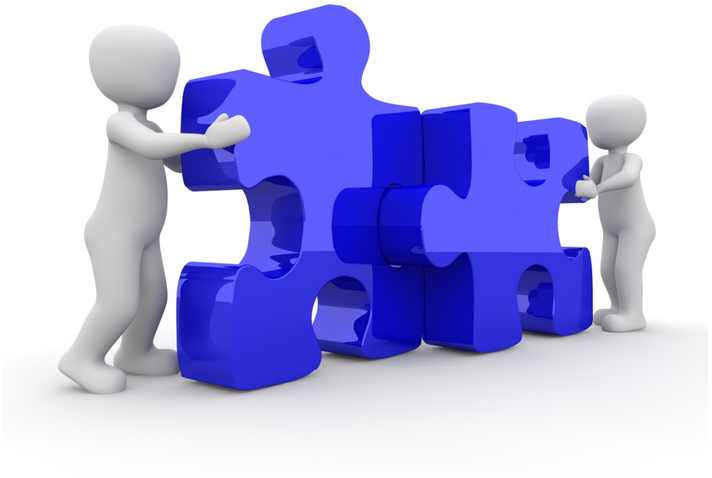
Keep Networking

Maintain Contact

Show Your Support

Be Thankful

OUR SUCCESS



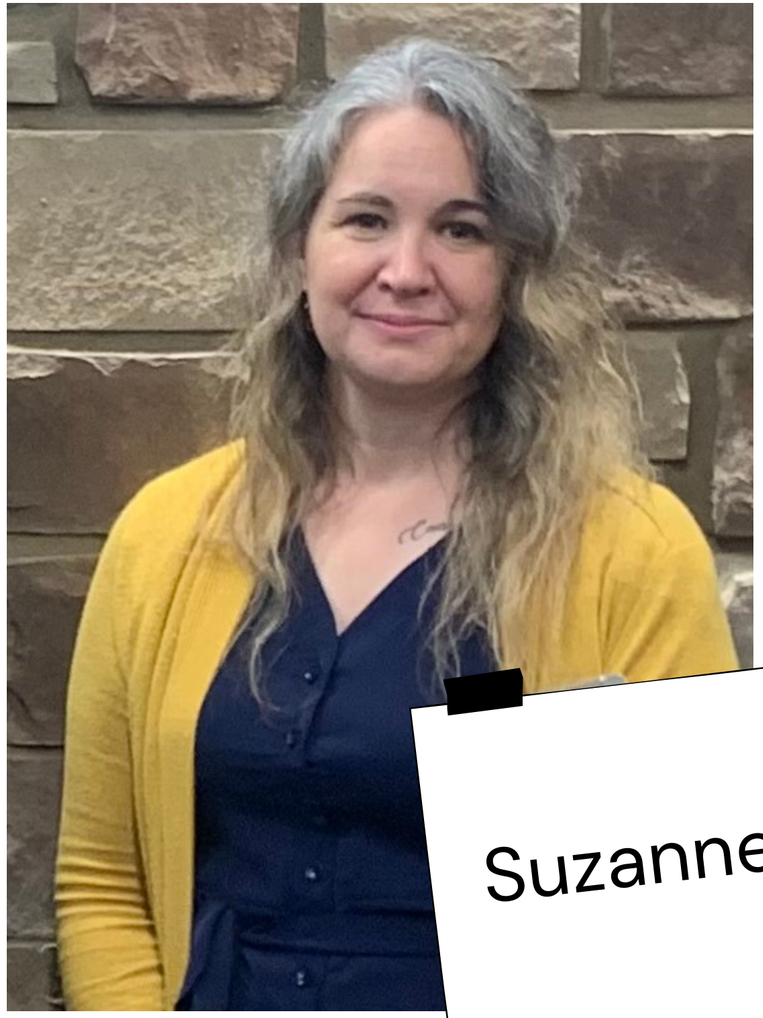
- DIY Take Home Pizza Kits
- Family Latino Night
- Friday Night Farmers' Markets/Spring Shindigs
- Candy Coast
- Dolly Parton Imagination Library
- Summer Learning
- Winter Reading Scavenger Hunt
- Community Baby Shower
- Chamber Related Events
- Back to School Event
- Blood Drives/HIV Testing/Flu Shots
- Food Trucks
- Kindergarten Registration
- Real Talk Cafe

QUESTIONS?

EMAIL US!

Natalie.Jeffries@HenryLibrary.org

Natalie



Suzanne

Suzanne@HenryLibrary.org

INSTITUTE of Museum and Library SERVICES

Thank you to the
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Thank you for attending!

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