

Wisconsin Library Association FoundationNews

Supporting Wisconsin libraries as essential institutions

ISSUE 3, 2009

The Ordinary Philanthropist

I'm struggling to decide what to write for this edition of the Foundation pages. It isn't that we're not doing much, but I fear the same old same old plea for donations will fall on deaf ears. To be fair, we've seen some significant increases in donations

from our membership in the last several months. And our investments are also doing better than they were six months ago. But we are still struggling to fund the Campaign for Wisconsin Libraries program

fully, and have had to tell the Campaign Action Committee to "do lots more stuff, but don't spend any money."


Committee members are rising to the occasion, with plans for the "Wisconsin Libraries Say Cheese ... A Day in Pictures" event to be held in early November. Watch for more about this activity, where we hope to gather photographs of people using libraries all over the state to put on the WisconsinLibraries.org Web site and use in other promotions. The committee has been meeting regularly, and is working hard putting that and other ideas into action.

One suggestion the committee had was to more fully use the social media and free Internet services. Pat Eschmann, our wonderful communications coordinator, has created Wikipedia articles about the WLA, the Foundation, and the Campaign for Wisconsin Libraries. There is a YouTube channel shaping up as well.

We have had to suspend our advertisements on Wisconsin Public Radio, due to the high cost. I personally hope we are able to reinstate those at some time in the near future. It may be "preaching to the choir," but I do hear from more people that they have heard those ads than any of our other promotional spots. We are continuing our ads in The Municipality publication of the League of Wisconsin Municipalities and Wisconsin Counties published by the Wisconsin Counties Association.

Recently, Eschmann, Lisa Strand, Peter Gilbert, Rick Krumwiede, and I met with several executives from DEMCO to discuss the Campaign, the Foundation, and our activities. It was an exciting meeting, with many creative ideas shared about how to get our message out more effectively. We'll be updating the Economic Benefits of Public Libraries brochure with 2008 data, and DEMCO has offered to print copies of that for us to distribute. Watch for more on that soon. And of course, plan on attending the second annual Book Cart Drill Team competition at the fall Conference, which is once again generously sponsored by DEMCO.

Our own WLAF fall Conference programs and activities are shaping up. We'll have the silent auction of course—Bernie Bellin is working on that with help from Anita Evans and Nancy McClements. We have two great programs lined up, including bringing back Marcy Heim to present "Partnering Conversations: What to Say When in Stakeholder Relationships" and "Motivational Magic—Keeping your Passion in Challenging Times." Many of you who attended Marcy's programs last year know how inspirational she can be. And of course, there will be the annual fund-raiser, this year dubbed "Suite Sorcery." We hope everyone will plan to attend.

We are working hard, and I hope you can find the motivation to make a donation to the Foundation if you haven't already done so this year. We can do a lot with a small amount, but we could do so much more. Please contribute today! 

**SUPPORT
Wisconsin Libraries**
Keep Us All In A Better State

of you who attended Marcy's programs last year know how

Check out these new Wikipedia entries:

Wisconsin Library Association
http://en.wikipedia.org/wiki/Wisconsin_Library_Association

Wisconsin Library Association Foundation
http://en.wikipedia.org/wiki/Wisconsin_Library_Association_Foundation

Campaign for Wisconsin Libraries
http://en.wikipedia.org/wiki/Campaign_for_Wisconsin_Libraries

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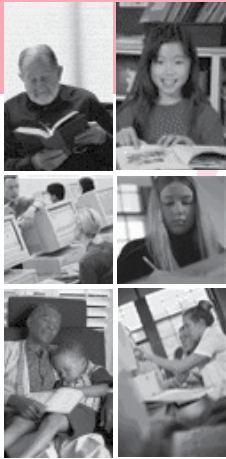
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(608) 245-3646 Fax

www.
wla.lib.wi.us/wlaf/
www.
wisconsinlibraries.org

email:
wlaf@scls.lib.wi.us





Campaign for Wisconsin Libraries

Share your library's story; participate in **Wisconsin Libraries Say Cheese! A Day in Pictures**

The Campaign for Wisconsin Libraries, a program of the WLA Foundation, wants to show the world the business—and the “busyness”—of libraries. What better way than through your own pictures of the diverse groups of people who use the library in a variety of ways? Wisconsin Libraries Say Cheese! will be created on Flickr the week of November 1 and then unveiled to the media on November 18. By enlisting your help to post snapshots of your library online, the Campaign will be able to share your library's story with the world!

In preparation for Say Cheese, the Campaign urges you to consider planning a special event during the week of November 1, in order to create photo opportunities that really make your library shine. Also consider which “routine” activities could be photographed to share your library's story of service. Again, seek to represent a wide range of library uses and users: the parent with child at storytime, the job seeker at the computer, a retired person reading the daily paper.


The best photos will be of individuals or groups of two or three. Candid photos are also best, but be sure to get permission from the subjects of your photo after you take it. Our Say Cheese Web site has tips for taking good photos, along with a photo release form. We encourage you to upload the photos to Flickr and tag them for Say Cheese, but also to make use of them for your own promotional efforts.

The Campaign will promote the online photo gallery and provide statistics about library use to statewide media on November 18. News release templates will be available for your use, along with other materials for free download.

Wisconsin Libraries Say Cheese is modeled after a successful program of the New Jersey Library Association and the New Jersey State Library's Snapshot Day. We thank our New Jersey friends for sharing their advice and resources to help us create our own Wisconsin photo event. For complete information, including simple instructions for participating, go to www.wisconsinlibraries.org/saycheese/.

SUPPORT
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We also encourage you to attend the WLA Conference program “Wisconsin Libraries Say Cheese! Using Pictures to Tell the Library Story,” scheduled from 2 p.m. to 3:15 p.m., Wednesday, October 21, at the Radisson Paper Valley, Appleton.

Or call the WLA office at 608-245-3640 and ask how you can get involved. 

Advisory Committee

Peter Gilbert,
Chairman
Val Edwards
Pat Eschmann
Martha Gammons
Mark Ibach
Barbara Kelly
Leah Liebergen
Anne Rauh
Kris Stabo
Lisa Strand,
Executive Director
Lia Vellardita



*Benefit the
WLA Foundation
at the
WLA Conference*

Suite Sorcery

An Evening of Music & Desserts

Wednesday, October 21

8:00 p.m. - 11:00 p.m.

Lawrence University (shuttle bus will be available)

Admission to this event is \$35 per person, which includes a donation to the WLA Foundation, a sampling of desserts and one beverage.

To register, use the conference registration form at <http://www.wla.lib.wi.us/conferences/2009/>

Silent Auction

Wednesday, Oct. 21 – 10:00 am to 5:00 pm

Thursday, Oct. 22 – 8:30 am to 3:30 pm

Pick Up & Pay: Thursday, 3:30 p.m.

Bid on items such as:

- *art works, collectibles*
- *themed baskets with loads of surprises*
- *gift items for you or a friend*
- *and much, much more!*

All items will be distributed to the highest bidder with bids closing on Thursday at 3:30 P.M.

Pick up and Pay starts at 3:30 P.M.

WLA Foundation Scholarships: Deadline is Sept. 15

WLA members and prospective library school students are eligible to apply for scholarships for library education and library continuing education sponsored by the Wisconsin Library Association Foundation. The six scholarships are funded by the Foundation through generous charitable contributions. Applications are due Sept. 15, 2009. Details on the scholarships and copies of the application forms are available by following the links on the scholarship Web site at www.wla.lib.wi.us/scholarships/.

Library Continuing Education Scholarships

George Bauer Continuing Education Scholarship (\$800)

Available to a person employed in a library in Wisconsin to attend a conference or other continuing education program within or outside Wisconsin.

Gloria Hoegh Scholarship for the Education of Rural Librarians (\$1,050)

Available to a person employed in a library in a Wisconsin community with a population of 5,000 or less, or someone who works with library employees in those communities, to attend a conference or other continuing education program within or outside Wisconsin.

Library Education Scholarships

Library Education Scholarship (\$1,300)

Available to a current or permanent Wisconsin resident admitted to a master's degree program in library and information science at a Wisconsin school as a part- or full-time student.

Diversity Scholarship (\$850)


Available to a current or permanent Wisconsin resident admitted to a master's degree program in library and information science or in library media at a Wisconsin school as a part- or full-time student and who is African-American, Latino/Hispanic, Asian/Pacific Islander, of Native American/Alaskan Native descent, or physically challenged.

Sally Davis Scholarship (\$1,250)

Available to a current or permanent Wisconsin resident admitted to the master's degree program at the University of Wisconsin-Madison SLIS as a part- or full-time student.

Vida Cummins Stanton (\$1,400)

Available to a current or permanent Wisconsin resident admitted to the master's degree program at the UW-Milwaukee SOIS as a part- or full-time student pursuing a program in school library media or youth services.

For questions or additional information regarding these scholarships, please contact Pat Eschmann, WLA Foundation communications coordinator, at eschmann@scls.lib.wi.us or 608-245-3645. 

2009 WLA FOUNDATION CIRCLE CONTRIBUTORS

The WLA Foundation thanks the following individuals for contributions made through August 1, 2009. We appreciate your generosity! If you don't see your name here, you may be listed as a 2008 contributor.

Recently, several WLA members found unique ways to contribute to the WLA Foundation and the success of the Campaign for Wisconsin Libraries:

John Stoneberg, Director, LE Phillips Memorial Public Library (Eau Claire, WI), made the very generous in-kind donation of a large Skyline Mirage display unit formerly used by the library at professional exhibitions. Working with Larry Nickel, John's colleague at LE Phillips, WLA staff made arrangements to have the display shipped to the WLA office where it waits, ready for its inaugural WLA appearance at this year's Annual Conference in Appleton, Wisconsin.

Geri Feucht, Horicon Public Library Director, and her staff generously donated a revolving pamphlet/literature display system to the WLA Foundation for use at future conferences. Not only did Geri offer this display unit as an in-kind donation, she very graciously went above and beyond by personally transporting the unit from Horicon to the WLA's Madison office.

Anne Rauh, recent newlywed, requested of family and friends that, in lieu of wedding gifts, they please make a donation to the WLA Foundation in honor of Anne and her husband, Kellen Backer.

John, Larry, Geri, and Anne, our sincere thanks to you for your generosity—and *creativity*—in donating to the WLA Foundation! Thanks, also, to the many individuals who have so charitably donated to the Foundation in the traditional way—we're very grateful for your gifts, too!

CONTRIBUTING PARTNER (\$1,000 TO \$4,999)

Fox Valley Library Council, Inc.
LE Phillips Memorial Public Library
Outagamie Waupaca Counties Federated Library System
Wisconsin Educational Media & Technology Association

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GOLD CIRCLE (\$250 TO \$499)

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Wisconsin Council of
the Blind & Visually
Impaired
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* Indicates 5 or more years of consecutive giving
** Indicates 10 or more years of consecutive giving

Your gift to the WLA Foundation supports:

- ... the attendance of an award winner at the Awards & Honors Banquet (\$50)
- ... styling 10 librarians in Campaign for Wisconsin Libraries T-shirts (\$100)
- ... one month's advertising in the League of Wisconsin Municipalities newsletter (\$250)
- ... one WeLead protégé's annual expenses to participate in leadership development activities (\$500)
- ... a scholarship endowment benefitting current and future library professionals (\$1,000)