



TURNING OUR PATRONS INTO OUR BIGGEST CHEERLEADERS

A 90-minute webinar



"Cheerleading is more than a sport; it's an attitude." Author Unknown

1) What words do you think of when you think of "cheerleader?"

a) _____

n) _____

b) _____

o) _____

c) _____

p) _____

d) _____

q) _____

e) _____

r) _____

f) _____

s) _____

g) _____

t) _____

h) _____

u) _____

i) _____

v) _____

j) _____

w) _____

k) _____

x) _____

l) _____

y) _____

m) _____

z) _____

2) Which of these words are "missing" in **your** patron/library dynamics?

3) Who are your competitors?

Why is knowing about our competitors important?

4) Let's look at the words by "groups" – what types of programming – offerings – connections – community events - activities – ***interactions*** might ***encourage the following attributes from YOUR patrons?***

Loyal, champion, committed, "a tradition" ...

Enthusiastic, vocal, expressive, dynamic ...

Admirer, promoter, supporter, booster, friend, part of the team, squad ...

Encouraging, confident, focused, spirited, positive ...

Prominent, competitive ...

And

5) Let's look at some "basics" ~

- What **questions** are most often asked in your library? Can you "answer them **before** they are asked?"
- What **information** is most requested? Can you provide a "template" or some other way of streamlining the answers?
- What **activities** are most well received? Can you expand, tweak, or do more often...?
- List **3 things** (or more ☺) in your library that many of your patrons may not know about:

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____

How can you get the word out about **one of these programs/activities/resources?**

- 6) Don't give _____ for not being able to serve them better (policies, rules, budgets).

If there is a "reason" you can't do what would make them happy, use that as an opportunity to _____ and determine if something needs to be changed.

- 7) Are you more interested in being _____ or taking the opportunity to **turn your patrons into cheerleaders?**

"Ask not what your patrons can do for you; ask what you can do for your patrons!"

What is one tip/suggestion/reminder that we have discussed today that you will **start with** to turn your patrons into your biggest cheerleaders? Please be specific 😊

What is **one program/offering** that your library offers that may be a bit unique?

And then...how can you make sure your community knows the value of your library on an ongoing basis?
