



HOME OF THE HARRIET P. HENRY CENTER FOR THE BOOK

# Planning

Here are some things to think about as you develop your program. Click on any of the sections for more comprehensive information.

## One Book: One Community

### **Creating Your Team**

Bringing together people with the right knowledge, resources, and specialties is key to pulling-off a successful program. Finding the right people will do far more than lighten your own workload!

### **Book Selection**

There are many wonderful titles to choose from, and the success of the program will depend, to a large extent, on selecting a book with broad appeal that will engage your community.

### **Community Outreach**

Reach-out far and wide into your community in order to elicit sponsorship, volunteer assistance, promotional materials as well as participants in your program.

### **Creating Promotional Materials**

Maine programs have implemented a potpourri of promotional materials, including bookmarks, flyers, handouts (including 'interim' handouts used to take advantage of momentum and public interest before all events are confirmed), pins, posters, press releases, stickers, and tote bags. They run the gamut, utilizing black ink, full-color, white paper, specialty paper, simple or sophisticated design.

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.....  
This *One Book:  
One Community* resource  
has received support  
from the Maine Community  
Foundation and the  
citizens of Maine.



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### One Book: One Community

**Budget/Funding** One Book programs have been offered in Maine at a cost ranging from a few hundred to several thousand dollars. The ambitions of the program can be geared to the available resources, and actual out of pocket expenses can be kept low by enlisting volunteers and in kind contributions. Expenditures to consider include book acquisition, advertising and promotion, design, and programs and presenters

**Evaluating** If you wish to assess your program chiefly on its own merits, or with an eye toward future programs, it will be invaluable to spend the time evaluating all facets of your efforts. This information will also be welcomed by others after you if you choose to share your experiences on this Maine Humanities Council OB:OC resource.

Please consider whether you will wish to share your program experiences with others in the One Book community. You will be able to share by furnishing your finished program details to us for listing in our Maine Programs section. If interested in this option, you may want to download our submission form now so that you can familiarize yourself with the information and materials we will ask for. Of particular note is information and suggested release forms for any program photography involving people.

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## Creating Your Team

One Book:  
One Community

Find other organizations to partner with yours. Look for partners who can bring financial, public relations and/or organizational expertise to the team. Representatives from these partners, as well as interested community members, can then help plan, organize, promote, and run your One Book program. This not only shares the workload, it:

- ensures that there is a wide range of ideas about programs and book selection;
- helps create greater “buy-in” from the community;
- creates a larger network for raising funds, organizing programs, and getting the word out;
- offers an opportunity to form new partnerships.

### Things to consider:

- Identify and invite potential planning group members early in the planning process, making sure that each major partner is represented.
- At the first meeting, after you introduce the One Book concept, set goals for the program together. What do you hope this will do for the community? What audiences do you want to include? The answers to these questions will guide the committee in its book selection and decisions about the timing and kind of programming.
- Setting a budget is an important task, even though at the outset you don’t know how much money you will be able to raise. You can add or subtract events as you when your funding picture becomes clearer.
- Keep all planning group members informed throughout the planning process, calling on their help as needed.
- Be sure to acknowledge all partners in your communications with the public, the media, and in all publicity materials. It is usually sufficient to name the partnering organizations, though you may also wish to credit and thank individuals as well, especially if they are well known in the community.

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# Book Selection

## One Book: One Community

Selecting a book is one of the most challenging and important aspects of a One Book program. There are many wonderful titles from which to choose; and the success of your program will depend, to a large extent, on selecting a book with broad appeal that will engage your community. A representative committee is the first step in testing out a book choice. You might also want to survey the community (at the library or through the local newspaper, for instance) although it's probably better to present a short list from which to choose.

### **However you choose to proceed, here are some criteria to consider:**

- Is the author still living? If so, the possibility of an author appearance can add to the book's (and program's) appeal.
- Is it by a Maine author? Whether or not a personal appearance by the author is envisioned, a book by a Maine author can be a good draw.
- The book should be readily available. Paperback format is desirable as it is inexpensive and actually preferred by some readers. Ideally, the book should also be available in large print and audio format. You could even consider books available in the languages spoken in your community to include the broadest possible audience in the reading and discussions.
- The book should appeal to a broad cross-section of your target audience. In practical terms, it should not be too difficult for the average reader. Think about how to describe the book — can you do it in a catchy sound-bite?
- As you will see from the list of titles used in Maine's One Book programs, both fiction and non-fiction have been selected. Whichever you choose, the book should be substantial enough to engage the interest of serious readers and make for good discussion. Does the book raise universal themes, and/or lend itself to a variety of questions and directions to explore?

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- Although sometimes the more relevant a book is to your community in terms of character, setting, or author ties, the more your audience will connect with it, and with your program, there is much to be said for using books that take readers to other times and places. The book list will give you ideas.
- Is the author still living? A Maine author? If so, the possibility of an author appearance can add to the book's (and program's) appeal.
- Whether or not a personal appearance by the author is envisioned, a book by a Maine author can be a good draw.
- The book should be readily available. Paperback format is desirable: it is inexpensive and actually preferred by some readers. Ideally, the book should also be available in large print and audio format. You could even consider books available in languages spoken in your community to include the broadest possible audience in the reading and discussions.
- Is the book's content appropriate and engaging for both adult and young adult readers? Some One Book programs have included "companion" books for younger readers and listeners, so that the programs and events can be intergenerational.
- Is the book required reading in your local school or college? Could it be? This is a natural tie in and an opportunity to boost participation.
- Has your proposed title already been featured in a One Book program in Maine? This could give you excellent suggestions for speakers, programs and tie-ins; some Maine communities have even passed along publicity materials and giveaways. On the other hand, if a community nearby has already used your proposed title, you might want to select another one if you want to attract participants from that community.
- Are film or theater adaptations of the book available? Incorporating many different media can enhance your program.
- People learn and communicate in different ways; the more dimensions you can build into your programming, the more it will engage participants and connect them with one another.



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## Community Outreach

### One Book: One Community

- Your program goals can serve not only as a useful reference and focal point for shaping the event, but also as a marketing tool to elicit support and participation from sponsors and the public.
- In some communities, Friends of the Library play a major role. In addition to possible funding, they can be an invaluable source of volunteer assistance to plan and even present programs, and building awareness of the One Book event in your community.
- Spread the word through your local school system, PTA or PTO, civic organizations, chamber of commerce, museums, and municipal government as well as community leaders, businesses and individuals, whether they are current library users or not. They may be able to offer programming or in-kind assistance such as promotion, or an event venue.
- Don't forget to connect with local post-secondary and adult education partners.
- Publishers may sometimes be willing to make significant in kind contributions (publicity materials, giveaways, etc.) when one of their titles is selected for a community read.

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# Creating Promotional Materials

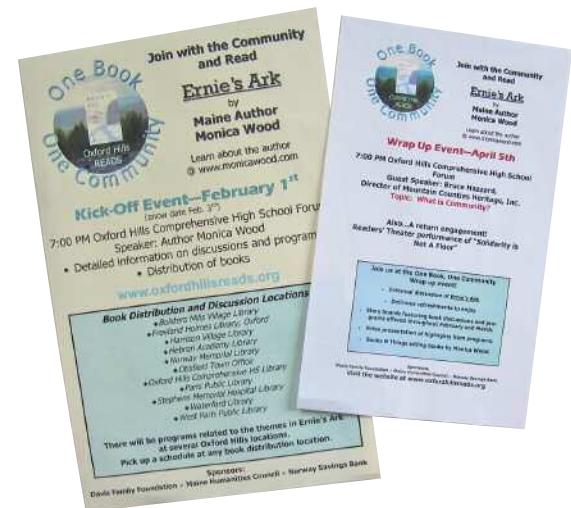
Here is a small sampling of materials.

One Book:  
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## Bookmarks



## Posters



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### Brochures



### Pins and Stickers





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## Budget/Funding

### One Book: One Community

One Book programs have been offered in Maine at a cost ranging from a few hundred to several thousand dollars. The ambitions of the program can be geared to the available resources, and actual out of pocket expenses can be kept low by enlisting volunteers and in kind contributions.

Mapping out a budget and identifying funding needs is an important first step toward rounding up financial support. Below are some general guidelines and resource suggestions.

- Generally, the greatest portion of the budget is allocated to book acquisition. Estimate how many copies will be required, and of that number, what fraction will be added to the circulating collection, provided for discussion facilitators, given away, or sold.
- **Advertising and promotion are absolutely necessary**, although the cost can be startlingly high. Some One Book organizers have partnered with local print shops or newspapers for discounted or pro bono services to keep these expenses down. **Remember, if your community members don't know about the program, they won't participate!**
- Design costs can also be a major expense, especially the first year, but it is an investment because well designed materials can be updated and edited for subsequent programs, particularly if they are designed with this in mind. A professional graphic designer or talented volunteer may be willing to donate his or her services; or with appropriate hardware and software, this can sometimes be accomplished by staff, in-house. The same holds true for creating and maintaining a web site. Some programs host a competition with a modest cash prize for the winning logo, poster or bookmark designs.
- Another typical expense is for programs and presenters. Speaker fees, materials, refreshments, space rentals can all add up, but they are often donated.

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- Friends of the Library often underwrite a substantial portion of the cost of community read programs.
- Possible Grant opportunities: Maine Humanities Council, Friends of Maine Libraries, and the Maine Community Foundation

Keep a record of your income and expenditures as you go, to assist in evaluating and future planning. If possible, log staff time and a description and estimated value of in-kind contributions.

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# Evaluating

Distribute brief evaluation surveys at each event, as well as at the circulation desk and other strategic locations, and encourage participants, facilitators and presenters to complete and return them.

**Remember:**

- Look back at your goals for the program. Was it your goal to attract people of a variety of ages? Or those who do not regularly visit the library? Ask questions in your evaluation that will allow you to see if these goals were met.
- Have a staff member or volunteer count and note attendance at each event for your records.
- Monitor newspapers for editorial endorsements and letters to the editor, as well as news clippings pertaining to the program.
- Ask for suggestions for next year's book.
- Schedule a wrap-up meeting of your One Book planning group to debrief, compare perspectives, and make notes for next time. Record minutes of this meeting, to kick off the next planning session.

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