



# BINGE BOX

All-ages service starting January 2020

Carol Stream Public Library





# INTRODUCTION

Passive programs during our 2019 remodel. . . that continued into pandemic and beyond!



2018



2019



2020



# INTRODUCTION



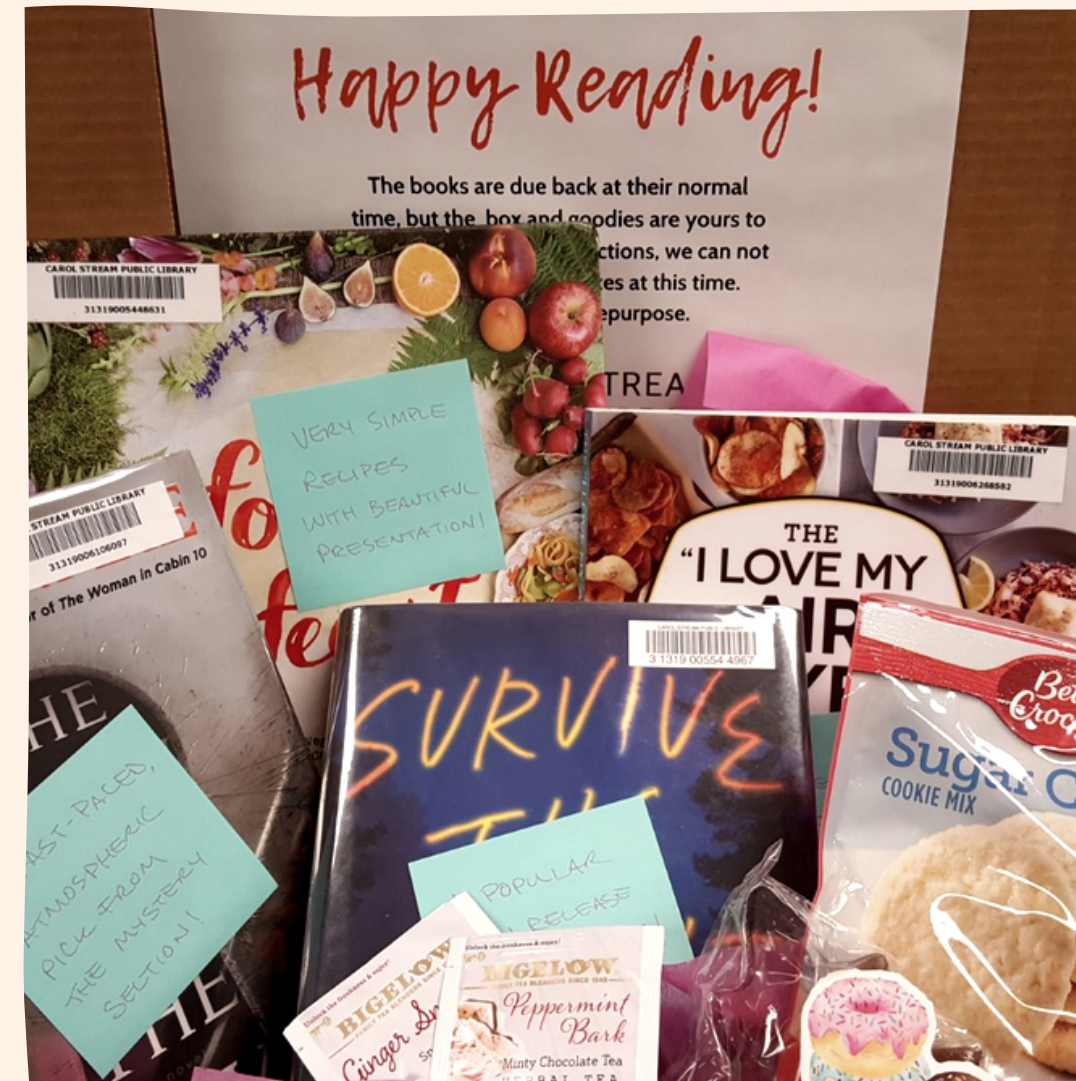
Unboxing of one of our new Binge Boxes 🤯🍷 These can currently be...

2 years ago · 637 views



## Adapted for all ages

Started by a Librarian in Youth Services with middle school focus



## Basics

Marketing description: A box full of books hand-selected for you by our librarians, plus treats and small gifts to brighten your day!



# SPINOFFS



Binge Barks



Binge Bakes



Movie Night

Birthday, holidays, heritage/history months, astrological signs, ebooks



# FRAMEWORK

## REQUESTED

Do you have a library card? \*

☒ No

☐ Yes

Library Card

First Name \*

Last Name \*

Age

0 - 3 months ▼

Email Address

Please tell us your preferences on the following 3 things. The more details, the better! 1. Format (regular print, large print, audio), 2. Genre (mystery, non-fiction, romance, etc.), 3. Tell us about a book you enjoyed and what you do not like. \*

## CONSTRUCTED

Staff initial in calendar registration. 7 day turnaround

Special Notes

RM 6/2

AM 6/3

JE 6/3 (CSPL card not found- emailed patron,

JE 6/3

- **Box:** label, fill with tissue, giveaways, and promos
- **Books:** select, write sticky notes, checkout to patron with extended due date, keep track in shared Excel file.



## PICKUP

- **Email:** Standard email that the box is ready including pick up by/ due dates.
- **Location:** Behind circulation desk, curbside





# SOURCING AND \$



## Boxes

**Garveys:** \*NON-BRANDED "Deluxe Literature Mailers, 15 1/8" x 11 1/8" x 4", White, 50/Bundle" SKU: BOXMFL15114 Your Price: \$98.10/PK (\$1.92/each)

**Packlane:** Come pre-decorated with our design. 18 x 12 x 4, 250/Bundle (~\$4.36/each)



For:

Pick up by:

Books due:

## Labels

**Canva:** Designed and printed in-house with brand colors. We put a different color label for children's and adult.

- 11x17 paper for the top
- 8.5x11 sign inside
- Name/Pickup/Due Date on front



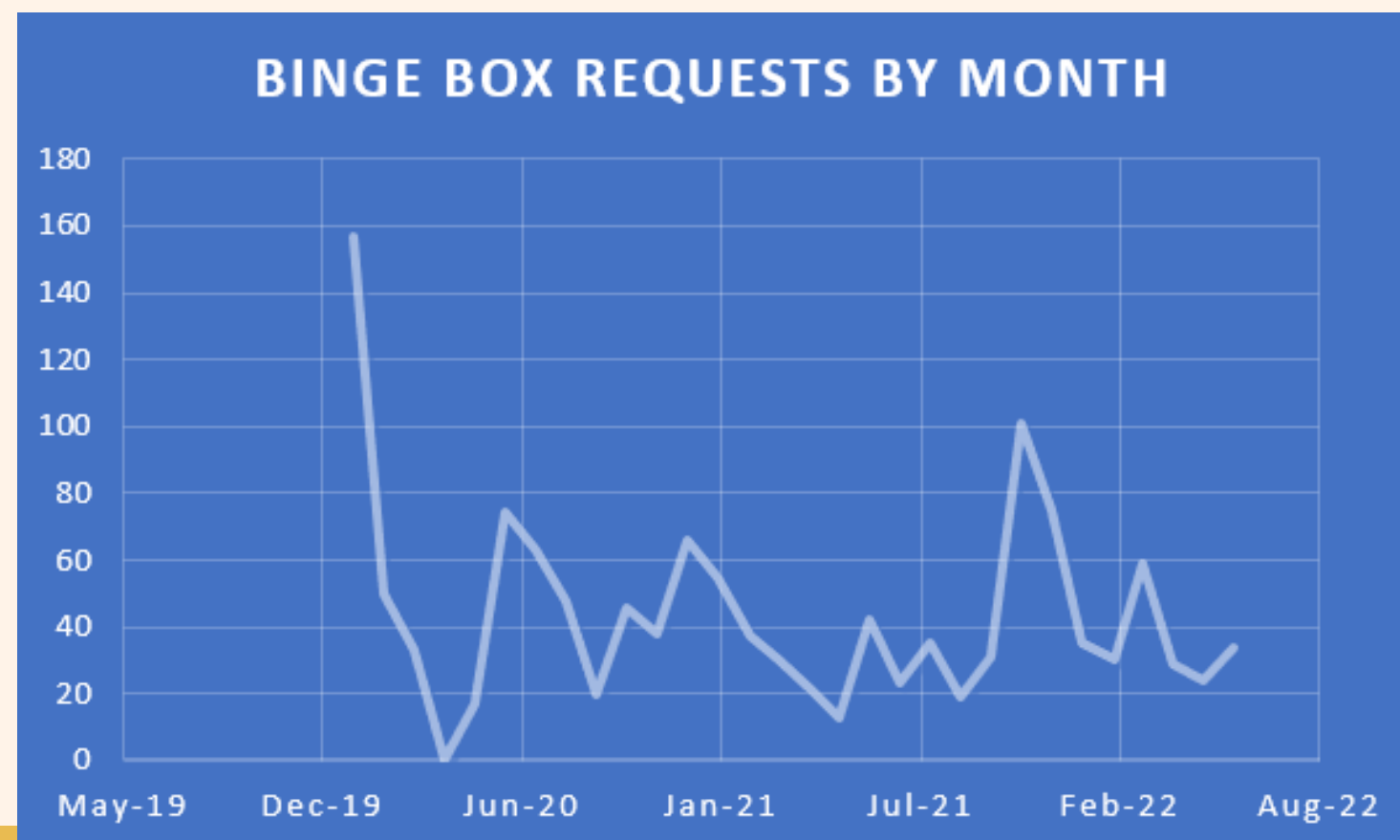
## Giveaways

**Amazon:** Or any other source you use

- Chips/popcorn (plain, under \$1)
- Sweets (no summer chocolate)
- Cheap giveaway (stickers, bookmark, origami patterns)
- "Centerpiece" giveaway (cookie cutters, crazy straws, gel pens, glow sticks, flags: under \$1)



# ANALYSIS



## BOOKS SENT

4 books per box, 1306 boxes sent  
= 5224 books we have hand picked for checkout!

Averages:

43 boxes/month

\$5/box = \$200/month

3 requests/user

20 hours staff time/month

## UNIQUE USERS

464 unique users (Adult)  
25% joined in last 9 months  
Program has been going for 30 months

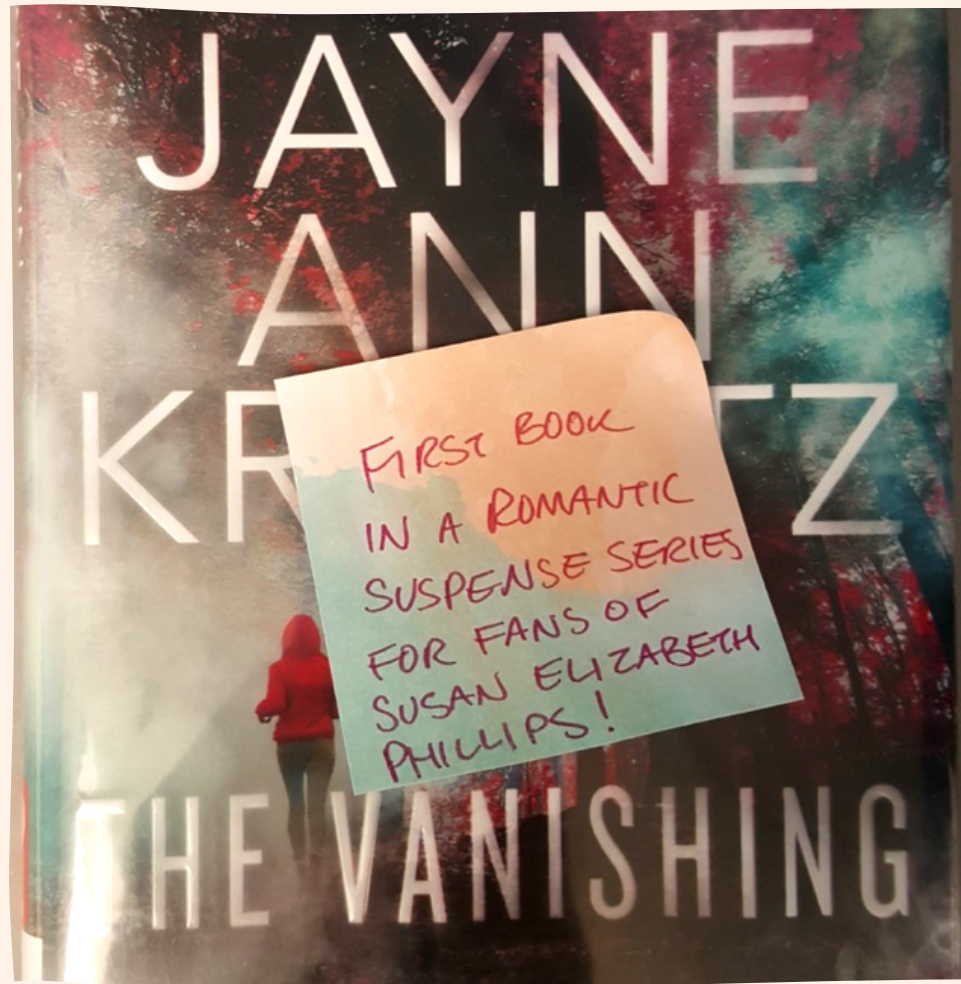


# RESULTS



## FEEDBACK

Many thanks and compliments.  
Posting and tagging on social media  
(picture = patron Yelp reviews of CSPL).  
Develop connections with new regulars.



## ENGAGEMENT

A conversation.  
A very, very, slow conversation!



## READERS ADVISORY

Team effort.  
Self-discovery moment for patrons.  
Novelist, Goodreads, etc.





First-time gamers playing  
Just Dance on Xbox 360 Kinect

# THANK YOU!

**In conclusion, visit your Youth Services Department  
to find fun projects adaptable for adults!**