

# Touch-A-Truck No. 5

Planning and executing  
a large scale program  
at your library.

**Martha A. Buckner**

Extension Services – Bookmobile and Senior Outreach

**ASHLAND PUBLIC LIBRARY**

224 Claremont Avenue Ashland OH 44805

419-289-8188, ext 22

[mbuckner@ashland.lib.oh.us](mailto:mbuckner@ashland.lib.oh.us)

[www.ashland.lib.oh.us](http://www.ashland.lib.oh.us)

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# About Ashland

- Ashland County covers 424.4 square miles.
- The estimated population is 54,727.
- The estimated population for Ashland city is 21,852.
- There are 1,070 farms covering 162,000 acres with cash receipts totaling \$66,956,000.
- There are two public libraries. Ashland Public Library and Loudonville Public Library located in the southern part of the county.
- Ashland Public Library has 33,414 card holders and 419,026 items in the collection. The operating budget for 2007 is \$1,309,557.



# Identify your program.

- Why?
- What is it all about?
- Where will it be?
- When?
- Who are your participants?
- Who is your audience?
- What is it going to cost?



# Why?

- Inspired by the ongoing interest many young library patrons have in heavy machinery books.



# What is it all about?

- Hands-on and family-focused
- See trucks up close
- Touch the trucks
- Ask questions



# Where will it be?



- Library parking lot
- Adjacent municipal lot
- County parking lot adjacent to municipal lot



# When?

- Inside or outside?
- In conjunction with other library or local event?
- Coordination with another facility?
- Scheduled during regular library hours?
- For a few hours or stretched out for several days?



# Who are your participants?

- City, county, and state
- Local business
- Military posts
- Public schools
- Private individuals



# Who is your audience?

- Library patrons and non-patrons
- Library staff
- Library trustees
- Friends group
- City, county, and state officials



# What is it going to cost?

- Staff time
- Office supplies and postage
- Advertising
- Refreshments



## Where will you get the money?

- Department budget
- Friends of the Library
- Grants
- Donations

# Keep detailed notes

## What worked

- Free cookies
- Feeding lunch to the participants
- Poster contest

## What didn't work

- Lemonade – attracted bees!
- Noon horn blow – too difficult to coordinate
- Certificates of participation – unnecessary extra work
- Lots of handouts
- Paper plates for participants' lunches
- Coffee & donuts for participants



# What to do next year

- Lots of bottled water for participants
- Water instead of sweet drink for visitors
- Clamshell style food containers for participants' lunches
- Include “certificate of participation” with thank you letter



# Expect the unexpected!

...and be prepared next time

- On-camera television interviews
- On-air radio interviews
- Participants asked for water
- Unexpected participants
- Participant no-shows
- Parking lot in use by someone else
- Visitors show up early



# Types of correspondence...

- Request for permission to use facilities
- Invitation to participate in event
- Press release
- Request for donations
- Confirmation of participation
- Thank you for use of facilities
- Thank you for participating
- Thank you for donations



# All correspondence...

- Use official letterhead
- Use professional format
- Include your contact information



address  
phone  
email

- Name, date, and time of event
- Location
- Will be mentioned in promotional literature
- May include deadline for reply

# First year correspondence...

- Reason
- Purpose
- What you hope to accomplish



Mention the success of similar programs – at your library or elsewhere

# Future correspondence...

- Mention success of previous event(s)
- If previous participant – thank you for past participation
- If new participant – want to showcase your vehicle/business/talent...
- Use catch phrases



# Develop catch phrases

Library patrons ask about the event all year long and look forward to it.



**Touch-A-Truck** has always been well received with lots of smiles, compliments, and requests to repeat it.

The event promises to bring in many families and will be an excellent showcase for your special vehicle(s).

# Ashland Public Library presents

# Touch-A-Truck No. 5



NEW for 2007  
STARKEY GLASS  
J & L LOCKSMITH  
RUSS CHAPMAN  
BUREAU OF  
CRIMINAL INVESTIGATION  
ASHLAND IMPLEMENT  
SIMONSON CONSTRUCTION

drawing by TY BOLEN ■ age 7 ■ Hillsdale Elementary  
*drawing contest sponsored by The Cookie Cafe*

## Saturday, August 4, 2007 10 A.M. to 1 P.M.

Ashland Public Library 224 Claremont Avenue  
Ashland, OH 44805 419-289-8188 ext. 22  
www.ashland.lib.oh.us

In cooperation with the City and County of Ashland and community businesses.

# Poster

- Original artwork & artist

get permission from parent/guardian

- Library name, address, phone, website

- Location

if different from library

- Event name

- Date

- Time

- All participants