

# marketing update

# The Challenge

Most people do not know that the Library fundraises

# The Good News

People we talk to – LOVE the Library

# What Next?

Let's hire a great agency and create a campaign that accomplishes three main objectives.

BUILD AWARENESS

(about giving to the Library)

+

RAISE MONEY

(secure micro-donations under \$1000)

+

INCREASE FOLLOWERS

(across all social channels)

# Key Action Items

1.

Build a campaign that drives to an ask.

A fundraising campaign

**can** be an awareness campaign.

2.

Everything we do will happen on social  
and be about getting people to tell the world  
**why** they love the Library.

# campaign



# What have we created?

A rallying cry.

A badge of honour.

A discussion starter.

We're inviting people (just like you!) to stand up and make public their deep connection to Toronto Public Library — a connection many aren't even aware of — whether they use the Library today or did long ago. A connection that is true and enduring, and inspires people to give.

I'm Library People.

# Who are Library People?

Whether you are a library user, or not, if you stand by the core values of Toronto Public Library, and you want to have a conversation about the importance of public libraries and how they enrich the lives of Torontonians...  
then you are “library people”.

You believe in equity, diversity, intellectual freedom, innovation, inclusion, integrity, accountability and quality service, for everyone in Toronto.

creative

# Value Statements

**I believe that everyone  
should have access  
to the internet.**

**I'm library people.**

BE LIBRARY PEOPLE. DONATE NOW AT  
[IMLIBRARYPEOPLE.CA](http://IMLIBRARYPEOPLE.CA)



**I love seeing kids in my  
neighbourhood reading.  
I'm library people.**

BE LIBRARY PEOPLE. DONATE NOW AT  
[IMLIBRARYPEOPLE.CA](http://IMLIBRARYPEOPLE.CA)



**I love that the  
kids next door are  
learning to code.**

**I'm library people.**

BE LIBRARY PEOPLE. DONATE NOW AT  
[IMLIBRARYPEOPLE.CA](http://IMLIBRARYPEOPLE.CA)



**I love that my branch  
teaches English as a  
second language.**

**I'm library people.**

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**I believe that every  
community needs a  
hub and a heart.**

**I'm library people.**

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**I believe my  
neighbourhood needs a  
space for spirited debate.**

**I'm library people.**

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# Facebook and Twitter



how you can  
get involved

# It's Simple!

Select your social media channel of choice and

- ✓ tell your personal story
- ✓ post what you believe in
- ✓ spread the word to your network

And let people know why you love Toronto Public Library.

#IMLIBRARYPEOPLE

# For Example

John Tory  @JohnTory 

October is **#CanadianLibraryMonth**! Did you know Toronto's @torontolibrary is one of largest public library systems in the world? **#ImLibraryPeople**

**I believe in giving back right here where I live.**  
**I'm library people.**

BE LIBRARY PEOPLE TOO.  
DONATE NOW AT [IMLIBRARYPEOPLE.CA](http://IMLIBRARYPEOPLE.CA)

12:49 PM - 10 Oct 2017

24 Retweets 73 Likes 

John Tory  @JohnTory 

Let's celebrate **#CanadianLibraryMonth** together. Visit [imlibrarypeople.ca](http://imlibrarypeople.ca) & learn how you can support our awesome @torontolibrary. **#ImLibraryPeople**

**I'm library people.**

BE LIBRARY PEOPLE TOO.  
DONATE TODAY AT [IMLIBRARYPEOPLE.CA](http://IMLIBRARYPEOPLE.CA)

12:34 PM - 3 Oct 2017

25 Retweets 49 Likes 



sarahrichardsondesign  • Following

sarahrichardsondesign Calling all avid readers! Did you know that October is **#CdnLibraryMonth**? Join me and @TommySmythe in supporting @torontolibrary and we hope you'll support your local library too. Head to my website to find out how to give and why your donation counts. You'll also find Tommy's top library reads, plus 5 reasons why he proudly declares **#ImLibraryPeople!** [www.sarahrichardsondesign.com](http://www.sarahrichardsondesign.com)

[Load more comments](#)

belindasettlemoir Lov'in the Tommy!  
pdxbrooke @cedrosproductions Check out the shirt!

sweetunwrappinglife Some of those books have nice stripy spines ☺☺ Also how good is that Room for Children book?

  4,065 likes

3 DAYS AGO

Add a comment... 



ROGERS 7:20 PM 58% 

Photo



58 likes

coraledsouza I ❤ the @torontolibrary + the values it stands for: #intellectualfreedom #community #people #curiosity #beauty #lifelonglearning Join me + @newcollectioner because **#ImLibraryPeople**



# TPLF CELEBRATES 20 YEARS



I believe everyone  
needs access to  
the internet.  
I'm library people.

I'M A DONOR.  
#IMLIBRARYPEOPLE

TORONTO  
PUBLIC  
LIBRARY  
Foundation

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