

BETWEEN FRIENDS

News for Friends Of Georgia Libraries

**Helping build stronger
Georgia communities
through stronger
Georgia libraries**

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Our Mission

To create an informed statewide voice for Georgia's libraries through a grassroots network of citizens who communicate the value of libraries as essential community services

To strengthen the ability of local Friends organizations to support their libraries

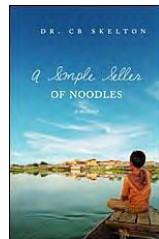
Two Friends Groups win first FOGL Author Grant



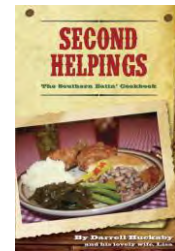
The inaugural Author Grant for members of FOGL went to two organizations: Friends of the Winder Library (Piedmont Regional) and The Friends of the Nancy Guinn Library (Conyers Rockdale). That's right, the judges found them both to be excellent – so both groups will receive a \$500 grant.



Winder is hosting a trio of authors. Missy Tippens is author of four books. Her first novel, *Her Unlikely Family*, was a finalist for the 2009 Christian Novelist of the Year. Dana Wildsmith was a finalist for the Georgia Author of the Year for *Back to Normal*. And C.B. "Doc" Skelton, retired physician, columnist, humorist and poet, is author of *A Simple Seller of Noodles*.



The Nancy Guinn Friends are using their \$500 grant to support a program by Darrell Huckaby, a syndicated columnist and the author of six books, including his latest, *Second Helpings*, described as "cookbook that is just as much about eating as it is about cooking."



Congratulations to both groups! We'll be accepting applications for 2013 in the Fall. Stay tuned!

There's still time to register for the Spring Workshop

Friday, April 27, 9:30 am – 1 pm Forsyth Public Library – Cumming Branch

Where Do We Go from Here – Fundraising Ideas that Work

You've gathered your Friends, attained non-profit status, and held your first successful book sale. What now? Come find out how to strengthen your group, your library and your community. Gather ideas that have worked for others, from Mystery Dinner Theater to finding corporate sponsors to starting your own bookstore. In fact, we'll tour the just-opened Cumming bookstore.

Our author speaker is Thomas Thibeault, author of *Balto's Nose*. It's the story of Glenn Carnehan, one of the "Monuments Men" who helped track down artworks stolen by the Nazis during World War II. Breakfast and munchies will be available during the day.

The cost is just \$10 for members, \$20 for non-members, which includes 2012-2013 membership FOGL.

Register on-line now: www.georgia-friends.org

In case you missed it...FOGL Fall Workshop Recap: A is for Author

Couldn't make it to the Fall Workshop at the Newton County Library in Covington? You missed a great time of sharing and inspiration on planning great author events. But don't despair, here's help. Save this page – and the next – for advice that could make a difference in your community. And enjoy photos from the event, including our featured author, Patricia Sprinkle.

TIPS FOR BOOKING AUTHORS

- Plan as far in advance as possible (some authors' schedules are absolutely full at 6 – 12 months out). Consider release date of new work by your author.



- Consider local talent, first novelists, backlist, self-help or how-to authors. (ex: gardening in the south author, local poet, local chef w/ new cookbook)
- Check your author's website to determine if there have been other grant sponsors for this author's events. Your FOGL grant + another sponsorship = larger event budget.
- Make your request in writing – at least an email. Be specific about the event you are planning, and what you will require from the author. (ex: time in attendance, reading from current work, book sales, autographing, speaking, Q & A)
- Inquire about expected expenses. (Honorarium? Do they have a set appearance fee? Are they expecting travel/meal reimbursement – or up-front payment of those expenses?)

- Once your author has said 'yes', confirm all agreements and arrangements with a follow-up communication. Re-confirm just prior to event to ensure that all details have been taken care of.
- Make your author's trip worthwhile.....pre-publicity within your event, and/or public notification if applicable, on behalf of the author; book sales during your event; perhaps another local appearance during the day of your event. (hint: if you are holding the event at your library, consider having staff display author's works along with publicity display...also, make sure your library has a copy of current work in circulation...that is a



GREAT GIFT to your library from your Friends group, also.)

- After your author event, be prompt with a hand-written thank you to your author, and a report to the publisher/bookseller. If there was a problem during the event, the publisher would appreciate suggestions/plans for improvement, especially if you plan to work with them again in the future.

In case you missed it...A is for Authors – Part 2

TIPS FOR WORKING WITH PUBLISHERS/DISTRIBUTORS

(Hint: Many booksellers consider a ‘published author’ to be an author who has published using an ‘independent editor’, rather than being responsible for their own editing. These tips usually help when dealing with a publishing house.)

Authors are most usually published through a recognized publishing house. When booking your author, contact the publisher’s publicity department for promotional material, information and biography about your author, and any advertising the publishing firm may wish to do in advance. Be specific with your event plan. Accept suggestions from the publicity dept.

Ordering books: Check your local retail area for an



independent bookseller or chain bookseller that would be willing to assist with or handle book sales, for your author event. Many times, their handling of the sales makes for a smoothly run event.

If you are charged with ordering books, check with your bookseller or distributor that books can be ‘consigned’ for the event, ALWAYS over-order above the number of books that you think you will need - AFTER confirming that any unsold books/unopened cases of books may be returned after the event. Often, publishers will offer free



shipping on the order. Don’t be shy about asking. Many authors have copies of their latest title, and travel with them. This comes in handy when planning an author event/speaking engagement similar to the one you are attending today. Your regional office may be able to order books for you through their distributors. (Baker & Taylor, Ingram, etc.). The same should apply – confirm that you may return overstock without penalty. Remember, your Friends group can always make a gift of the author’s title to the library in their honor, or on behalf of the author.

It pays to establish a good working relationship with your contact at the publishing company/distributor, especially if you plan on hosting author events often.

Do you have tips from your own Author events?

Share your ideas with your fellow FOGL members. Just send your tips and tricks to Lynn Lilly, newsletter editor, at lkilly@ameritech.net. We’ll do our best to share them here and post them on the website so others can benefit from you experience.

Thanks for sharing! Great ideas from other Friends groups

Gwen Ellington, Friends of Nancy Guinn Library, Conyers When we are not open for sales in our Friends Book Room, we keep a book cart stocked with books for purchases that library patrons pay for at the circulation desk.

Maureen Holdem Our Friends held an event called Wine, Cheese and a Little Jazz. A jazz combo from the local high school played, members brought snacks and appetizers. We also had a silent auction. Tickets were \$10 and we made approximately \$2000.

Arlene Gray, Friends of Union County Library We are so excited at how the cooperative efforts of our Regional Library Director, County Commissioner, State Senators and Reps – with the very visible cooperation of the local Friends group – culminated in the renovation/expansion of our beautiful new library.

Arlene Grayton Have a written agenda for Friends meetings. It helps keep the meeting on track. But also be sure to have a time for Open Discussion so everyone has a chance to bring up topics important to them.

State of Libraries 2012 Report. Read it here:

<http://www.ala.org/news/mediapresscenter/americaslibraries/soal2012>

This report from the American Library Association covers the challenges and achievements of libraries. Use it as a basis for your own advocacy at the local, state and national level. Here's the overview from the ALA website: Libraries continue to transform lives, despite the challenges they faced in 2011. Patron demand for ebooks increased just as publishers decided to limit sales to libraries or increase the price dramatically. Budget cuts continued as the national economy struggles toward recovery from the Great Recession. The American Library Association continued to play a leading role in the battle for privacy and intellectual freedom. (The report also includes the Top Ten List of 2011's most challenged books. Do you know them? Read below.)

Yes, I want to join Friends of Georgia Libraries!

Name _____

Address _____

City _____ State _____ Zip _____

Home phone _____ Work _____ Cell _____

E-mail _____

Categories of Membership

Individual (\$10) \$ _____

Local Friends Group (\$50) \$ _____
(provides benefits for up to five local Friends members)

Other Organization (\$100) \$ _____

Sustaining Member (\$500) \$ _____

Additional Gift \$ _____

Total \$ _____

Friends of Georgia Libraries, Inc. keeps all personal information private and does not share members' phone numbers, mailing addresses or e-mail addresses with third parties.

Make check payable to: **FOGL**. Mail payment and membership form to:

Friends of Georgia Libraries (FOGL)

c/o W. Bede Mitchell

Dean of the Zach S. Henderson Library

Georgia Southern University

P.O. Box 8074

Statesboro, GA 30460-8074

*CHALLENGED BOOKS: tyl; tfn; l8r, g8r (series), Lauren Myracle * The Color of Earth (series), Kim Dong Hwa * The Hunger Games trilogy, Suzanne Collins * My Mom's Having A Baby! A Kid's Month-by-Month Guide to Pregnancy, Dori Hillestad Butler * The Absolutely True Diary of a Part-Time Indian, Sherman Alexie * Alice (series), Phyllis Reynolds Naylor * Brave New World, Aldous Huxley * What My Mother Doesn't Know, Sonya Sones * Gossip Girl (series), Cecily Von Ziegesar * To Kill a Mockingbird, Harper Lee*