



The Library Effect

Fall Marketing Campaign 2024 - Guide for Libraries

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1. Overview

This year, the fall marketing campaign focuses on collecting positive library stories from your patrons. There is also a small scavenger hunt included in the children's Activity Guide to engage them.

Campaign Objectives

- Collect meaningful stories to advocate for and promote your library.
- Attract new patrons.
- Engage current patrons.

All libraries will receive a compilation of submissions from their library patrons after the contest is complete.

Promotional Information

Posters

Available for download on the Staff Page of the Library Effect Contest:

peacelibrarysystem.ab.ca/thelibraryeffect/staff

Promotional Blurbs

The Library Effect - Storytelling Contest

Join us in celebrating Canadian Library Month by participating in *The Library Effect* storytelling contest! Libraries have a profound impact on lives, and we want to hear how they've changed yours. Whether it's a passion discovered, a challenge overcome, or a community found, your story can inspire others.

Share your story of how the library has impacted your life and/or community for a chance to win one of seven \$500 VISA gift cards! Visit the contest web page for more information:

peacelibrarysystem.ab.ca/thelibraryeffect

Theme: Libraries Change Lives

Duration: October 1 - 31, 2024

Location: Your local library

Submission Deadline: October 31, 9:00 PM

Prizes: Seven \$500 Visa Gift Cards

The Library Effect - Storytelling Contest

Celebrate Canadian Library Month by taking part in The Library Effect. Inspired by the butterfly effect, this campaign emphasizes how small actions, like using the library, can create a ripple effect leading to larger positive changes.

Libraries are catalysts for moments, memories, and milestones that transform lives. Whether through discovering a new favorite book, gaining support from programs, or making connections—these experiences enrich lives, families, and communities.

Share your story of how the library has impacted your life and/or community for a chance to win one of seven \$500 VISA gift cards!

Guidelines

- Stories must be true and based on real experiences, not fictional.
- A panel of HQ staff will review entries.
- Prizes will be awarded to the most compelling stories that align with the judging criteria.

Visit the contest web page for more information: peacelibrarysystem.ab.ca/thelibraryeffect

Theme: Libraries Change Lives

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2. Methods of Entry

A. Print Materials

PLS will provide the following print materials to each library. There are two basic entry forms, one for adults and one for children:

Storytelling Worksheet – entry form with writing prompts

Children’s Activity Guide – entry form with shortl scavenger hunt

If patrons submit a story without one of the above forms, have them fill out a **Story Submission Attachment** to capture their contact information and permission to share their story.

B. Art Submissions

Patrons can submit art to library staff. Ensure they fill out the **Story Submission Attachment** to capture their contact information and permission to share their story.

C. Virtual Submissions

These submissions will come directly to Peace Library System.

Online Storytelling Portal

Patrons can submit stories online in text, audio, or video formats.

SMS Text:

Direct patrons to the Online Storytelling Portal. After entering their contact information, they will receive a phone number to text.

Instant Messaging:

Patrons can submit entries via Facebook Messenger @PeaceLibrarySystem

All libraries will receive a compilation of submissions from their library patrons after the contest is complete.

3. Scavenger Hunt

The scavenger hunt is built into the Children's Activity Guide.

How to participate:

Peace Library System will send 10 laminated butterflies for your library to hang up for the month of October. Each butterfly has a name. The goal is for children to find and record the names of all the butterflies.

Timeline

Throughout September: Promote the contest using promotional items provided by PLS.

Prior to opening on October 1: Hide the butterflies and start handing out the Children's Activity Guides.

Throughout October: Send submissions to Peace Library System on a weekly basis (except for mail-only libraries).

October 31: Take down the butterflies at the end of the day and send all remaining entries to PLS.

November 15: Winners announced. PLS will contact the home library of each winner.

Notes:

- Children can enter using any method they prefer; they aren't limited to the Children's Activity Guide.
- Completing the scavenger hunt is optional, but submitting a story is not. Kids must answer the questions in the Activity Guide (or an alternate method) to be entered in the contest.

4. Ideas to Build Buzz

- Share contest details with schools at the start of the school year.
- Invite classes to tour the library and provide entry forms.
- Encourage local celebrities or library advocates to submit stories to promote the contest.
- Promote the contest in library newsletters, posters, and social media.
- Promote the contest during other library programs.
- Invite after-school groups to participate.
- Encourage regular patrons and program participants to enter.

5. Staff Contest

A. Staff Stories

Who understands the transformative power of libraries better than the staff? We want to hear your inspiring stories. Whether it's about a memorable experience, a patron who inspires you, or a lesson you've learned, share your story to inspire fellow library staff.

If you need inspiration, check out the staff writing prompts on the staff web page. They are meant to help guide your story, but feel free to share any experience that resonates with you.

Prize: \$100 VISA GIFT CARD

B. Patron Collaboration

We know there are patrons who sing the library's praises. Some might be eager to share their story, while others may need a little help. You can assist them by transcribing, recording, or editing their story as needed. Just be sure to obtain their consent—and if they're under 18, get consent from a parent or guardian. Ensure they sign the Story Submission Attachment as proof of consent.

- When submitting, please indicate if the story was a collaboration between staff and a patron.
- The patron's story will be entered into the general contest and library staff will be entered into the staff collaboration contest.
- Libraries can submit multiple collaborations for multiple entries.
- The library that collaborates on the most compelling story that aligns with judging criteria wins the prize.

Prize: \$100 Tim Horton's Gift Card

Questions? Contact Jill at jkergan@peacelibrarysystem.ab.ca