

SEPTEMBER LIBRARY CARD SIGNUP & RE-ENGAGEMENT CAMPAIGN SUMMARY

OVERVIEW

- We mailed postcards to households without library cards in 4 neighborhoods surrounding the library. We also sent emails to people in those same areas who haven't used their cards in 12 months.
- These neighborhoods were chosen because transportation is less of a barrier to accessing the library for residents living there, and there's a high concentration of households with children, which are two traits that we know are more likely to lead to active library cardholders. Plus, these areas include a higher number of minority and low-income residents that we are trying to connect with.
- We sent out 2,800 postcards and 6,500 emails. The total project cost was \$5,200, which included data analytics that identified households without library cards through our third-party vendor OrangeBoy, plus postcard printing/processing through GT Graphics and postage.

RESULTS

Mailers

- 196 households that received a postcard signed up for a library card during the first 4 weeks after the postcard was sent. That amounts to a 7% signup rate, which OrangeBoy indicated was **strong** for a campaign this size based on the work with they do with other libraries.


Emails

- 1,278 of the 6,563 email recipients (19.5%) used their library card in a measurable way after receiving the email, such as checking out library materials, using e-resources or a library computer.


NEXT STEPS

- We are planning another postcard mailing plus an expanded email campaign for 2025.

Email



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Your library card brings you **FREE** access to over 2 million books, ebooks, audiobooks, video games, music CDs and so much more.


In a hurry? You can search the [Monarch Catalog](#) to request items and schedule a quick pickup using the first-floor holds shelf, curbside pickup or try our new 24/7 outdoor holds lockers.

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<p>Libby</p>	<p>hoopla</p>	<p>Kanopy</p>

VISIT CULTURAL DESTINATIONS FREE!




Did you know you can use your library card to check out free passes to dozens of museums, state parks, historical sites and other attractions throughout Wisconsin?

Our Experience Pass collection includes free passes to the Milwaukee County Zoo, Green Bay Packers Hall of Fame, Above & Beyond Children's Museum, Milwaukee Public Museum and more.

[View Experience Passes](#)

EXPERIENCE COLLECTION



Need a cake pan, balloon pump, energy meter or other gadget for a one-time project? Or looking for a fun activity for the weekend but need to save money?

Our Experience Collection features a wide range of nontraditional library materials such as gadgets, tools, games, kits, electronics, and more — all available to check out for free with a library card.

[View Experience Collection](#)

MEAD PUBLIC LIBRARY
920-459-3400
www.meadpl.org

HOURS

Monday - Thursday
9 a.m. - 8 p.m.

Friday - Saturday
9 a.m. - 5 p.m.

Closed Sundays

Postcard (front & back)



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SEE WHAT YOU'VE BEEN MISSING!

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Sign up/renew your card in person or at www.meadpl.org. Then bring this flyer and a photo ID to the library to pick up your card along with a voucher for a free item from the Friends Bookstore.



SCAN TO SIGN UP

MEAD LIBRARY
710 NORTH 8TH STREET
SHEBOYGAN, WI 53081