



DIRECT MAILING THE LIBRARY NEWSLETTER

Delivering printed newsletters to every resident within the county
using every door direct mail (EDDM) program
from the United States Postal Service



HUMBLE BEGINNINGS

Make a Splash @ the Scott County Public Library June 2010

104 S. Bradford Lane Georgetown, KY 40324 502-863-3566 www.scottpublib.org

Sun	Mon	Tue	Wed	Thu	Fri	Sat
6 Summer Reading Kick-off Celebration 1:00-5:00 pm	7 Sign-ups begin June 1 for the Summer Reading Program!	8 Flounder Family Fun Water, Water Everywhere! 6:30 pm (Ages 2-5)	9 Little Angelfish Water, Water Everywhere! 9:30 or 10:30 am (Ages 3-5)	10 Starfish Recycled Bottle Fish 2:00-4:00 pm Ages 6 & up *Bring a clean 2-liter, cleaned w/out label	11 Fun Friday Tadpoles Up to 24 months 9:30 am Baby Belugas 24-36 months 10:30 am	12 Happy 10th Birthday Jacques Cousteau! June 11
13	14 Beachcombers (Age 9-12) Tie-Dye T-shirts/Beach Towels 2:00 pm	15 Flounder Family Fun Under the Sea (Ages 2-5) @ 6:30 pm	16 Little Angelfish Under the Sea 9:30 or 10:30 am (Ages 3-5)	17 Starfish Under the Sea Picture Frames 2:00-4:00 pm (Ages 6 & up)	18 Fun Friday Tadpoles Up to 24 months 9:30 am Baby Belugas 24-36 months 10:30 am	19 Readers Wanted! Come read to a therapy dog 2-3 pm
20	21 Flounder Family Fun Alligator Swamp 6:30 pm (Ages 2-5)	22 Little Angelfish Alligator Swamp 9:30 or 10:30 am (Ages 3-5)	23 Starfish Under the Sea Cottage 2:00-4:00 pm (Ages 6 & up)	24 Minnows Pre-Walkers @ 9:30 am Baby Belugas 24-36 months @ 10:30 am All Tied Up in Knots 6:30 pm (Gr. 7-12)	25 Fun Friday Tadpoles Up to 24 months 9:30 am Baby Belugas 24-36 months 10:30 am	26 Readers Wanted! Come read to a therapy dog 2-3 pm
27 Pig Skull Book Club 2:00-3:00 pm (Boys grades 3-6) Pendragon: The Merchant of Death by D. J. MacIntyre	28 Beachcombers (Age 9-12) Sand Casting 2:00 pm	29 Little Angelfish Make a Splash... Swim! 9:30 or 10:30 am (Ages 3-5)	30 Starfish Sandy Beach Sand Art 2:00-4:00 pm (Ages 6 & up)			

Kick-Off Celebration

June 6th
1:00 - 5:00 pm
100 pm—Llamasin the Clocktower
100 pm—Tattoos
100 pm—Dave Beaudin on Keyboard
2:00 pm—Mark Comley Magic Show
100-5:00 pm—Outdoor Party Inflatables



Get signed up for

Fun Friday

Sponsored by the Scott County
June 11
Tom Sparrough, Spaulding
10:00 a.m. & 1:00 p.m.
Tickets available beginning



June 25
Silly Safari Animals
"Make a Splash"
10:00 a.m. & 1:00 p.m.
Tickets available beginning

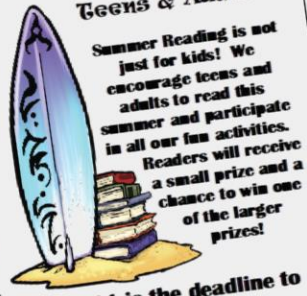
10th Anniversary Celebration
June 13 @ 2:00 pm
Please join the friends of the Scott County Public Library in celebrating our 10th year in our current building. This is a public event with a door prize and a raffle.
All 10th Anniversary event tickets to the annual meeting at 2:00 pm

The Steamboat's a Comin'!
with Kevin Stonerock
July 15 @ 2:00 pm
Join us for a performance by Kevin Stonerock as he presents history through his folk music.

Tree-Planting Workshop
July 31 @ 2:00 pm
Join us for a program on what types of trees flourish in our area and how to best plant and take care of them.
Registration Required.

Computer Workshops for Adults
June/July Workshops
Free two-hour workshop designed for beginners.
Registration is required. Please call 502-863-3566 to register or sign up at the information desk.

June & July Summer Happenings @ the Scott County Public Library



Summer Reading Teens & Adults
Summer Reading is not just for kids! We encourage teens and adults to read this summer and participate in all our fun activities. Readers will receive a small prize and a chance to win one of the larger prizes!

July 31 is the deadline to turn in Book Logs!

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Teens Ages 12-18

Kick-Off Splash—June 8—6:00-8:00 pm
Come celebrate the start of summer with a yard party. Good food and lots of water games and watermelon eating contest. Lots of opportunities to get wet! If it rains, we'll party inside.

Teen Book Discussion—June 15—2:00 pm
Teens are invited to discuss *Pride and Prejudice and Zombies* by Jane Austen/ Seth Grahame-Smith. Extra copies are available at the check-out desk.

Wet and Wild Magic—June 15—6:30-8:00 pm
Come see what sorts of magical things we can do when we explore the science of water. Come dressed for mess.

Wet & Messy Do-It-Yourself Night—June 22—6:30-8:00 pm
Tie-dye t-shirts, bath salts, and other water-related projects. Bring a t-shirt to dye!

All Tied Up In Knots—June 24—6:30 pm
This knot-tying program is open for teens in grades 7-12. Registration is required.

Wet with Sweat—June 29—6:30-8:00 pm
What's your game? Come for an evening of Ultimate Frisbee and other active games. Share with us your favorite game!

Making Waves w/ Controversial Topics—July 6—6:30-8:00 pm
Join us for our 5th annual debate night as we tackle difficult and important subjects that affect our lives. As always, our emphasis is on respectful listening and sharing opinions.

Making Waves with Weapons—July 13—4:30 pm
Come learn stage combat techniques, taught by stage professionals of the Kentucky Shakespeare Festival. Registration required.

Teen Book Discussion—July 20—4:00 pm
Teens are invited to discuss *Repossessed* by A.M. Jenkins. Extra copies are available at the check-out desk.

Swimming with the Sharks—July 20—6:30 pm
Join us for movie night and snacks as we watch the classic thriller "Jaws"—but only if you don't have plans to go to the beach this summer!

Adults

Sit & Sew—June 5 & July 3—9 am-12 pm
Bring your handwork and drop-in for sharing, questions, problems and new friendships!

Combined Driving Seminar—June 5—2:00 pm
Wendy Ying will speak to us about the combined driving segment of the World Equestrian Games. Join us as we learn more about this particular event.

10th Anniversary Celebration—June 13—2:00 pm
Please join the Friends of the Scott County Public Library's celebration of our 10 years in the current building. This is a public reception with picture history and refreshments. All Friends members are invited to the annual meeting at 2:00 pm

Pig Skull Father Son Book Club—June 27—2:00 pm
The group is open to all boys in grades 3-6 and their dads or other male sponsors. *Pendragon* by D. J. MacIntyre will be discussed. Extra copies are available and call Mike with any questions @ 863-3566.

BookTalk—July 10—2:00 pm
The group will discuss *Graveyard Book* by Mark Perry. New members are always welcome and extra copies of the book are available.

"Twelfth Night"—July 13—6:30 pm (all ages)
Join us for this free performance by the Kentucky Shakespeare Festival. An abridged version of this funny play will appeal to all ages.

The Steamboat's a Comin'—July 15—2:00 pm
Join us for a performance by Kevin Stonerock as he presents history through his folk music.

Tree-Planting Workshop—July 31—2:00 pm
Join us for a program on what types of trees flourish in our area and how to best plant and take care of them. Registration required.

Toastmasters—Every Monday—12:05 pm
Are you looking for a way to improve your public speaking and leadership skills? If so, you are invited to join Toastmasters to hone your skills.

Find Your Roots—2 & 4 Thursdays—1:00-4:00 pm
A volunteer from the Genealogical Society will assist persons with family research.





HUMBLE BEGINNINGS

- All promotional material was produced by a librarian with a working knowledge of Publisher. We produced adult and children's calendars separately and printed them in black and white. They were available for the public to pick up in the library and, those who paid for a Friends membership, received a copy of both calendars in the mail monthly.
- Quarterly newsletter was printed and mailed to Friends members until 2013 when we began to publish a monthly newsletter sent via email.
- Eventually, we made the switch to printing the adult calendar in color! The process was still the same. We would print, fold and mail them in-house. Everything was still created in Publisher.



BIG SWITCH

August/September Calendar 2014

Why Are We Growing?

WELCOME
to welcome everyone who needs library services

SERVE
to serve as a community gathering space

SPACE
to have space for all the new people moving into our county

Public meeting
SCPL Expansion
Growing with the Community
Sept. 11 -- 6:30-8:00 pm

Computer Workshops

All computer classes are completely free and typically for ages 14 and up. Check our online calendar for more details. Registration is required. Call 863-3566

Mouse & Keyboard Basics
Aug. 4 - 1:30-3 pm Sept. 2 - 3-4:30 pm
Aug. 7 - 6:30 pm Sept. 4 - 6:30 pm

Class taught in Spanish
Aug. 7 - 1:30-3 pm Sept. 14 - 1:30-3 pm

Internet Basics
Aug. 11 - 1:30-3 pm Sept. 8 - 3-4:30 pm
Aug. 14 - 6:30 pm Sept. 11 - 6:30 pm

Class taught in Spanish
Aug. 14 - 1:30-3 pm Sept. 29 - 1:30-3 pm

PC Basics
Aug. 18 - 1:30-3 pm Sept. 15 - 3-4:30 pm
Aug. 21 - 6:30 pm Sept. 18 - 6:30 pm

Class taught in Spanish
Aug. 21 - 1:30-3 pm

Email Basics
Aug. 5 - 1:30-3 pm Sept. 5 - 3-4:30 pm

Online Storage: Access Your Files Anywhere
Aug. 12 - 1:30-3 pm Sept. 9 - 3-4:30 pm



Intro to Microsoft Word
Aug. 4 - 6:30 pm Sept. 2
Aug. 6 - 1:30-3 pm Sept. 3

More Microsoft Word
Aug. 11 - 6:30 pm Sept. 8
Aug. 13 - 1:30-3 pm Sept. 10

Microsoft Word for Job Seekers
Aug. 26 - 1:30-3 pm Sept. 30

Computers

Events

August
Manga Club
Tanabata Activities
Aug. 2 @ 2:00 pm
Obon Activities
Aug. 13 @ 6:30 pm
Create Anime/Manga Buttons
Aug. 23 @ 2:00 pm

September
Manga Club
Sept. 10 @ 6:30 pm
Manga Movie
Sept. 13 @ 2:00 pm



Cyber Safety: Social Media Safety for Families
Sept. 8 @ 7:00 pm
Georgetown Police Officer Natalie Payne educates you on social media technology and safety. Topics include bullying and online predators.

Special Programs

Ronald McDonald in the Storybook
August 16 @ 1:00 pm
All Ages
Ronald McDonald loves libraries almost as much as he loves "clowning around!" Where do you think he learned how to do all the fun stuff he does? He read all the books about it and practiced what he learned every day! Join Ronald in the Storybook for lots of fun and jokes.

Teddy Bear Sleepover
Sept. 29 @ 6:30 pm
Sept. 30 @ 10:00 am
Ages 2-5
Kids can bring their stuffed animals to bedtime and leave them overnight in the library. Pick them up the next day to see what kind of mischief these critters get into!



Creative Kids

Ages 6 & up
Tuesdays @ 3:30 pm
Aug. 12 - Paper Selfie
Aug. 19 - Bottle Fish (please bring a clear, clean 2-liter bottle)
Aug. 26 - Flip-Flop Collage
Sept. 2 - Monet Water Lilies w/Chalk
Sept. 9 - Laurel Birch Cats
Sept. 16 - Scrap Fabric Lion
Sept. 23 - Leaf Hammering
Sept. 30 - Paper Plate Owl Collage



Books & Best Friends

Young readers are invited to "bone up" on their reading skills by reading to specially trained dogs on the 1st & 3rd Saturdays from 2-3 p.m. Children select the books they wish to read and the dogs never complain!



Book Clubs

BFF Book Club Girls ages 9-12
Wednesday, Aug. 20 -- 4:30-5:30 pm
Come discuss Conetti Girl by Diana Lopez.

Wednesday, Sept. 17 -- 4:30-5:30 pm
Come discuss Escape from Mr. Lemoncello's Library by Chris Grabenstein.
*Plugskulls will resume in October



When children read 1,000 Books Before Kindergarten Program they build confidence and develop skills to succeed at home and school. Stop by the Information Desk for a packet to get started today.

Storytimes

These programs introduce quality children's literature and provide a group experience for your child. This program may include picture books, poetry, finger plays and songs. Each week is a different educational theme. No registration.

Romping Readers
Babies & Toddlers to 24 mos
Mondays & Fridays @ 9:30 am

Terrific Twos
Ages 2-3 months
Mondays & Fridays @ 10:30 am

Family Storytime
Ages 2-5 years
Mondays @ 6:30 pm

Preschool Storytime
Ages 3-5 years
Tuesdays @ 10:00 am

Play Out Loud
Ages 2-5
Thursdays @ 10:00 am
After a brief story time, young children explore play stations designed to introduce them to simple concepts in science, technology, engineering, art and math.

Saturday Family Storytime & Craft
All Ages
Aug. 23 @ 11:00 am
Sept. 13 @ 11:00 am

Kids



BIG SWITCH

Our director wanted the calendars printed professionally and mailed, so we launched our first issue in August/September 2014. We made the switch to creating our calendars in Indesign and worked with a local printer. We obtained a permit number from the post office which allowed us to mail at a discounted rate, close to 7¢ a piece - as long as we met the required mailed piece minimum (200+). We still only mailed to the Friends Membership list and added local businesses and legislators.



FIVE YEAR STRATEGIC PLAN

MARKETING (YEAR 1) – 2017/2018

- Improve the awareness within the community of library services and increase the use of the library by creating a comprehensive marketing plan
- Hired marketing manager with direct mail experience to mail the newsletter to every resident and business in the county
- Updated the library logo and started marketing the library brand
- Setup internal processes to improve communications and expectations

REBRANDING THE LIBRARY





REBRANDING THE LIBRARY

SCOTT COUNTY PUBLIC LIBRARY

104 S. Bradford Lane
Georgetown, KY 40324
502.863.3566
scottpub.org

LIBRARY HOURS
Mon-Thurs: 9am-5pm
Fri-Sat: 10am-5pm
Sun: 1pm-5pm

WARRANTY DEC. 15, 2012
FOR
GEORGETOWN, KY
POINT NO. 12

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Scott County Public Library
A Place to Learn, Know, Gather and Grow

I Love My Library Because

“ We Love all the Great Children's Programs ”

Jessalyn Voshawa
Georgetown, KY

“ I love the Library because it's a great place to come to do resumes, to get good jobs, and to read good books—A great place for our children to come and learn! ”

Susan Collins
Stamping Ground, KY

DISCOVER What Your

JANUARY 2018

SCOTT COUNTY PUBLIC LIBRARY

A PLACE TO LEARN, KNOW, GATHER AND GROW

DISCOVER

SCOTT COUNTY PUBLIC LIBRARY

FEBRUARY 2018

SCOTT COUNTY PUBLIC LIBRARY

A PLACE TO LEARN, KNOW, GATHER AND GROW

“ What a wonderful resource for Scott County people! ”

- Deberah Rankin, Georgetown, KY

Friends of the SCOTT COUNTY PUBLIC LIBRARY

A Special Invitation from your FRIENDS.....

THANK YOU TO OUR LIBRARY

The Scott County Public Library would like to thank our Friends for their generosity and assistance in providing us with the resources we need to serve our community.

Check Out

Friends Bookstore

Check Out

Applebee's

DC

Kentucky Room

Where the Past and Present Come Alive

MARCH 2018

SCOTT COUNTY PUBLIC LIBRARY

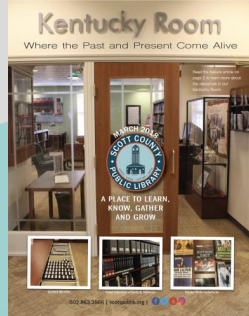
A PLACE TO LEARN, KNOW, GATHER AND GROW

Read the feature article on page 2 to learn more about the resources in our Kentucky Room

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REBRANDING THE LIBRARY



Feature Article
Kentucky Room



Feature Article
Art Gallery

Past and Present Come to Life

Step Inside The Kentucky Room. This is the place to browse lively and interesting regional nonfiction books about Kentucky. For history and genealogy researchers, the Kentucky Room collection includes local history and genealogy books, microfilm, and reference indexes and materials.

Twice a month, the library hosts a "Find Your Roots" session with genealogy volunteer NIKKI CHOWING. She guides history buffs or family researchers just getting started on a project, or to "get over a hump they might have. I have done a few classes at the library, mostly for navigating the resources on the internet. Since I am a bit of a techie, and I like genealogy, it was an easy fit for me and it helps people use the resources," explains Chowing.

Chowing has always been interested in family stories. She spent lots of time with her grandmother, sisters and father. "My dad is a fantastic storyteller and I heard many tales of family lore through him. My mom had a family mystery for about 150 years...I helped her solve it with DNA."

The most common questions she encounters stem from spelling errors in records or family members who are harder to trace if they moved frequently. Chowing can help by showing people how to navigate web sources more efficiently, or by helping a frustrated researcher decide on a new direction when old records lead to dead ends.

Online registration is open for the following classes:
Bookshakes and Whatshamecalls!
Online Genealogy, Thursday 3/28 @ 6:30 pm
Genealogy 101
Evening Thursday in April @ 6 pm. Sign up now!

There are many Family Files within this cabinet that could assist you in your search.

Visit our website at: www.scottpublib.org and sign up for our online newsletter

P: 502.863.3506 | F: 502.863.9021 | scottpublib.org | LEARN • KNOW • GATHER • GROW

ART GALLERY INSIDE THE LIBRARY

Paintings here were commissioned by SCPL for display in the library. Participating artists are: Anne Linder (book in progress), Charles Gregory, Jim Giffenthan, Steve Carpenter, Maggie Rippe, and Anne Brady.

Local resident and artist Yolanda Poston joined the Children's Department to facilitate expanding art programs for youth, and to coordinate Gallery exhibits and displays. Attendance at the exhibits has been strong.

Recently, the library commissioned six artists to create art pieces for display throughout the library. "It has been an honor," says Poston, "to work with the local art community. They span the spectrum from budding artists to well-known established artists."

When Gates with the entrance. Spaces.

Many come just to support the local artists.

UPCOMING APRIL EXHIBIT

New Exhibit - Photographing Freeman's African-American Kentucky Through the Lens of Helen Balfour Morrison (1935-1946)

April 3 - 22nd

Helen Morrison was an artist well known for her portraits and a series called "Great Americans" during the 1940s. During a visit to Kentucky, she photographed residents in Zion Hill, Sugar Hill and Stringtown near Lexington and Midway.

Dr. Luther Adams, Amanda Higgins and two members from Scott County's Zion Hill community discovered Morrison's Kentucky photographs after Chicago's Newberry Library displayed them online. All agreed the photos were noteworthy, and the Morrison-Shearer Foundation and Newberry Library shared digitized photos for display state-wide.

Because little is known about some of the exact locations or identity of the individuals and families in the photographs, visitors who can identify them are encouraged to contact the library.

Visit our website at: www.scottpublib.org and sign up for our online newsletter

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CONTENT

- ***Find a variety of outlets***

Remember content can be recycled for FB, local newspaper articles, print or electronic newsletters, library blog, etc.

- ***Review & Select Highlights***

What is the highlight of the month, or centerpiece article of interest?

- ***Read & Research***

Check the program descriptions submitted by staff. Often this content or material requires additional time for you to research to obtain more detail.



CONTENT

- ***Answer the “So What?” Question***

Before composing your draft, sift through the details or description and ask yourself, “We’re having a program. So what?” What is exciting, new or valuable enough to persuade someone to get off their couch, go to the library, and participate? Answering that question often helps you write an engaging blurb that brings them through your doors.

- ***Prepare the Blurb***

At SCPL, departments often submit their own descriptions. However, staff may not have time or are not comfortable writing. In this case, you can step into research, interview and/or polish material. (Examples: Reinette Jones, Chautauqua, Madeleine Breckinridge)



SPANISH NEWSLETTER

SCOTT COUNTY PUBLIC LIBRARY

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Georgetown, KY 40324

Me encanta

Nos encanta todos los programas excelentes para niños.

Jennifer Yazhawa
Georgetown, KY

Me encanta la biblioteca porque es un buen lugar para hacer caricaturas para afficher buenos trabajos y leer buenos libros - ¡un buen lugar para que nuestros niños vean y aprendan!

Susan Collins
Stamping Ground, KY

DESCUBRE lo que su ta

ENERO 2018

SCOTT COUNTY PUBLIC LIBRARY

UN LUGAR PARA CONOCER, SABER, JUNTAR Y CRECER

DESCUBRE

BIBLIOTECA PÚBLICA DEL CONDADO DE SCOTT

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NOCHE DE PELÍCULA

GLORIA (PG-13)

Basado en eventos verificados durante la Guerra Civil
lunes 2/12 - 6pm

FEBRERO 2018

SCOTT COUNTY PUBLIC LIBRARY

UN LUGAR PARA APRENDER, SABER, JUNTAR Y CRECER

“¡Qué maravilloso recurso para la gente del Condado de Scott!”

- Deborah Rankin, Georgetown, KY

COMIDA POR MULTAS

Traga sus productos enlatados y crema de cacahuate a la biblioteca para reducir sus multas durante el mes de febrero. Todos los ingresos benefician a la Casa Allen. Cerrada por Multas durante todo el mes de febrero.

Ayuda de Impuestos - miércoles y jueves 7 am - 12 pm. Lim. máxima de diez clientes. Voluntarios capacitados de AARP asistirán a un máximo de 10 clientes en la sala comunitaria. Traiga 1099, W-2, una identificación con foto, su tarjeta de seguro social y una copia de la declaración de impuestos del año pasado. A principios de febrero, un número limitado de formas básicas de impuestos estarán disponibles en el mostrador de información gratuitamente. Otras formas son: 104 e por página. El personal de la biblioteca puede aconsejar qué formato usted necesita - consulte a un preparador de impuestos con sus preguntas.

¡Nos encanta para niños so Grace

Friends Bookstore

CHILDREN'S

Check Out

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Friends of the SCOTT COUNTY PUBLIC LIBRARY

¡Prestado a qui hacen. Es una org. y muchos fundamentos.

¡NOS ENCANTAN LAS CUBAS!

Su membresía les permite: Su contribución ayuda a mantener la biblioteca abierta y funcionando. ¡Los animales también son importantes!

¡Se animan a pedirnos información!

GRACIAS

A NUESTROS PATRONOS

La Biblioteca Pública del Condado de Scott desea agradecer durante el año pasado. Su generosidad nos ayuda a seguir adelante.

Si desea asociarse con nosotros para apoyar a la biblioteca, por favor contacte a:

Check 21 **Applebees** **DO**

Kentucky Room

Donde el Pasado y el Presente se Hacen Realidad

MARZO 2018

SCOTT COUNTY PUBLIC LIBRARY

UN LUGAR PARA APRENDER, SABER, JUNTAR Y CRECER

Para los investigadores de historia y genealogía, la colección en la sala de Kentucky incluye libros y materiales de la historia local y estatal.

NOCHE DE PELÍCULA

La Montaña entre Nosotros
lunes 2/19 - 6 pm

ZEN JENN

OGA

La impresora 3D está disponible para los usuarios de la biblioteca a un precio de 10 ¢ por gramo de material utilizado.

502.863.3566 | scottpublib.org



SPANISH NEWSLETTER

The Translation Process

- Translations don't begin until AFTER the English version is complete
 - ✓ Online translations tools are beneficial, but not *fool-proof*
- Starting with the front Cover and working through the 8-page spread, translations take approx. 8-10 hours
- It is important to maintain consistency of language and tone for the intended audience
 - ✓ Adult vs. Children programming
- In-House printing saves money

Constraints to Consider

- Fluency in the language is essential for editorializing content
 - ✓ It is more important to convey the message accurately, than translating word-for-word
- Competence using software programs is necessary to manipulate objects (e.g. text boxes, images, etc.)
- Saying it in Spanish takes up more S P A C E



DISTRIBUTION LOCATION



Newsletters are hand-delivered



Newsletters are left at Spanish community centers



DISTRIBUTION OF SPANISH NEWSLETTER

Sunday bookmobile stops bring Spanish newsletters into the Georgetown community

- Outreach staff delivers copies to predominantly Spanish-speaking neighborhoods
- Copies are hand-delivered to local church members following Spanish services
- Copies of Newsletters are left outside the business office(s) at the mobile home park

Partnerships with local vendors

- Spanish Newsletters are left at two “Mexican food markets”
- Spanish newsletters are also available in the International area of SCPL



WHY DIRECT MAIL?

- To support the library brand
- Staying relevant in the community
- Shout your message and educate what your library is about and how the library can help the patrons in your community
- Convenience to browse and in their face (visible advertising)
- Creates added value in life long learning (sentimental favorite)





NON-PROFIT DIRECT MAIL

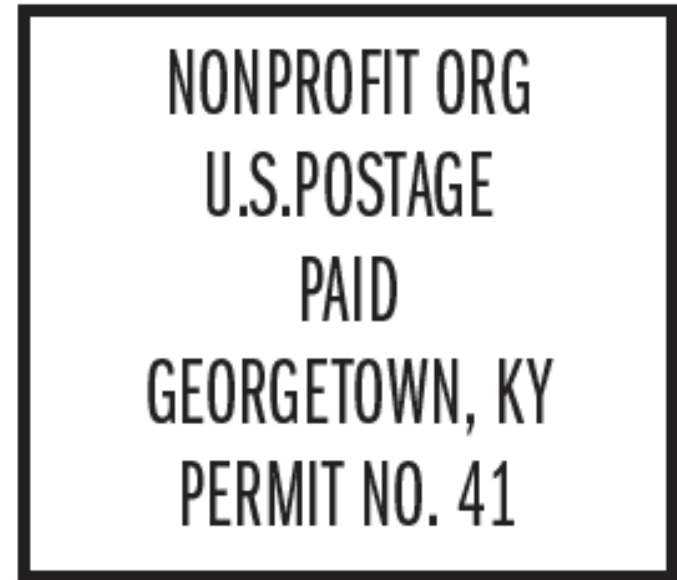
Price – USPS Marketing Mail Flats up to 3.3 oz

- Mail spec: 8.5" X11" / 100 lb. Text gloss paper / 8 pages / .625 oz. / Total mailed in Georgetown 20,831 pieces
- Standard mailing cost would cost you **16.2¢**
- Non profit mailing cost is **7.4¢**...savings of **9¢**
- Example of savings: standard total cost of mailing \$3,374.62 vs. \$1,541.49. **Savings of \$1833.13**
- Visit usps site: www.usps.com/business/every-door-direct-mail





- You must acquire postal permit to mail in bulk over 5000 pieces. Post office will assist in setting this up for you.



ECRWSSDDM



USPS Website for EDDM Program

STEP 1: Sign in

Back English Customer Service USPS Mobile Register

UNITED STATES POSTAL SERVICE® Business Customer Gateway

Sign In To Your Account

Already have an account?

Enter Your Username and Password ⓘ

* indicates a required field

* Username

* Password

Sign In

Forgot your username? ⓘ

Forgot your password? ⓘ

New to USPS.com?

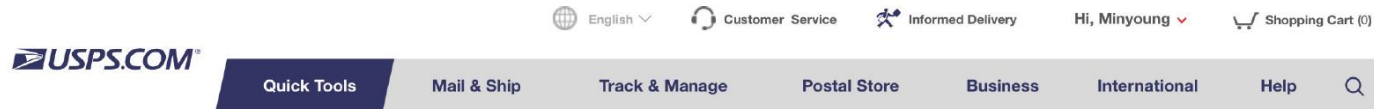
Create a USPS.com Account to...

- print shipping labels.
- request a Package Pickup.
- buy stamps and shop.
- manage PO boxes.
- print custom forms online.
- file domestic claims.
- set a preferred language.

Sign Up Now

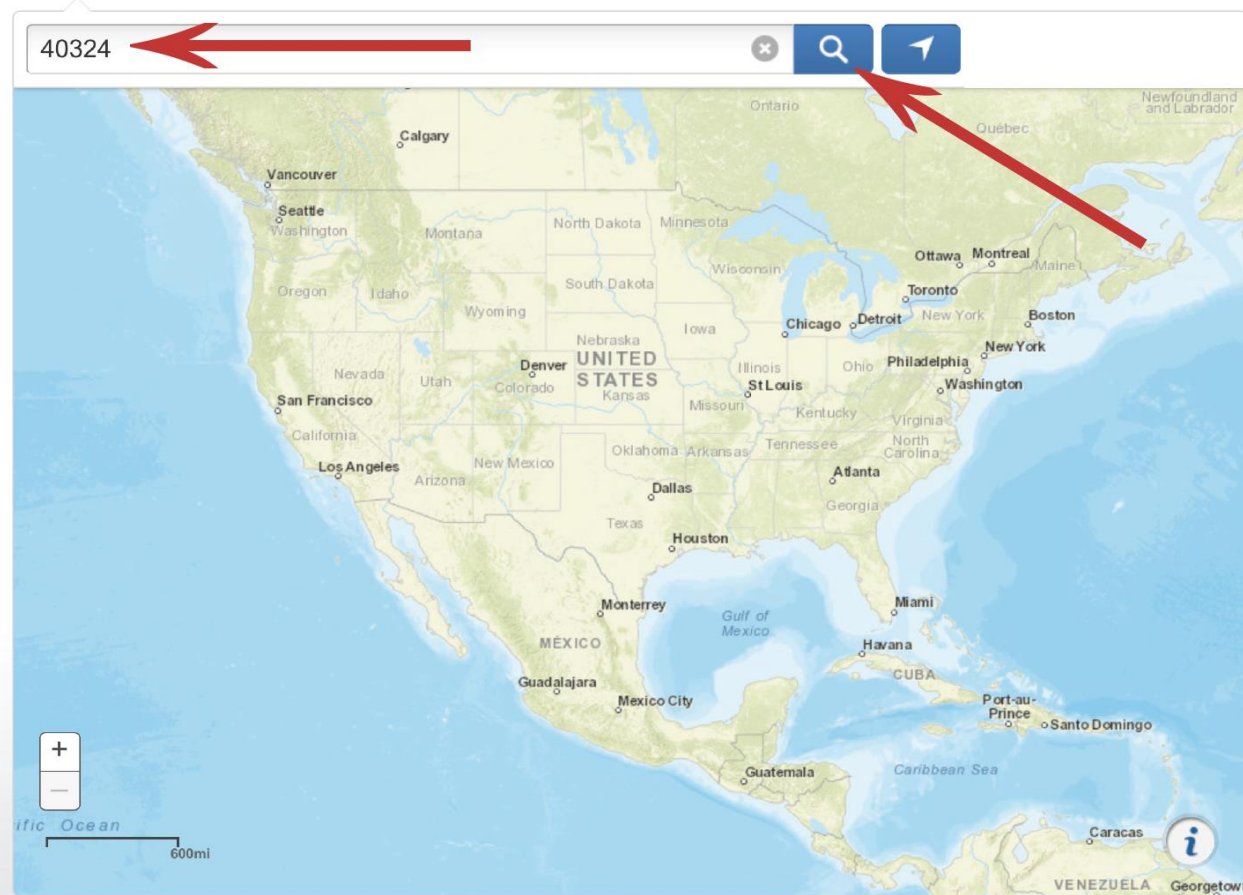


STEP 2: Type the Zip Code You want to mail in the Search Field (Scott County has total of 3: Georgetown(40324), Stamping Ground(40379), and Sadieville(40370). You will need to do this for each zip code



Every Door Direct Mail®

[Select Routes](#) | [Saved Orders \(0\)](#) | [Order History \(3\)](#) | [Find an Expert](#) | [Using EDDM®](#) | [Mailpiece Size Checker](#)





STEP 3: After typing in the Zip Code, Check the Order Summary Pricing Option to be set at “NONPROFIT” and Entry Type to be set at “local Post Office” (This should estimate at .074¢). Click Show Table on the map.

Every Door Direct Mail®

Select Routes Saved Orders (0) Order History (3) Find an Expert Using EDDM® Mailpiece Size Checker

40324

ROUTE	RESIDENTIAL	BUSINESS	TOTAL	AGE 25-44	SIZE	INCOME	COST
-------	-------------	----------	-------	-----------	------	--------	------

Show Table

Order Summary

Pricing Option
Nonprofit

Entry Type
Non-Discounted - \$0.137
Regional Plant (DNDC) - \$0.097
Local Plant (DSCF) - \$0.083
Local Post Office (DDU) - \$0.074

0

Post Office™ Drop-Offs
0

Total Delivery Addresses
0

Approximate Cost
\$0.00

Continue Save



STEP 4: After clicking on "Show Table" you will get the list for all available Routes. Click on "Select All (30 routes)"

Every Door Direct Mail®

Select Routes Saved Orders (0) Order History (3) Find an Expert Using EDDM® Mailpiece Size Checker

40324

ROUTE	RESIDENTIAL	BUSINESS	TOTAL	AGE 25-44	SIZE	INCOME	COST
Select All (30 routes)							
40324-C001	507	65	572	26%	2.42 ppl.	\$46.36k	\$42.33
40324-C002	654	34	688	30%	2.50 ppl.	\$38.75k	\$50.91
40324-C003	569	47	616	26%	2.23 ppl.	\$48.13k	\$45.58
40324-C004	396	110	506	16%	2.14 ppl.	\$42.65k	\$37.44
40324-C005	844	74	918	28%	2.48 ppl.	\$39.96k	\$67.93
40324-C006	524	33	557	28%	2.34 ppl.	\$50.20k	\$41.22
40324-C007	683	0	683	38%	2.73 ppl.	\$67.41k	\$50.54
40324-C008	490	43	533	22%	2.25 ppl.	\$39.58k	\$39.44
40324-C009	704	5	709	33%	2.60 ppl.	\$56.66k	\$52.47
40324-C010	551	8	559	32%	2.43 ppl.	\$51.57k	\$41.37
40324-PBOX	--	--	817	--	--	--	\$60.46
40324-R001	509	11	520	30%	2.65 ppl.	\$86.73k	\$38.48
40324-R002	562	6	568	26%	2.81 ppl.	\$103.35k	\$42.03
40324-R003	551	10	561	24%	2.86 ppl.	\$88.50k	\$41.51

Order Summary

Pricing Option: **Nonprofit** For-profit

Entry Type: Local Post Office (DD...)

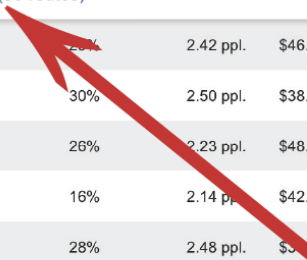
Individual Routes Selected: 0

Post Office™ Drop-Offs: 0

Total Delivery Addresses: 0

Approximate Cost: **\$0.00**

Continue Save





STEP 5: This table will show the “Total Delivery Addresses” and “Approximate Cost”. This is the amount that is needed to mail just to the Georgetown. Click Continue.

Every Door Direct Mail®

Select Routes Saved Orders (0) Order History (3) Find an Expert Using EDDM® Mailpiece Size Checker

40324

ROUTE	RESIDENTIAL	BUSINESS	TOTAL	AGE 25-44	SIZE	INCOME	COST
Deselect All (30 routes)							
40324-C001	507	65	572	29%	2.42 ppl.	\$46.36k	\$42.33
40324-C002	654	34	688	30%	2.50 ppl.	\$38.75k	\$50.91
40324-C003	569	47	616	26%	2.23 ppl.	\$48.13k	\$45.58
40324-C004	396	110	506	16%	2.14 ppl.	\$42.65k	\$37.44
40324-C005	844	74	918	28%	2.48 ppl.	\$36.86k	\$67.93
40324-C006	524	33	557	28%	2.34 ppl.	\$50.20k	\$41.22
40324-C007	683	0	683	38%	2.73 ppl.	\$67.41k	\$50.54
40324-C008	490	43	533	22%	2.25 ppl.	\$39.58k	\$39.44
40324-C009	704	5	709	33%	2.60 ppl.	\$56.66k	\$52.47
40324-C010	551	8	559	32%	2.43 ppl.	\$51.57k	\$41.37
40324-PBOX	--	--	817	--	--	--	\$60.46
40324-R001	509	11	520	30%	2.65 ppl.	\$86.73k	\$38.48
40324-R002	562	6	568	26%	2.81 ppl.	\$103.35k	\$42.03
40324-R003	551	10	561	24%	2.86 ppl.	\$88.50k	\$41.51

Order Summary

Pricing Option: Nonprofit For-profit

Entry Type: Local Post Office (DD...)

Individual Routes Selected: 30

Post Office™ Drop-Offs: 1

Total Delivery Addresses: 20183

Approximate Cost: \$1493.54

Continue Save





STEP 6: Choose the Mail In-Home Date to be delivered. (Try to have the newsletter to post office on beginning of the 4th week of the month. It will take anywhere from 1-3 days). Click the finalize order and you're done.



- Quick Tools Mail & Ship Track & Manage Postal Store Business International Help

Every Door Direct Mail®

Select Routes Saved Orders (0) Order History (3) Find an Expert Using EDDM® Mailpiece Size Checker

Order Summary

Entry Type
Local Post Office (DDU)

Individual Routes Selected
30

Post Office™ Drop-Offs
1

Total Delivery Addresses
20183

Back to Map

Select Drop-Off Date & Payment Options

January 2018						
SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Company/Mailer Name
[SCOTT COUNTY PUBLIC LIBRARY (CRID 3481836)]

Permit Number
203088 - PI - 41

I have read, understand and agree to the Terms & Conditions.

Take order to Post Office(s)™: --/--

Total Cost \$--.--

Save

Finalize Order





PRINTERS FOR EDDM

- Shop around for printers that have experience in printing for EDDM program.

Browse Online Experts

Printing For Less

Sponsored Link



Printing, Graphic design, Direct Mail, Every Door Direct Mail® +2 more

Online

See More ▾

Amazingmail

Sponsored Link



Printing, Graphic design, Direct Mail, Every Door Direct Mail® +2 more

Online

See More ▾

Every Door Direct Mail - Taradel

Sponsored Link



Printing, Graphic design, Direct Mail, Every Door Direct Mail® +2 more

Online

See More ▾

GrowMail

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Online

See More ▾



SORTING NEWSLETTERS

- Each box will be labeled with zip code and route #
- There can be more than one box for some route #





SORTING THE NEWSLETTER

- Each postal bin must contain only one route. You could have multiple bins from one route





Q&A

THANK YOU

Q & A

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Rachel Toews rachel@scottpublib.org

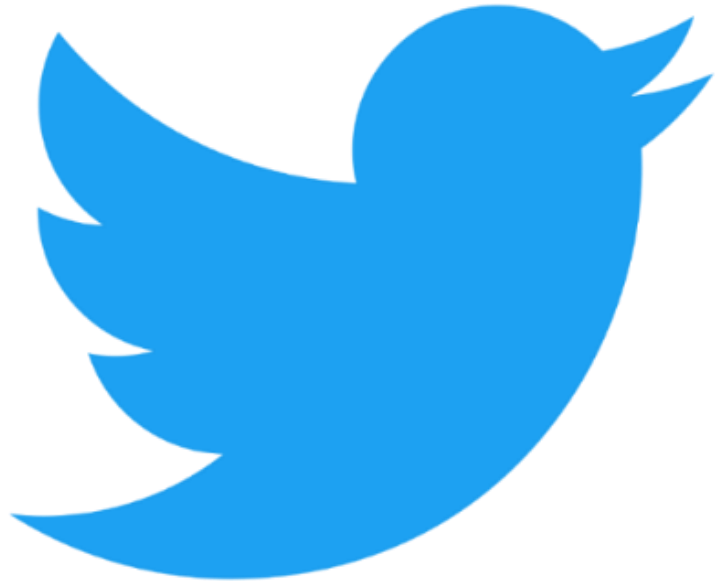
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SAVE THE DATE - Register on the [KDLA CE Events Calendar](#)

Library Link Up: DNA in Genealogy Research

Thursday, October 3, 1:00-2:00 pm ET (12:00-1:00 CT)

Dolly Parton Imagination Library: Best Practices from KY Libraries

Wednesday, October 9, 2:00-3:00 pm ET (1:00-2:00 pm CT)

How to Fill Your Library Board Vacancy

Tuesday, October 15, 10:00-11:00 am ET (9:00-10:00 am CT)

Birth and Death Records

Wednesday, October 16, 10:00-11:00 am ET (9:00-10:00 am CT)

More webinars are available on our Archived Webinars page:

<https://kdla.ky.gov/librarians/staffdevelopment/kdlaarchivedwebinars/Pages/default.aspx>

THANK YOU FOR ATTENDING!

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