



Palatine **LIBRARY** District

Member Appreciation Month

April 2022

Submitted by
Andrea Lublink, Communications Manager
Guadalupe Colin, Youth and Teen Services Assistant Manager

Summary

National Library Week (April 3 – 9, 2022) was celebrated the whole month of April this year at Palatine Library. We incorporated a campaign; “Come Back – We Miss You!” that invited our community to come back to the Library and check out all the cool, new stuff we added during our renovation. After a difficult two years of dealing with Covid-19 and a library renovation, we noticed that attendance numbers were still low compared to pre-pandemic. It was important for us to invite members to our renovated space and encourage them to try out all the new services.

Like many businesses, the Library has seen a slow return to “business as usual” as a consequence to the pandemic. The Library has tried several strategies to attract members to come back: incorporating virtual programming, celebrating the end of the renovation with a grand opening event, and repeating the benefits of the renovation in the print and email newsletters.



Goals

- Encourage current members to come back and visit the Library and to thank them for being faithful and frequent library users.
- Encourage new members of the community to come visit and check out our services.
- Active members will spread the word in the community.

Our Plan

Our “Come Back – We Miss You!” campaign invited our community to come back to the Library and check out all the cool, new stuff we added during our renovation. As an incentive, we held weekly prize drawings for members to enter for a chance to win a gift card. Basically, as people came in and used the library in any way (i.e., check out anything, use a study room, attend a program, use a computer, and countless other things), they received an entry from staff to enter our weekly drawing. We conducted the drawings during the whole month of April, with winners pulled every Friday. Our Friends of the Library group graciously agreed to give us \$500 to purchase 20, \$25.00 Target gift cards, for five winners each week (including 1 winner at each branch). Each week staff pulled three winners for the Main Library, and one winner from each Branch. We received a total of 2,758 entries from all three locations.

We promoted this campaign in our [newsletter](#), right before a page dedicated to “30 Free Things You Didn’t Know You Could Do with Your Library Card.” We put up signage in the building and at all the service desks. We heavily promoted this on our website and in email marketing. Staff created a [TikTok](#) to help promote all the activities they could do in order earn an entry.



RESULTS

New Cardholders

We promised that brand-new cardholders would receive double entries. More than double the number of people came in to get new library cards than the year before.

	April 2021	April 2022
Main	112	314
Online	41	42
NHB	8	11
RRB	3	8
Total	164	375

Door Count Statistics

Door count was up to **23,531**. This is the highest since the pandemic, with the exception of June and July last year, (24K each) which are always our highest months.

DOOR COUNT	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
2018-19	45,281	42,085	34,743	41,605	38,158	35,629	35,783	35,478	39,741	37,159	38,806	45,084
2019-20	42,585	38,799	33,711	39,425	36,254	32,349	35,770	35,341	8,672	0	0	63
2020-21	14,091	14,883	15,139	16,526	12,508	4,834	4,315	13,118	8,736	16,684	17,743	24,166
2021-22	24,177	22,066	19,374	20,881	22,408	19,981	17,256	18,444	21,985	23,531		

Circulation

Circulation was not only **14% higher** than last April, it surpassed April 2019!

CIRC	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
2018-19	128,150	114,694	100,274	103,781	98,572	97,950	104,895	97,861	109,298	99,093	98,798	120,265
2019-20	139,207	122,962	114,473	116,536	112,108	108,646	117,151	110,752	68,253	23,631	26,030	62,908
2020-21	92,884	101,621	89,280	108,165	99,171	85,162	62,381	81,901	96,754	90,021	92,989	110,718
2021-22	116,824	105,339	94,491	100,904	97,292	98,497	103,258	95,324	108,687	104,906		

Conclusion

Our efforts to bring in more members and provide a chance for them to win a small prize was a success, with little cost and moderate amount of work from staff. We are pleasantly surprised by the significant increases in the above statistics!