

**DOWNTOWN LIBRARY**  
610 QUINCY ST. | RAPID CITY, SD 57701 | 605.394.4171

**NORTH PARTNER LIBRARY**  
10 VAN BUREN ST. | RAPID CITY, SD 57701 | 605.716.4098

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Date: August 14, 2017  
To: RCPL Board of Trustees  
From: Maryanne Rohrer, Policy Committee Chair  
Re: Library Card Sign Up Month Promotions

Date: August 10, 2017  
To: Maryanne Rohrer, Policy Committee Chair  
From: Laurinda Tapper, Outreach Services Coordinator  
Re: Library Card Sign Up Month Promotions

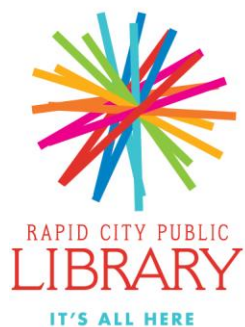
**Motion:**

Move to approve the proposed Library Card Sign-Up Month promotions for September 2017 including library card amnesty, a fines forgiveness event and replacement items amnesty.

**Background:**

In order to promote and increase library card sign-ups and renewals for the month of September 2017, the following 30-day promotional strategies are requested for board approval:

- 1.) **Library Card Amnesty:** Patrons can get a newly designed library card of their choice at no cost during this month only.
  - This will assist with Marketing & Logo Branding for the new library logo.
  - It will encourage patrons to renew and update their library accounts.
  - It temporarily removes barriers for patrons who have missing cards without replacement funds.
- 2.) **Fine Forgiveness Event September 10 – 23:** For every pound of canned & dry goods or pet food donated, \$5 in overdue fines will be waived during this period. Donations will be given to Church Response and Humane Society of the Black Hills.
  - The last Fine Forgiveness Event was held August 14 – 27, 2016, providing 602 pounds of food, and waived \$1407 in overdue fines with 85 patrons utilizing the promotion.
- 3.) **Replacement Items Amnesty:** If Patrons bring back lost or long overdue materials, the library will waive the overdue fines they have accrued.
  - During outreach events and discussions with patrons in the community, we have heard from people who are fearful of returning to the library because of long overdue materials and the potential overdue fines. In some cases, other libraries have seen materials which are decades old returned. While we have not attempted this type of event in recent memory, we hope to encourage the return of both long lost materials and patrons.



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Besides the above fines forgiveness and amnesty events, the following additional Library Card Sign-up Month measures are already planned:

- A postcard to 57701, 57702 & 57703 addresses detailing September promotions will be mailed.
- Two static Lamar billboards will be rented for 8/28 – 9/24/2017 & Epic digital billboards for September, based on the company's non-profit availability.
- Paid social media ads will promote library use and sign-up.
- There will be multiple library booths & tables for sign-ups and renewals at various community events and locations.
- There will be a prize entry for renewals and new library cards, purchased with Friends of the Library funds.