Date: August 21, 2012
To: Linda Ishem and members of the Board of Trustees
From: Mary Getchell, Marketing & Community Relations Director
Subject: Library Card Drive 2012

October 1, Pierce County Library System launches its sixth annual library card drive to increase public awareness and knowledge of library services and promote the use of the Library’s offerings. This year our team of Lynne Hoffman, Judy Nelson, Jami Schwarzwald, Cheri Star, and me will focus in five primary areas to reach target audiences and encourage people to GET THE CARD!

Communicate with People Where They Live: Develop and send a direct mailer to a selected target demographic in the Library’s service area, based upon high density population and low card holder numbers. Mailing includes a library card to activate by bringing the card to a Pierce County Library.

Communicate with People Online: Create and monitor Google ads featuring various services targeted to audiences.

Library Card Liaisons: Rally staff and conduct guerrilla marketing in communities.

Students: As a partnership pilot program, we will issue library cards to every student in the Franklin Pierce School District. The program includes an option for parents to opt-out of the automatic card issuance for their children. Approximately 7,200 students are enrolled in Franklin Pierce Schools.

Military Personnel and Families: To further the Library’s commitment to serving military personnel and their families the card drive will highlight services for military. During the card drive we will launch the offering of our military library card, which can be used by anyone. A card drive incentive will also include an offer to military to show their military ID and enter a drawing to win the giveaway during the card drive, which is a Kindle Fire.

The Communications Department will produce a variety of marketing tools: reader board messages; banners on the exteriors of library buildings; listserv messages; social media including Twitter, Facebook, and Craigslist; Web ad and pages; collateral products; thermometer displays in libraries and online; and paid and earned media.
August 2012

Dear Parent(s)/Guardian(s):

Franklin Pierce Schools and Pierce County Library System are excited to announce a new partnership that will greatly benefit your child(ren) at no cost.

Research shows that students who read at home are more likely to perform strongly on tests of reading comprehension and writing. Additionally, those same students are more likely to become lifelong readers.

This fall, every student attending Franklin Pierce Schools will get a free Pierce County Library System library card, which will give them free access to 1.3 million books, movies, e-books, and more. Students may choose from nearly 60,000 book titles written just for kids. This includes print and e-books. We are particularly excited that students will have access to free Online Homework Help, which provides live, real-time tutors every day, to help with homework. A Pierce County Library card is free. Students can check out books, movies, audiobooks, and more for free at any Pierce County Library. They can also access e-sources online 24/7, which will give them free subscription magazines and encyclopedias.

If your child(ren) either already has a Pierce County Library card or you have no objections to them getting a card, no action is required of you. If you do not want your child(ren) to receive a Pierce County Library card, please inform us no later than September 15, 2012. Please inform us by contacting Willie Painter, Public Information Officer for Franklin Pierce Schools, at 253-298-3087 or wpainter@fpschools.org. Also, if you have any questions about this partnership, please contact Willie Painter.

We look forward to joining with you in this exciting new partnership. We know that the more children read, the more they dream. Dreaming is the place where success begins!

Sincerely,

Dr. Frank Hewins, Superintendent  Neel Parikh, Executive Director
Franklin Pierce Schools  Pierce County Library System
"Library Card in Every Hand"

Empowering students of Franklin Pierce Schools with the immense learning resources provided by Pierce County Library System.

With a FREE Pierce County Library card your student will get the world of information and imagination:

- 18 Libraries + online library.

- More than 1.3 million books, movies and more.
  - Books, audiobooks, downloadable audiobooks and e-books check out for 3 weeks.
  - Movies check out for 7 days.
  - 15¢ charge/day if overdue.

- Online homework help in real-time from professional tutors. From your home or wherever you have Internet access—on your computer, phone or in the library—online professional tutors will work directly with your student and help them with homework.
  - K – 12.
  - Math, science, social studies, English, reading.
  - All tutors have been cleared with thorough background and reference checks, possess a four-year degree, and have prior teaching/tutoring experience. All tutors are U.S. based.
  - Offered every day, 1–10 p.m.
  - 24-hour writing lab where tutors review and assist students with their papers.
  - Available in English and Spanish.
  - piercecountylibrary.org search site: homework.

- Audiobooks, e-books and songs to download. Download e-books for free to iPad, Kindle or other readers.

- Computer use for up to 2 hours every day.


The broad range of print, online and audiovisual materials offered by Pierce County Library reflects the great diversity of interests and opinions in Pierce County communities.

Parents and legal guardians should help guide and participate in their children's use of the library.

Library records are confidential by state law and by library policy; parents or legal guardians may request a list of overdue items checked out by their child.

GET THE CARD • piercecountylibrary.org