

Communications Coordinator Report Q1-2026

BookRiot Recognition

In an article on March 27, 2026, the Kaukauna Public Library was mentioned in a BookRiot article entitled “Carded for Coolness: Sweet Library Swag from Friends of the Library Groups”

<https://bookriot.com/friends-of-the-library-online-stores/>



“BookRiot is the largest independent editorial book site in North America and home to a host of media, from podcasts to newsletters to original content, all designed around diverse readers and across all genres.”

BookRiot has platforms across all of social media as well. It was a great surprise (and honor) to be featured in an article by a large voice like BookRiot, but also because we were not contacted for our story (BookRiot found us organically) and we (Kaukauna Public Library) were compared with the likes of SEATTLE PUBLIC LIBRARY!

Our Friends of the Library Merch Store on the platform Bonfire has been active since 2019. This site acts as a source of passive income as they manage all sales and shipping. We then receive a portion of the sales for the Friends. Since 2019, we have raised \$2,369.49. That is an average of about \$5.75 per item sold. With the launch of the BookRiot article, we have sold at least 30 more pieces of swag!

In a report ran for the 2 weeks following the article, we had orders from Wisconsin, Iowa, Illinois, Virginia, Ohio, Kentucky, and North Carolina. We can now capture those names and addresses from orders to add to potential donor lists.

Facebook

Our Facebook page has reached over 10K followers! This is more than any library in Northeast Wisconsin. We continue to grow by about 100 new followers per month.

Monetization

We continue to benefit from Facebook Monetization. This is passive income earned by posting original content on our page and by having many followers.

Jan \$74.79

Feb \$55.69

Mar \$50.71

Donor Recognition

In a response to a request to display donor names, we have set up one of the display screens in the lobby to do just that! One screen will remain in place for upcoming events and announcements, but the second screen will display all of the 2025 donors.

