

Marketing Events & Activities

Regular activities:

- Website: www.dyersville.lib.ia.us
- Printed monthly schedule of events
- Calendar of events on JKPL Website
- Weekly email blast (upon request)
- Posters on library bulletin boards and posted in community
- Thematic displays
- Weekly newspaper articles
- While You Wait program
- Scrolling list of events on TV in library
- Sandwich board signs at bigger events
- Brochures to Dyersville Chamber for new residents (as needed in English and Spanish)
- Pop-up libraries and Mobile / Book Bike at special community events (as staff and time allow)
- Major events listed on Dyersville Chamber website, Telegraph Herald website, Dyersville tv station
- Brochure about the library for patrons (in English and Spanish)
- Participate in Dyersville U as presenter and / or host location
- Presentations to Dyersville YP and other groups upon request
- Social media as follows:
 - Facebook and Instagram accounts
 - 3-4 posts per day, spread out by a couple of hours; video reels whenever possible (because they track better than text)
 - Events created for programs
 - Boost events if requested by managing staff or if it is a major event
 - Reminder posts for events a couple of days prior to date.
 - Goodreads account
 - Twitter/X account (not updated due to the state of that site)
 - Investigate additional sites

July:

- Pop-up Library at Farmer's Market (typically twice a month)
- Pop-up Library at Downtown Summer Nights
- Pop-up Library at Downtown Market
- Mobile / Book Bike at pool or community locations (as staff, weather and time allow)

August:

- Annual report design / guidance (FY ends June 30)
- Pop-up Library at Farmer's Market (typically twice a month)
- Pop-up at Downtown Summer Nights
- Pop-up Library at Downtown Market
- Mobile / Book Bike at pool or community locations (as staff, weather and time allow)

September:

- Annual report design / details
- Promotions for Library Card Sign-Up Month
- Radio interview to promote Fall activities and Fundraisers
- Pop-up Library at Downtown Market
- Mobile / Book Bike at pool or community locations (as staff, weather and time allow)

October:

- Annual report to full board / present to City Council
- Banned Books Week
- Radio interview to promote Halloween / Fall activities and Fundraisers
- Ghouls Night Out Pop-up Library
- Trunk or Treat Pop-up Library
- Books for Treats Pop-up Library
- Pop-up Library in Community for National Book Month

November:

- Radio interview to promote Small Business Saturday events (including Burrito Breakfast) Cookie Walk, Layette fundraiser, programs, etc.
 - KDST give away of free burrito gift certificate (2)
 - KDST give away of free dozen cookies gift certificate (2)

December:

- Radio interview (if needed)
- Pop-up Library at Merry Mingle Market

January:

- Radio interview to promote Love My Library, Soup event, and Murder Mystery Fundraisers
 - KDST give away of free soup meal gift certificate (2)

February:

- Meet and greet / Tour with City Government and Officials – offer when have new officials

March:

- St. Patrick's Day Parade

April:

- Radio interview to promote National Library Week activities and fundraisers
 - KDST give away of free breakfast burrito gift certificates (2)
- Committee planned events or contests for NLW (below are past ideas from notes)
 - Downtown business window storywalk leading to the library
 - Steamer trunk moved around community with library display
 - Special pop-up libraries at various locations in the community
- Booth or Sponsorship of some kind for Woman's Night (have not done for several years)

May:

- Participate in St. Francis Xavier Glow Run

June:

- Pop-up Library at Farmer's Market (typically twice a month)
- Pop-up Library at Downtown Summer Nights
- Pop-up Library at Downtown Market
- Mobile / Book Bike at pool or community locations (as staff, weather and time allow)

Historical Dates to remember:

- July 9, 1956 – City Council passed ordinance establishing the Dyersville Public Library
- September 11, 1959 – Matthias M. Hoffman Public Library dedication
- April 28, 2002 – James Kennedy Public Library ribbon cutting and dedication