

**Prairilands Library Exchange
Marketing Grant Guidelines
FY 26-27**

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 for member libraries for the purchase of materials, both permanent and consumable, that can be used to promote library services. Libraries may apply for **up to \$1000** toward purchasing promotional materials.

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. The materials can be used as part of programming activities for all ages if desired but must be focused on the goal of increasing community awareness of library services and programs. Check with Prairilands for expenses that differ significantly from these examples. Proof of payment will be required.

Marketing ideas and information can be found in professional resources and online sites such as:

<https://superlibrarymarketing.com/>

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

<https://americanlibrariesmagazine.org/tag/marketing/>

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

Participant Requirements:

Member 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 which will be given with the acceptance email. Reimbursements will not be processed by Prairilands until the [evaluation](#) and proof of payment has been received.

Promotion:

All advertising and promotional material should include “Sponsored by Prairilands” and the Prairilands logo (if applicable). [The logo can be found here.](#)

Grant process:

- Complete an online application which can be found at Prairilands Library Exchange's website <https://www.prairilands.org/grants/>
- Applications must be received between November 1st, 2026 and October 31, 2027.
- Prairilands will send notification of approval and the Request for Reimbursement form to the primary contact.
- Proof of payment for all spending must accompany the completed Request for Reimbursement form.
- Checks will be written to the library.
- Checks will not be written to an individual.

Requests for Reimbursement, evaluation, and proof of payment are **due 90 days from the date of your approval letter.**