

Prairilands Library Exchange

Innovative Marketing Grant Guidelines

2023-2024

Purpose:

To encourage member libraries to develop new and innovative ways of promoting library services in their local community.

Program:

The Prairilands Governing Board has designated funds to member libraries for the purchase of materials, both permanent and consumable, that can be used to promote library services in a new or unusual way.

Funds:

Libraries may apply for **up to \$500** toward purchasing promotional materials. The materials can be used as part of programming activities for all ages if desired but must be focused on the promotion of the event or activity with the goal being to increase community awareness of library services and programs. An eligible expense under this grant might include fliers, sidewalk signs, window displays, advertisements in local newspapers, handouts for local organizations, physical items to give away that reflect the programming and identify the library. Paid receipts will be required. Check with Prairilands for expenses that differ significantly from these examples. Further suggestions can be found in professional resources and online sites such as:

<https://programminglibrarian.org/blog/mad-about-marketing-fun-ways-advertise-library-programs>

<https://programminglibrarian.org/blog/subtle-nudges-reminding-your-audience-about-upcoming-events>

<https://americanlibrariesmagazine.org/2022/11/01/tools-of-engagement/>

Participant Requirements:

Libraries receiving grants will be required to complete an application that will include a description of the items to be purchased and their intended use. To receive reimbursement, grantees must use a Prairilands Request for Reimbursement form. Reimbursements will NOT be processed by Prairilands until the evaluation has been received.

Grant Process:

Complete an online application at <https://form.jotform.com/232604783880159> no later than Friday, January 5, 2024. Prairilands will send notification of approval of funding with a Request for Reimbursement form.

Request for reimbursement must include:

Completed Request for Reimbursement form

Paid receipts (copies accepted)

Note:

Checks can only be written to a library or organized library group, not to an individual. Request for Reimbursement and Evaluation must be received by Prairielands before February 9, 2024.