

Bateman Competition



everylibrary

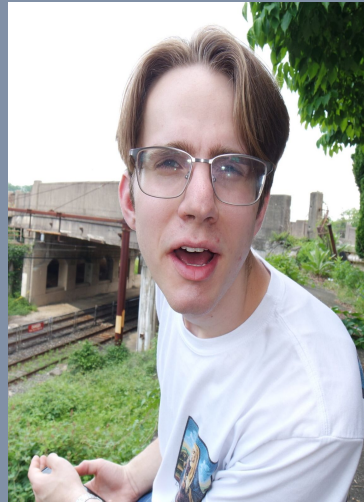
Seeking to Inform/Inspire
New Audiences & Donors

Meet the Team

Nick Mormando



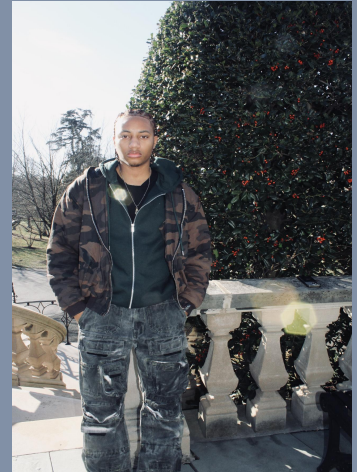
Challan Kligman



Shaughn Williams



Khanye Jamison



Media & Communication
Graduation 2025

Media & Communication
Graduating 2027

Media & Communication
Graduating 2026

Media & Communication
Graduating 2026

Situation Analysis



- EveryLibrary faces challenges due to reliance on donations, grants, and external funding sources.
 - Limited ability to support all libraries effectively.
 - Libraries are often first to experience funding cuts during economic downturns or budget crises.
 - Compete with other public services for limited resources.
 - In polarized political environments, libraries face issues like data censorship, book bans, and misinformation.

Primary Research





Visited Glenside Public Library

- Focuses on being a community space, not just a library.
- Offers a variety of materials
- Stays modern by offering the latest books and free technology
- Hub for community connection

Conducted surveys for college students to gather insights on library usage and needs.

Example Survey

Everydaylibrary

B *I* U  

Form description

How often do you visit your local public library (including the one near Arcadia)

☐ Never

☐ Occasionally

☐ Sometimes

☐ Often

☐ Always

What are the primary reasons you visit the library? (Select all that apply)

☐ Borrow books

☐ Study or do homework

☐ Use Wi-Fi or charge devices

☐ Attend events (e.g., storytimes, workshops)

☐ Watch movies or listen to music

☐ Other (Please specify)

Secondary Research

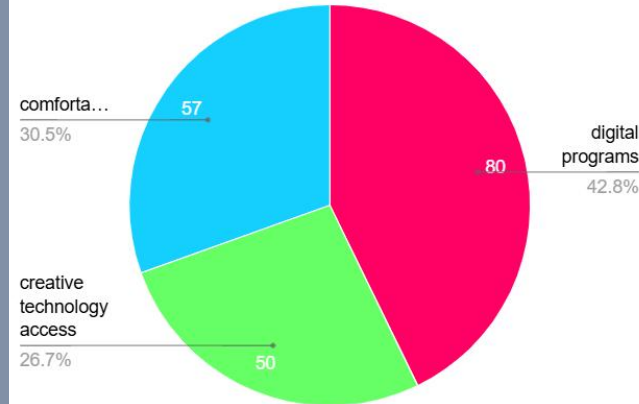


Pew Research Center: Libraries 2016: Pew Research Center

Majority of Americans want libraries to provide more access to digital programs (80%), creative technology access like 3D printers (50%), and comfortable spaces for reading and working (57%).

- People would like to see libraries take on more modern means of public lounging such as adding more technology.
- Young people lead this push
- Older generations use libraries more traditionally.

Pie Chart



Secondary Research

From Awareness To Funding

Discusses the decline in library support from 2008 to 2018 and the lack of awareness that local libraries rely primarily on community funding. Without voter support, many libraries risk shutting down entirely.

“there continues to be a disconnect between the services libraries offer and public awareness and support for those services”

Libraries 2016: Pew Research Center

Most Americans view public libraries as important parts of their communities, with a majority reporting that libraries have the resources they need and play at least some role in helping them decide what information they can trust. - Pew Research Center

Goals



#1 - To inform and inspire new audiences about EveryLibrary and/or the EveryLibrary Institute

#2 - To identify, interest, and motivate new donors

Objective 1



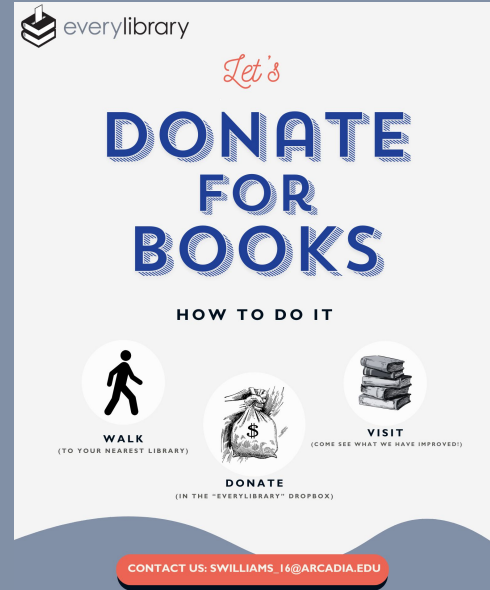
Objective Strategy #1: Partner with Local Schools/Teams

- Partner with local schools for fairs and sporting events (after parties for winning teams);
- Create a donation box in which the funds will be used to improve the condition of the

model flier for book donations

Objective #1 Tactics:

- Speak directly with school staffs and or email
- Bring the idea to local boards of education for approval
- Send press release to local newspapers about events
- Create fliers and put them up around town and by local campuses
- Film a video showing where donor's money goes



Objective 2



Objective #2: Launch a digital marketing campaign

- Leverage influencers & community collaborations for viral potential as well as growing an email list and creating leads with our own content.

Objective #2 Strategies:

- Offer free promotional material in exchange for emails.
- Structure the email burst into segmented sections
 - Awareness
 - Engagement
 - Conversion
- Donor match
- Partner with influencers and advocates to share our campaign.
- Launch a # challenge

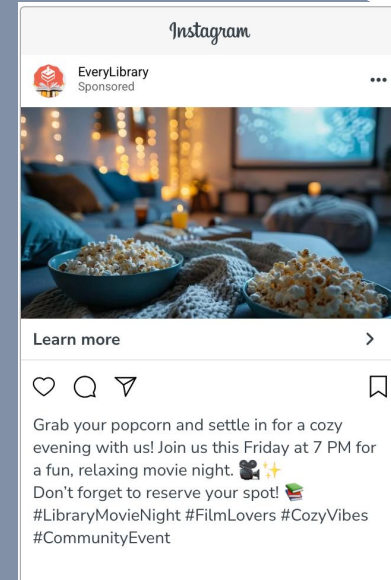
Objective 3

Objective #3: Create a separate social media campaign for college aged students

- Encouraging participation from college students and the general public in library programs and services.

Objective #3 Strategies:

- Collaborate with influential students, club presidents, or popular social media personalities.
- Offer rewards for students who promote your brand.
- Host a movie screening based on a popular book and facilitate a discussion afterward.
- Test people's knowledge about books, history, and pop culture while promoting the library's services



Objective 4



Objective #4 Partner with universities to teach and advocate for EveryLibrary.

- Partner with colleges and universities to create a class focused on the importance of Libraries.

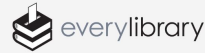
Objective #4 Strategies

- Create a class for freshmen on Libraries and EveryLibrary
- Use class time to explore local libraries and learning from the librarians
- Create assignments that use students as free marketing

Social Post Examples



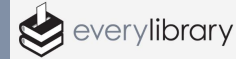
Lunch and Learn
Pizza & Soft Drinks
Date: 3/14



GLENSIDE LIBRARY BOOK SALE



215-S KESWICK AVE, GLENSIDE, PA 19038
MONDAY DEC 1ST – DEC 25TH
25% OF PROCEEDS TO EVERYLIBRARY INSTITUTION



Let's DONATE FOR BOOKS

HOW TO DO IT



WALK
(TO YOUR NEAREST LIBRARY)



DONATE
(IN THE "EVERYLIBRARY" DROPBOX)



VISIT
(COME SEE WHAT WE HAVE IMPROVED!)

CONTACT US: SWILLIAMS_I6@ARCADIA.EDU

Evaluation

Objective #1&4 Evaluation Methods:

- Keep track of event/class attendance
 - The turnout rate as well as how long people are staying
- Monitor the amount of donations received during each event

Objective #2&3 Evaluation Methods:

- Track the lead conversion funnel
 - Track the downloads of the free lead converter used
- Track email opens, click rates, and donation conversions from each email blast
- Social Media Hashtag Challenge
 - Track # posts, shares, and mentions
 - Track the link clicks to the donation page or email signups
- Compare these stats and engagement rates from organic challenge posts vs. paid influencer ad

Finances

Category	Description	Estimated Cost
Event Supplies	Tables, banners, signage, printed materials, donation boxes	\$250
Promotional Material	T-shirts, stickers, buttons for giveaway and brand visibility	\$150
Digital Advertising	Targeted ads on Instagram, TikTok, and Facebook to reach student audiences	\$200
Video Production	Short video content showing impact of donations and promoting library services	\$150
Social Media Hashtag Challenge Prizes	Gift cards or items to reward top participant engagement	\$100
Print Flyers & Posters	Distribution at campuses, libraries, and local businesses	\$75
Contingency	Miscellaneous/unforeseen expenses	\$75
Total		\$1,000

THANK YOU!

