

#MYNCLIBRARY 5 DAY CHALLENGE APRIL 14-18, 2014

What is #MyNCLibrary?

A library advocacy campaign that uses social media and good old fashioned pen and paper challenges to gather data about what your patrons want and need

Why is #MyNCLibrary a good idea?

Its Purpose

1. To communicate the value of the library
2. To get patrons more involved in library advocacy in a fun and meaningful way
3. To produce content to be given to legislators on National Library Legislative Day

The Challenges

Each challenge translates to data that can be used to communicate the value of the library. They are a fun alternative to boring surveys and the different types of content you receive (photos, tweets, paper) can be used in so many different and creative ways. Also, we have fabulous prizes for 4 lucky winners who participate in all 5 challenges.

Monday: What do your patrons use the library for?

Tuesday: Collect stories straight from your patrons on how important the library is to them. The faculty/staff challenge is a take on the more traditional library snapshot day – to show what goes on in the library to give others perspective.

Wednesday: Need more money for materials? Find out what genres of reading are most popular among your patrons

Thursday: Gather a sample of who your patrons are through photographs and get statements of what they like about the library

Friday: What do your patrons want in the library? They will tell you with this challenge.

The Payoff

Every year, thanks to the Legislative and Advocacy Committee of NCLA, a group of librarians and library supporters head to Washington, D.C. during National Library Legislative Day. They talk to state legislators to let them know face-to-face why they should support libraries. The data collected from this campaign will be compiled to give to the legislators themselves and it will also be made available for you to use.

We provide the templates you need. We collect the data. All you need to do is promote within your library and execute the activities. Let's show people why libraries matter!