

**Call on FOLUSA to provide:**

- ◆ Workshops
- ◆ Seminars
- ◆ Keynote addresses

*for library Friends, Trustees, Foundations, administrators, and library advocates.*



**What Past Participants Have Said about FOLUSA Workshops**

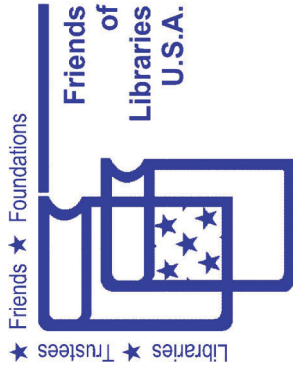
“Great new ideas for membership and advocacy.”

“We are just organizing so the presentation was excellent and will be very helpful when we go back to the library.”

“Fell asleep during a FOL workshop 6 years ago - this is the first time I've been back - stayed awake the whole time! Terrific and useful!”

“Stimulating new ideas.”

*Comments from a series of regional workshops for Friends and Trustees across the state of Florida.*



**FOLUSA Presents Consulting Services for Friends, Trustees, Foundations and Libraries**

**Helping Friends, Trustees, Foundations, and Libraries Achieve Their Goals for Over 25 Years**



**Friends of Libraries U.S.A.**

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*“Participants at our Friends and Trustees workshops in Florida said it [FOLUSA’s] was the best workshop we had held in years. It truly invigorated our Friends and Trustees throughout the state.”*

Sondra Taylor-Furbee  
Library Program Administrator  
State Library and Archives of Florida

*Revised 10/06*

**F**riends of Libraries U.S.A. is a national membership organization serving over 2,000 local Friends groups, Trustees, Foundations, libraries, and individuals. Founded in 1979, FOLUSA's mission is to motivate and support local citizen groups in their efforts to preserve and strengthen libraries, and to create awareness and appreciation of library services by:

- ◊ Assisting in the development of Friends of the Library groups to generate local and state support.
- ◊ Providing guidance, education, and counsel for Friends, Trustees, and Foundations.
- ◊ Promoting the development of strong library advocacy programs.
- ◊ Serving as a clearinghouse of information and expertise.

### Speakers

**Sally G. Reed**, Executive Director, has conducted well over 200 workshops for Friends, Trustees, and librarians in more than 40 states. She is the author of numerous articles and books for the field of librarianship, the most recent of which include *101+ Great Ideas for Libraries and Friends* (Neal-Schuman, 2004) and *Making the Case For Your Library* (Neal-Schuman, 2000).

**Beth Nawalinski**, Public Relations and Marketing Coordinator, has worked with Friends Groups for more than 10 years at the local and now at the national level. She is the co-author of three publications for Friends and libraries.

**FOLUSA Board** members are available throughout the country for workshops and training.

**“Whatever the cost of our libraries, it is cheap compared to that of an ignorant nation.”**

**Walter Cronkite**

**F**OLUSA offers workshops, seminars, training, and technical assistance in a wide range of areas. Services can be customized to meet the needs of your library community and its supporters.

### Friends and Fundraising for Libraries

- ◊ Increasing Membership
- ◊ Starting or Revitalizing Friends Groups
- ◊ Best Practices
- ◊ Capital Campaigns
- ◊ Fundraising
- ◊ Grant Writing
- ◊ Program Funding and Endowments

### Community Based Strategic Planning

- ◊ Involving Friends, Trustees, and Foundation Members in the Planning Process
- ◊ Assessing Community Needs and Assets
- ◊ Aligning Community Support

“Excellent program presented by an experienced and enthusiastic leader.”

“Very practical information with good talking points to get us thinking about what we can do in our libraries.”

*Colorado Academic Librarian Training*

### Public Awareness & Marketing

- ◊ Developing a Marketing Plan
- ◊ Creating and Delivering Your Message Working with the Media
- ◊ Generating Support for Fund Raising Initiatives and Capital Campaigns
- ◊ Strengthening the Profile of Your Library

### Advocacy

- ◊ Developing an Ongoing Base of Support
  - ◊ Friends as Advocates
  - ◊ Community Leaders
  - ◊ Developing Allies with Other Community Organizations
- ◊ Advocacy Planning for Special Library Initiatives and Capital Campaigns
- ◊ Developing Advocates for Library Support at Local, State, and National Levels

### More Information & Scheduling

Speakers are available for weekday and weekend workshops and training programs. For more information, to obtain pricing, or to schedule your training, contact FOLUSA at the address, email, or phone number listed on the back of this brochure. Special discounts on related toolkits and workbooks available for participants.