Marketing Plan:

Created by Tim McClelland for the Plainfield-Guilford Township Public Library

November 2013

The Plainfield Arts Gala: Visions at the Library

Where the journey begins!

Plainfield | Guilford Township
PUBLIC LIBRARY
Executive Summary:

The Plainfield-Guilford Township Public Library is located in Hendricks County, Indiana, just west of the city of Indianapolis. The library serves the residents of Guilford Township with a total service population of over 27,000 residents and 11,981 cardholders at the end of 2012. The collection includes over 116,000 items which circulated 456,000 times in 2012. The library was established in 1901 and moved to its present location on Stafford Road in 1968 (Miller & Flood, 2001). Since that time the library has been renovated a number of times, most recently the Adult Services and Teen areas were updated in 2011. The population of Hendricks County continues to grow rapidly, with an increase of almost 40% from 2000 to 2010 (US Census Bureau, 2012).

The Plainfield-Guilford Township Public Library’s mission is to make the library an inviting place connecting the community with opportunities for personal enrichment and enjoyment. The library is known within the community for its dedication to providing exceptional customer service, programming, and access to technology. The library is also a member of the Evergreen Indiana consortium of libraries that now includes over 100 public libraries across the state. Along with the outstanding collection of books, movies, and music available at the library, Plainfield cardholders also have access to many of the materials available at any of the Evergreen libraries as well. In addition to the collection, the Plainfield Library also has a number of large meeting rooms and art gallery space on the second floor that allow for large events, community gatherings, and art shows.

As the library looks to the future, the need to continue serving children and families is at the forefront of the library’s mission. In order to better serve this segment of the community, the library plans to renovate the existing Children’s Services area in May 2014. This project will require more funding than the library’s operating budget currently has on hand, so a fundraising strategy was adopted in 2013 to help offset some of the construction costs. In April 2013, the first annual Plainfield Arts Gala brought artists from all over central Indiana to sell artwork and donate 30% of the proceeds to the library. All told, the library raised just over $5,000 from the Plainfield Arts Gala in the first year and plans were made to make the fundraiser an annual event.

A five member group, The Plainfield Arts Gala Planning Committee was formed in 2013 to plan, organize, promote, and manage the entire fundraising event. The same committee will oversee the Arts Gala in 2014, to be held March 21-23 at the Plainfield-Guilford Township Public Library. The committee also created a marketing plan to promote the Plainfield Arts Gala to the greater Plainfield community and ensure the continued success of the Arts Gala.
Theoretical Foundation:

While The Plainfield Arts Gala is a unique event that is very different from the normal programs or services that library promotes to the community, other libraries have had success incorporating seemingly unrelated fundraisers into the library’s marketing plan. Ashman (2002) notes that these fundraising activities are becoming more and more crucial to large libraries that wish to add services or locations to better serve the public. Fundraising will allow the Plainfield Library to better meet the community’s growing needs more quickly rather than having to wait five more years as the library saves money for a large project. Ashman (2002) also points out that large-scale fundraisers can become community events that become more than just an opportunity to support the library. This focus on creating an Arts Gala event for the Plainfield community was one of the objectives in launching the fundraiser in 2013. The Plainfield area does not have a large-scale arts show and the library saw a potential market that was untapped.

In an era of budget cuts, libraries are faced with more financial limitations and are forced to come up with creative ways around these obstacles. Cuillier and Stoffle (2011) found that libraries that not only experiment with fundraising, but look towards community partnerships have found successful, sustainable ways to generate additional funding. These community partnerships can allow the library to reach a far wider audience than hosting a used book sale or a bake sale throughout the year. Community partners can help with the fundraiser by becoming a sponsor or simply by promoting the event to their customers.

The inaugural Plainfield Arts Gala was a huge success and helped the library make progress towards the goal of funding the Children’s Services renovation in 2014. The success of the gala also helped the library realize the long-term potential of the event. Even after the Children’s Services renovation has been fully paid-off, the library plans to continue the Arts Gala and the funds will be used for a different library project or need. This sustainability requires the planning committee take their task very seriously and create a brand that the community and partners can support each year. Fundraising should be a long-term commitment to building relationships with donors and getting them engaged in the library and its aspirations, so they can help the library meet today’s needs and build toward the needs of tomorrow (Miller, 2010).
Market Audit and Research:

A successful marketing plan will analyze the surrounding community to best tailor the marketing activities to the local population. Each community (target audience) is different and requires a unique set of promotional tools to communicate with them effectively. Below are the results of the marketing audit which details the demographics of the community, the strengths and weaknesses of the library, and other competitors in the Plainfield area.

Analysis:

The town of Plainfield is located in the southeast corner of Hendricks County. The United States Census Bureau estimated the 2012 population of Plainfield to be 29,154, up 5% since the 2010 census. 24.5% of the current population is under the age of eighteen and 11.35 of the population is over the age of 65. Demographically, the population is 85% white, 8% African-American, 4% Latino, and 3% Asian. 89% of Plainfield adults graduated from high school and 25% have at least a Bachelor’s degree. The median household income is just over $55,000 and 9% of the population lives below the poverty line.

The library is located near the local middle school and many students spend their afternoons in the library’s teen space, Area T. In 2012, there were 215,988 visits to the library with over 450,000 items circulated. The library provides access to 58 public computer terminals, a copy machine, printer, fax, and scanner. In 2012, patrons used the computers for a total of 83,669 sessions and over 5 million visits to the library’s catalog.

Although the Plainfield Library is a single branch library, there are five other public libraries in Hendricks County (Avon, Brownsburg, Clayton, Coatesville, and Danville) which compete for library users. Only Coatesville is an Evergreen Indiana library, so users with an Avon library card cannot check out materials at Plainfield. Other potential library competitors in the area could include school libraries, Barnes & Noble, and Starbucks.

The Plainfield-Guilford Township Public Library took a survey of Plainfield residents in 2012 and found that most library users get information about the library from the website, print publicity in the library, or social media. The library currently has both a Marketing Manager and Marketing Assistant that develop and organize all marketing, public relations, and outreach efforts. The marketing department creates a print calendar and newsletter and also emails this out to a mailing list of just over 1,100 library users. Social media also plays an important role in communicating with our patrons. Currently, the Plainfield Library has just under 1,200 Facebook fans and approximately 300 Twitter followers.
Environmental Scan:

**Political/Legal Factors:**

Although the library adheres to the standard laws and operating guidelines for libraries, the Arts Gala requires an extra level of legal compliance. The Plainfield-Guilford Township Public Library works within the established laws and regulations related to hosting the Arts Gala, including laws relating to contracts, sales tax and excise licensing. The library receives 30% of the sale price on all artwork sold at the Arts Gala. The library collects the sales for the Arts Gala and will distribute the money to the artists within 30 days of the end of the show. This is clearly stated in the contractual agreement between all participating artists and the library. This contract is signed by both the artist and a library employee when the artwork is dropped off for the show. The contract also clearly states that sales tax will be collected at the time of purchase and given to the proper taxing authorities by the library. Additionally, the Arts Gala reception includes wine and beer for guests. Since the library does not have a permit to serve alcohol, a temporary excise license is required for the duration of the show. Legally, this requires the library to state exactly where the alcohol will be distributed, and ensure that only people over the age of 21 have access to the alcohol.

**Economic Factors:**

As with any property tax funded entity, the Plainfield-Guilford Township Public Library has seen some cuts to the operating budget over the past five years as the housing economy continues to struggle. The Plainfield area was not impacted as severely as some areas, but the budget limitations come at a time when the library is looking to expand and renovate the Children’s Services area. In order to offset some of the shortfall, the money raised from the Plainfield Arts Gala will support the Children’s Services building project. Although not everyone in the community may be able to financially support the project, the Arts Gala seeks to identify those residents who are interested in supporting the library while also having the opportunity to purchase wonderful local artwork for their home.

**Social Factors:**

Hendricks County has a history of supporting the arts with a number of organizations working to develop and support local artists. The Hendricks County Arts Council and Central Indiana Artists, Inc. have done a wonderful job of developing an appreciation of arts in the community. Hendricks County as a whole is also relatively wealthy, with only 5.1% of residents living at the poverty line and a median household income of almost $20,000 more than the state average according to the latest information from the US Census Bureau ([http://quickfacts.census.gov/qfd/states/18/18063.html](http://quickfacts.census.gov/qfd/states/18/18063.html)). These social factors indicate the potential support for the Arts Gala in the community.
Technological Factors:

In addition to providing guests with free Wi-Fi while they are in the building, the library will take advantage of a number of technological factors to enhance the experience and improve operations during the Arts Gala. The library has four iPads that will be equipped with credit card readers where guests can purchase their artwork at designated locations. Volunteer docents will also have access to artist information and biographical notes through iPads and will be available to answer any questions about the artists or their work.
**SWOT Analysis:**

<table>
<thead>
<tr>
<th>Strengths:</th>
<th>Weaknesses:</th>
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<tbody>
<tr>
<td>-Great library facility</td>
<td>-Friends of the Library participation</td>
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<tr>
<td>-Reputation in the community</td>
<td>-“We’ve never done that before” mindset</td>
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<tr>
<td>-Helpful, friendly staff</td>
<td>-Staff buy-in</td>
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<tr>
<td>-Popular programming</td>
<td>-Staff WOMM (at desk)</td>
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<tr>
<td>-Evergreen Indiana library consortia member</td>
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<tr>
<td>-Large, active collection (physical &amp; digital)</td>
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<tr>
<td>-Huge DVD collection</td>
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<tr>
<td>-Art Gallery space (with monthly exhibits)</td>
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<tr>
<td>-Meeting rooms for public</td>
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<tr>
<td>-Children’s Services department and staff</td>
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<tr>
<td>-Access to technology</td>
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<table>
<thead>
<tr>
<th>Opportunities:</th>
<th>Threats:</th>
</tr>
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<tbody>
<tr>
<td>-Digital Age</td>
<td>-Bookstore competition (B&amp;N, Half-Price Books)</td>
</tr>
<tr>
<td>-Library Apps</td>
<td>-Coffee Shop competition (Starbucks)</td>
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<tr>
<td>-Partnerships in community</td>
<td>-Stereotypical librarian perception</td>
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<tr>
<td>-Reach new audiences/users</td>
<td>-“The Library only has books”</td>
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</table>
During the first annual Plainfield Arts Gala last April, two volunteers were asked to survey guests on their impression of the art show with the intention of discovering what guests liked and disliked about the evening. The 10 question survey was given to willing participants as they left the event. The survey questions were developed by the Arts Gala planning committee and were intended to provide direct feedback from the event for future use.

**Plainfield Arts Gala Survey:**

Do you live in Plainfield, Hendricks County, or somewhere else?

Are you a regular library user at PGTPL?

Do you plan to purchase artwork tonight or over the course of the weekend?

Do you plan to donate to the Children’s Services renovation project?

How did you hear about the Arts Gala?

Do you think the food and drink available was appropriate for the event?

Did you enjoy the music (performed by a harpist) during the event?

What did you enjoy most about the evening?

What would you like to see change before next year’s event?

Do you plan to attend the Plainfield Arts Gala next year?
Market Segmentation:

One important segment of the market we would like to target for the Plainfield Arts Gala is the small business owners of Plainfield and Hendricks County. A 2007 estimate by the US Census Bureau found over 1,900 individual businesses in the town of Plainfield alone (http://quickfacts.census.gov/qfd/states/18/1860246.html). Small business owners do not fall into a single demographic, and are one of the most diverse segments of the library’s potential market. This segment is of particular interest to the library because small business owners are typically some of the most influential members of the community. Many of these small business owners are involved in the Chamber of Commerce or the local Lions Club. They are looking for ways to grow their business or develop partnerships with other companies or organizations to make their business more successful. The library tries to provide materials and resources for these local business owners, but developing strong relationships with this segment requires a greater investment. One way the library does this is by offering free meeting room space for meetings to small businesses and business related programming. Both of these activities have been very successful in providing unique value to business owners.

In an effort to encourage these business owners to attend and purchase artwork from the Arts Gala (or even sponsor the event), the library continues to try to create a working relationship with as many business owners as possible. These working relationships are more effective than simply going to these business owners once a year to ask for donations, sponsorships, or other financial support. These small business owners are not only extremely busy, but in many cases are bombarded with donation requests on a regular basis. The library understands their demanding jobs and tries to offer something in return for their donations. Specifically targeting those business owners that use the library’s free meeting room space or regularly attend business related programs will be an effective way to increase interest for the Arts Gala from the business community and hopefully create the potential for long-lasting partnerships.
Service Identification:

The Plainfield Arts Gala is an ideal fundraiser for the Plainfield community because it unites the community’s passion for art with an opportunity to help support a specific project at the library. The community can see the need for a new Children’s Services area (the rest of the library was renovated three years ago) and will be eager to help meet that need through fundraising. Specifically, the small business owners in the community will want to be involved in supporting the Arts Gala fundraiser through sponsorships, food donations, or purchasing artwork. The recognition that came from the Arts Gala sponsors last year was all positive. That positive feedback has not only reached last year’s donors, but has spread to other business owners that would like to be associated with the event. Many of these small business owners have children that use the current room and will be excited to see the library transform into a modern space full of technology for children. One important challenge is to connect the Arts Gala to this specific need. If the community is unsure of what the fundraiser is supporting, they will be less likely to attend and support the cause. On the other hand, if the cause is clearly presented, the library is confident that small business owners and the community as a whole will embrace the cause and support the fundraiser in whatever way they can.

The Plainfield Arts Gala requires a lot of time, effort, and upfront investment, making it a cash cow for the library according to the Boston Consulting Group matrix. Last year was the first year for the event and the investment paid off with the library raising over $5,000 for the upcoming Children’s Services renovation. Each year, the Arts Gala planning committee may the planning process slightly easier or at least be more efficient with some of the processes, but the event will always require a significant amount of staff time and money. Along those same lines, the library can also expect that support for the Arts Gala will increase annually and the amount raised should continue to make the event worthwhile for the library.
Mission, Goals, Objectives, Actions, Timelines and Budget:

Mission Statement: The Library is an inviting place connecting the community with opportunities for personal enrichment and enjoyment.

Goal #1: Raise money over the next two years to pay for the costs associated with the construction and renovation of the new Children’s Services area.

Objective: Organize six fundraisers over the next two years to raise the $15,000 necessary for the renovation project.

Objective: Launch the Plainfield Arts Gala fundraiser as an annual event in support of local arts and benefiting the library

Goal #2: Promote the Plainfield Arts Gala to the greater Plainfield area to increase attendance, sales, and sponsorships.

Objective: Increase revenue from the Plainfield Arts Gala by $2,500 (for a total of $7,500) in 2014

Objective: Increase the number of guests from 500 in 2013 to 800 in 2014.

Objective: Find three corporate sponsors for the Arts Gala that will cover all expenses associated with the event

Goal #3: Increase community awareness of the library and the various ways the library connects with users of all ages

Objective: Increase the visibility of the library in the community through promotion and publicity

Objective: Highlight programs and services of interest during the Arts Gala through publicity
Activities, Timeframe, and Participants:

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<thead>
<tr>
<th>Activity</th>
<th>Timeframe</th>
<th>Participants</th>
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</thead>
<tbody>
<tr>
<td>Set Date</td>
<td>September</td>
<td>Arts Gala Committee</td>
</tr>
<tr>
<td>Find Sponsors</td>
<td>November</td>
<td>Arts Gala Committee</td>
</tr>
<tr>
<td>Get Food/Drink Donations</td>
<td>December</td>
<td>Marketing Manager</td>
</tr>
<tr>
<td>Recruit Local Artists</td>
<td>December</td>
<td>Gallery Manager</td>
</tr>
<tr>
<td>Recruit Volunteer Docents</td>
<td>January</td>
<td>FOL President</td>
</tr>
<tr>
<td>Create Theme for Publicity</td>
<td>January</td>
<td>Marketing Manager</td>
</tr>
<tr>
<td>Send Out Save the Date Postcards</td>
<td>January</td>
<td>Marketing Assistant</td>
</tr>
<tr>
<td>Begin Creating Purchase Award Sponsor List</td>
<td>February</td>
<td>Marketing Assistant</td>
</tr>
<tr>
<td>Produce/Print All Publicity</td>
<td>February</td>
<td>Marketing Assistant</td>
</tr>
<tr>
<td>Mail Invites</td>
<td>February 15(^{th})</td>
<td>Marketing Assistant</td>
</tr>
<tr>
<td>Follow-Up Calls to Invites</td>
<td>February 22(^{nd})</td>
<td>FOL President</td>
</tr>
<tr>
<td>Send out Press Release</td>
<td>February 22(^{nd})</td>
<td>Marketing Assistant</td>
</tr>
<tr>
<td>Contact Local Papers for Story Coverage</td>
<td>March 1(^{st})</td>
<td>Marketing Assistant</td>
</tr>
<tr>
<td>Place Radio Ads</td>
<td>March 1(^{st})</td>
<td>Marketing Manager</td>
</tr>
<tr>
<td>Change Website Banner</td>
<td>March 1(^{st})</td>
<td>Marketing Manager</td>
</tr>
<tr>
<td>Finalize Invite List</td>
<td>March 15(^{th})</td>
<td>FOL President</td>
</tr>
<tr>
<td>Finalize Artist List</td>
<td>March 15(^{th})</td>
<td>Gallery Manager</td>
</tr>
<tr>
<td>Artist Registration</td>
<td>March 20(^{th})</td>
<td>Gallery Manager</td>
</tr>
<tr>
<td>Social Media Promotion</td>
<td>March 20(^{th})</td>
<td>Marketing Assistant</td>
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(Note: The Arts Gala Planning Committee consists of five people, the Library Director, the Marketing Manager, the Art Gallery Manager, the Marketing Assistant, and the Friends of the Library President)
Budget:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Budget Cost</th>
</tr>
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<tbody>
<tr>
<td>Publicity (radio, print ads)</td>
<td>$700</td>
</tr>
<tr>
<td>Paper Supplies (for publicity)</td>
<td>$50</td>
</tr>
<tr>
<td>Stamps for Mailings</td>
<td>$325</td>
</tr>
<tr>
<td>Food Supplies (napkins, plates, etc.)</td>
<td>$100</td>
</tr>
<tr>
<td>Miscellaneous Supplies</td>
<td>$100</td>
</tr>
<tr>
<td><strong>TOTAL EXPENSES:</strong></td>
<td><strong>$1275</strong></td>
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</tbody>
</table>
Communication: The Marketing Mix

Promotion:
The promotion for the Plainfield Arts Gala will utilize a variety of marketing activities to increase awareness of the event. Each promotional tool will reach a slightly different audience, but must remain consistent in the message it delivers. Specifically, promotion will include print posters, bookmarks, save the date cards, flyers at local businesses, a website banner, email blasts, invitations to past guests, social media posts, radio ads, full-color newspaper ads, newspaper stories highlighting the event, and an appearance on a local radio art program, “The Art of the Matter.” All of the promotional materials will be developed by the Marketing Manager and the Marketing Assistant. The posters, bookmarks and save the date cards will target users at the library while the other promotion tools will mainly be developed to reach audiences outside of the library. Each tool will have a different level of information, but each tool will have a phone number and website people can visit for more in-depth information. This marketing mix also includes both print and digital promotional materials. This can be important since the library is trying to reach such a wide audience for the event. The goal is to blanket Plainfield with promotional materials and digital promotional tools will help to make that goal more achievable.

Another way the library plans to market the Plainfield Arts Gala is by promoting the reception on the first night of the show. This reception is an invitation event that includes free food, drink, and the first opportunity to buy any of the artwork. Anyone who pledges to buy something during the art show is invited to the reception. Each of the promotional materials will include information about the reception and how to put your name on the invite list. The exclusive nature of the reception and the success of the reception last year should both grow this year and generate interest in the promotional materials.
Message:

The marketing message of The Plainfield Arts Gala uses the AIDA model.

Awareness: The goal of the marketing campaign is to increase awareness of the event. Along with awareness of the event, the library also wants to people to know the event is a fundraiser for the upcoming Children’s Services renovation. This is especially important for this campaign since The Plainfield Arts Gala is so different from any other programs or services the library promotes throughout the year. The campaign will raise awareness through promotion and word of mouth marketing.

Interest and Desire: The campaign will generate interest and desire by highlighting the wonderful experiences people had at the reception last year and the overwhelming success of the Arts Gala in raising money for the library. Focusing on the goal of the fundraiser is an important aspect of capturing interest and desire from regular users of the library and also community members that do not visit the library.

Action: The campaign is aimed at trying to get people to act by attending the Arts Gala and pledging to purchase artwork to support the library. The reception on the first evening is really geared towards convincing the community to attend the event and act in support of the library.
Branding:

One of the most important elements of creating a successful marketing campaign is a recognizable and unique brand. The library does this by using the same font (the Art Brush script), an image of a piece of art at the show, and the library’s logo. This will allow the library to build on the brand recognition from 2013 and will continue to increase awareness of the Arts Gala. The event is officially called ‘The Plainfield Arts Gala’ and this appears consistently on all publicity.

Although the Arts Gala is an annual event, it is important to distinguish the brand year to year to keep the brand fresh and unique. To do this, the Arts Gala Planning Committee picks a theme for each year and encourages artists to submit works of art related to that theme. In 2014, the theme is “Visions at the Library” (this will also serve as the tagline for the brand). Obviously this can be interpreted in very different ways by the artists, but the theme will give the show (and the brand) some direction each year. This theme also reinforces the connection to the library and the cause of the Arts Gala, which is to raise money for the Children’s Services room renovation.

Below are the three elements of the brand that will appear on all publicity. In addition, the brand will also include color elements found to compliment the painting below (blues, grays, white). Each year, two of the elements of the brand will remain, while a new piece of art work will be chosen each year to represent the theme and the show as a whole.

The Plainfield Arts Gala:
Visions at the Library

The Plainfield Arts Gala: Visions at the Library
Public Relations:

One of the most important elements of promoting the Plainfield Arts Gala is the public relations plan. This plan includes activities in which the library interacts with the community to build relationships and promote the Arts Gala. Specifically, this plan focuses on word of mouth marketing (WOMM), social media, and community outreach through partnerships. There are many public relations tools that the library could use in the marketing plan, but these three build relationships with three important categories of the community. The plan to use social media involves posts that spread the word about the event in various ways while also making the message attractive and brief. A Facebook or Twitter post about the Arts Gala will not be comprehensive, but could highlight some of the artwork at the show and encourage the community to attend. Social media is also important because it allows users to share information with others. If someone sees our post and thinks a family member may be interested in attending, they can share the post or alert them to the information. This type of public relations lets the library take advantage of a larger network of friends than simply telling patrons about the event.

The community outreach with partners allows the library to go outside the library to share information about the library. By visiting local businesses and speaking with their patrons, the library builds new relationships and can share information about the event. One example of this is setting up a table with information at the local recreation center. This method is more effectively than simply going door-to-door in the community, but will also build effective connections for the library. After the outreach event is finished, the library leaves the information about the Arts Gala with the recreation center for them to post and continue promoting through the event.

The most effective tool for public relations for the Plainfield Arts Gala is word of mouth marketing (WOMM). WOMM will be utilized in two main ways, one from patrons interacting at the circulation desk and the other is Friends of the Library phone calls. Each library employee is expected to participate in WOMM by letting patrons know about the arts gala and answering very basic questions about the event. They are not expected to know every detail of the event, but they know enough to be able to spread the word to our patrons. One great way to do this is to use the Plainfield Arts Gala bookmarks at the circulation desk. Each patron will be given a bookmark and invited to join us at the Arts Gala on March 21-23. That will hopefully start a conversation with some patrons that may otherwise not hear about the event. The other method of WOMM is having the Friends of the Library volunteers call each person that attended the event last year to invite them to this year’s Plainfield Arts Gala. This personal touch is appreciated and should help the library as it continues to build relationships with the community through the Plainfield Arts Gala.
Publicity:

The print publicity for the Plainfield Arts Gala will include print posters, bookmarks, save the date cards, flyers, and invitations to past guests. Each of these forms of publicity will vary slightly, but will include the same fonts, colors, image, and library logo. The Marketing Department will control this by creating and printing out the publicity for the entire library. The Marketing Department will also be responsible for distributing the publicity inside the library and beyond the library in the Plainfield community (especially with local businesses). See the appendix for three examples of the publicity for the Plainfield Arts Gala, the save-the-date card that will be sent to everyone who attended the event last year, a bookmark for library employees to distribute at the circulation desk, and a social media post for Facebook and Twitter.
Advertising:

The library has a limited budget for advertising (a total of $700), but that money can go a long way toward connecting with new audiences. The main way this advertising budget will be spent is through radio advertisements on the local NPR station, WFYI in Indianapolis. The plan is to run short ads on WFYI for three weeks leading up to the event (the first three weeks of March). The radio spots are only 10 seconds long, but proved to be a particularly effective way to target the audience interested in helping the library raise money through an art show. Last year, the library purchased 9 radio spots and had a great response from both patrons and also people far away from the Plainfield area. Essentially, these radio spots allow the library to connect with interested people across the Indianapolis metro area that would otherwise not know about the event.

Below is the script read on the air: Supported by the Plainfield Arts Gala: Visions at the Library at the Plainfield-Guilford Township Public Library on March 21st through the 23rd. Proceeds from the show will help support the Children’s Services renovation this spring. For more information, please visit www.plainfieldlibrary.net.

The advertising budget will allow the library to purchase 25 radio spots (approximately $600) over the three week time period. These include some of the busiest times of the day for radio audiences, including once during morning and evening rush hours.

The remaining $100 will be used to advertise in a local business paper, the Hendricks County Business Leader. This local paper is a perfect match for advertising, because it effectively targets local business owners (one of our main target markets). Since it is a local paper, the owner is willing to give the library a great deal on the advertising space. The March/April issue will be sent to homes the last week of February and should boost awareness of the Arts Gala within the local business community.

The library is also lucky to have a great relationship with two local weekly papers that will give the library free publicity for the Arts Gala. The following press release will run in both papers three weeks before the event (first week of March):

*The Friends of the Plainfield-Guilford Township Public Library are proud to host the Plainfield Arts Gala: Visions at the Library on March 21st through March 23rd. The Friends organization promotes library service and raises money to provide materials, equipment, and programming not provided by tax funds. The gala will feature art from Hendricks County’s and central Indiana’s finest artists in various mediums. Individuals, businesses, and civic organizations may sponsor Purchase Awards by pledging to purchase items at the art show for amounts ranging from $50.00—$5,000. Individuals and companies will receive publicity for sponsorship in addition to obtaining beautiful artwork. Additionally, all Purchase Award Sponsors will be invited to join us for a special preview reception with wine and hors d’oeuvres on Friday evening from 6:30pm-8pm. The gala will then open to the public Friday evening after 8pm and all day Saturday (from 9am-5pm). Proceeds from the gala will benefit the Plainfield-Guilford Township Public Library's Children’s Services renovation project. Spend the day enjoying all the wonderful artwork and*
support the library and local artists at the same time! For more details, check out www.plainfieldlibrary.net or call 317-839-6602.
Advocacy:

The Plainfield Arts Gala and the marketing plan to increase awareness of the event is a good fit for the Plainfield Library because it promotes the various ways the library serves the community and is constantly seeking to improve the services it provides to the community. The mission of the library is to create “an inviting place connecting the community with opportunities for personal enrichment and enjoyment.” This event will not only position the library to better connect with the community with opportunities for personal enrichment and enjoyment, but will also provide an excellent opportunity for the community to connect with the library in a new way. The Arts Gala will also serve as a great advocacy tool with community leaders as it brings together a large group of important leaders to the library for an enjoyable evening for a good cause.
Internal Marketing:

One of the most important aspects to any library marketing campaign is internal support and awareness. This is especially true for the Plainfield Arts Gala since this is only the second year the event has happened. The success of the event in 2013 will go a long way in proving the worth and legitimacy of the event to employees. Each employee is expected to support and promote the event through promotion at the circulation desk and on the phone. The Arts Gala planning committee will update staff on the details of the event with weekly emails to every employee. The director has made it clear that promoting the Arts Gala is the top priority in the month of March and that all employees are expected to participate in spreading the word about the event to patrons throughout the month. Promotional flyers and bookmarks will be given to each patron checking out at the circulation desk starting one month before the event. In order to help employees feel engaged with the Arts Gala, each employee is invited to the event and encouraged to bring a friend. Many library employees attend the event in 2013 and were amazed at the quality of the art show. This excitement will be helpful in continuing the momentum of the previous show and should help the March show be even more successful.
Evaluation:

The success of the Plainfield Arts Gala is built on two major factors, attendance and revenue generated. It may sound narrow-minded to only look at two main statistics, but ultimately, this event is a fundraiser and the great results of the first year created an expected for continuing results in the future. After the 2014 Arts Gala, we will compare the number of people that attended the reception on the Friday evening and then total attendance for the entire Arts Gala weekend. The library collected hourly gate counts last year for this purpose and will do the same again in 2014. Revenue wise, the library has the records for all the sales from 2013 and will compare those numbers (around $5,000 revenue for the library) with the 2014 sales figures.

To a lesser extent, the library will also look at the success of the Arts Gala in terms of the number of artists that participated and if the library was able to find any large sponsor or donors for the event. Last year, approximately 80 Central Indiana artists displayed and sold their work at the Arts Gala, but there were no large corporate sponsors. This is an important area where the library can evaluate success and truly judge how realistic the expectations should be going forward with the Plainfield Arts Gala. The planning committee will also look at responses from the surveys (discussed in the Original Data section) for ideas on how to improve the Arts Gala in future years. Most of those survey questions center on the opinion of the community and not statistics, but they are still important to consider if the library wants to develop an event that the community will support on an annual basis.

All of these criteria will be analyzed by the planning committee to make decisions about the future of the Plainfield Arts Gala. The event requires a huge investment of staff time and budget resources, so if the committee ever feels like the investment is not worth the return, the event may have to change in some ways. The success of the inaugural event is reason for optimism, but the committee will have to continue to work hard to repeat that success.
**Reflection:**

The Plainfield Arts Gala and its Marketing Plan are innovative solutions to an emerging issue facing libraries today. Budget shortfalls are probably not something that will disappear in the near future, so public libraries need to find innovative ways to still provide their patrons and the community with materials and services that add value to the community. The Plainfield Arts Gala’s main purpose is to raise funds to support the renovation costs of the Children’s Services room, but the event’s impact goes well beyond that main goal. By providing the Plainfield community with an art show and creating so many partnerships with local businesses in the community, the library becomes more relevant and weaves itself into the fabric of the community. The library becomes a place for the community to gather and talk or appreciate art or simply have a fun evening instead of just the place with books. Each of these benefits is important at a time when the library’s value is questioned.

This Marketing Plan was developed with these ideas in mind. The importance on community partnerships was not an accident. Not only will this increase attendance and revenue from the Plainfield Arts Gala, but it will also ensure the future success of the event. Building these relationships in the community is not easy and it requires quite a bit of time, but I think it is essential for libraries to invest in these activities.

The Plainfield Arts Gala has been a wonderful solution for the Plainfield Library because of the need in the community for an art-related event. Each library will have to evaluate their community and find what the best fit would be for their area. The residents of Plainfield responded to this unique fundraiser and I believe each library can find an equally effective solution to their funding problems through community partnerships and a quality marketing plan.
References:


Appendix:

Save the Date Card:

Save the Date for…
The Plainfield Arts Gala: Visions at the Library

March 21-23
Purchase Award Reception
Friday, March 21, 6:30 - 9:00pm
Exclusive sponsor’s wine & hors d’oeuvres

Gala open to Public
Saturday, March 22 9am - 5pm
Sunday, March 23 1pm - 5pm

Ask how you can become a Purchase Award Sponsor!
Proceeds benefit the Friends of the Library in support of the Children’s Services room renovation
Contact Tim McClelland at 317.839.6602 ext. 2119
The Plainfield Arts Gala:

Visions at the Library

March 21-23, 2014

Join us for a Purchase Award Reception on March 21st from 6:30-9pm by pledging to spend $50 in support of the Plainfield Public Library. 30% of all purchases will go directly to the upcoming Children’s room renovation!

Artists from all over Central Indiana will display and sell their artwork throughout the library. Artwork will range in price from $5-$5,000, so there is something for everyone!

Questions? Call Tim McClelland at (317) 839-6602
Social Media Post:

Did you miss The Plainfield Arts Gala last year? These were just some of the amazing pieces of art on display that weekend. Be sure to join us on March 21-23 this year! Oh, and all the proceeds benefit the upcoming Children’s Room renovation in May!