

# 2025 SEPTEMBER LIBRARY CARD SIGNUP & RE-ENGAGEMENT CAMPAIGN SUMMARY

## OVERVIEW

- We mailed postcards to households without library cards located in 4 of the census tracts closest to the library *that were not included in last year's mailing* (last year targeted the areas bordering the library). We also sent emails to people in those same tracts who haven't used their cards in 12 months.
- These neighborhoods were chosen as there's a high concentration of households with children, which is a trait that we know is more likely to lead to active library cardholders, and their relative proximity to the library may make library visits somewhat easier. Plus, several of these areas include an above-average number of low-income residents, who may benefit most from our services.
- We sent out 6,900 postcards (up from 2,800 a year ago) and two separate emails to about 6,700 people. The total project cost was \$3,988, with about 70 percent of that cost being printing/processing and postage and the remainder being data analytics that identified households without library cards through our third-party vendor OrangeBoy.

## RESULTS

### Mailers

- 282 households that received a postcard signed up for a library card during the first 4 weeks after the postcard was sent, which amounts to a 4% sign-up rate and was in line with similar campaigns at other libraries.
- That's below last year's 7% sign-up rate, but that's not entirely surprising as a year ago we targeted the neighborhoods surrounding Mead, which presumably had the highest probability of success given that they are all within walking distance, making trips to the library more convenient. The neighborhoods in this year's mailing were selected from the next closest neighborhoods, but all require a car trip, bus ride, etc, and would not be walkable in most cases.

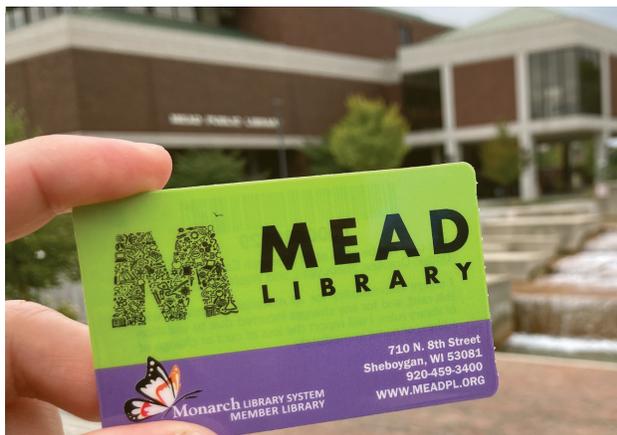
### Emails

- 18% of the lapsed cardholders who received an email 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. This was consistent with a year ago.

## NEXT STEPS

- We are planning another postcard mailing and email campaign for 2026 likely chosen from areas not yet included in our first two campaigns.

# Postcard (front & back)



**M MEAD**  
LIBRARY  
710 NORTH 8TH STREET  
SHEBOYGAN, WI 53081

## SEE WHAT YOU'VE BEEN MISSING!

A Mead Library card brings you **FREE** access to over 2 million books, ebooks, audiobooks, video games, movies and music CDs, along with access to streaming services, library events, museum passes and more.

Sign up/renew your card in person, or visit [www.meadpl.org](http://www.meadpl.org). Then bring this flyer and a photo ID to the library to pick up your library card.



# Email #1



SEE WHAT YOU'VE BEEN MISSING



Your library card brings you FREE access to over 2 million books, ebooks, audiobooks, video games, music CDs, movies 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 24/7 outdoor holds lockers.

[Search Catalog](#)

FREE STREAMING + AUDIOBOOKS + eBOOKS



Download ebooks, audiobooks and magazines

[Libby](#)



Download & stream audiobooks, movies, tv series, ebooks, comics and music

[hoopla](#)



Download & stream docs, film festival favorites, indie films & world cinema

[Kanopy](#)

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 VHS digital converter, balloon pump, soil tester or other gadget for a one-time project? How about a karaoke machine, telescope, party game, metal detector or other activity for the weekend that won't cost money?

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

[Tools, Tech, Hobbies & More](#)

[Kids STEM Kits](#)

[Storytime Kits & Tonie Boxes](#)

[Movie Geek Boxes](#)

[Toy + Book Kits](#)

[Book Club Kits](#)

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*

# Email #2



UNLIMITED ENTERTAINMENT ON YOUR TIME



Accessing the more than 2 million books, ebooks, audiobooks, video games and music CDs available FREE with your Mead Library card is now easier than ever!

Simply search the [Monarch Catalog](#) to request items in advance and schedule a pickup using the first-floor holds shelf, curbside pickup or try our 24/7 outdoor holds pickup lockers.

[Search Catalog](#)

[Using Your Card](#)

YOUR MOBILE LIBRARY CARD



Monarch2Go



Download our app and leave your library card at home.

The [Monarch2Go app](#) allows you to search the Monarch Catalog, manage your entire family's accounts in one spot and store your card digitally.

[Learn More](#)

FREE DIGITAL ACCESS TO CONSUMER REPORTS, SHEBOYGAN PRESS, NEW YORK TIMES & MORE



Your library card brings free digital access to dozens of online resources, including:

- Consumer Reports
- Mango Languages
- Morningstar
- New York Times Digital
- Sheboygan Press

[View All](#)

COPY, PRINT, SCAN, NOTARY + MORE



Mead offers computer access, faxing, scanning, printing, copying and free WIFI.

Notary services are available by appointment by calling 920-459-3400, ext. 8.

UNABLE TO VISIT THE LIBRARY?

[Learn More](#)

We offer free home delivery to Mead cardholders with significant short-term or long-term barriers to visiting the library.

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