



# FRESH START MARKETING

*On a Tight Budget*



# EUREKA

PUBLIC LIBRARY



Objectives

Evaluate- Audit current materials

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Branding-Consistent  
visual elements

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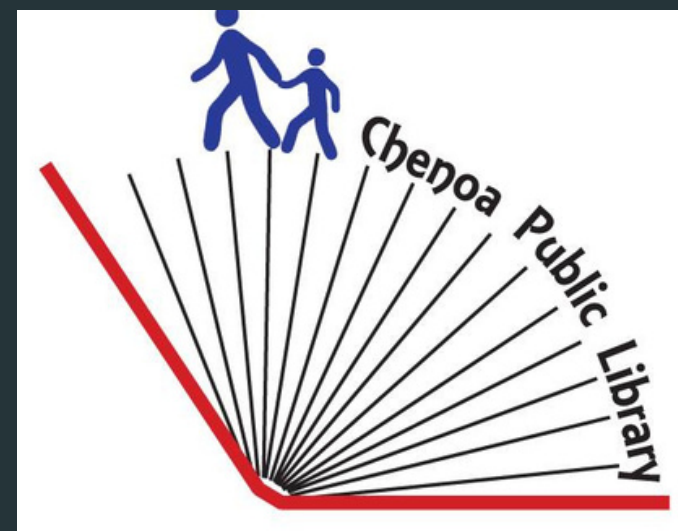
Save Time- Templates  
that can be reused or  
used in different  
formats

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Coordinate- Create a plan to cover print and  
social media instead of thinking of it as two  
separate plans

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# EVALUATE





### DIY Paper Christmas Trees

Make-it Take-it Craft for grades 4-6 and older  
December 6-11  
Each day after school.

### POP-UP ART PARTY

Tuesday, December 5  
3:30 – 4:15 pm  
Grades 4-6

Artists will use paper engineering techniques to make Christmas pop-ups.



### Snowy Blow Reading Program

Use cold, snowy blowy January days to read for fun or information.  
For ages 3 through 6<sup>th</sup> grade.

- Pick up a book log in December.
- Read a winter-themed book each week in January.
- Bring your book log in each week for a sticker.
- When the month is over, pick out a new book to take home for a February winter day.



### SIGN UP FOR ANIMAL ANTICS

#### Stretching Fun for Moms & Kids

Thursdays  
January  
4, 11, 18 & 25  
9:30 am

Moms and kids ages 1-5  
Register by December 21.





# PUMPKINS, PARADES & PIES: EUREKA'S PUMPKIN FESTIVAL PAST

TUESDAY, OCTOBER 27

7 PM

LIVE ON ZOOM

EUREKA  
PUBLIC LIBRARY   
*History  
Programming*

# BRANDING



## MEDICARE MADE CLEAR

MONDAY, APRIL 1ST  
6 PM  
EUREKA PUBLIC LIBRARY  
202 S. MAIN  
309-467-2922

A free informational presentation will be held at the library April 1st. This presentation is ideal for anyone who wants updated information on Medicare Parts A-D or Medicare Supplements.

All are welcome and preregistration is available by contacting the library at 309-467-2922. For further information, please contact Julie Bicksler at 309-231-5371 or at [bixmix7@gmail.com](mailto:bixmix7@gmail.com).

# 2019

## MEDICARE MADE CLEAR

THURSDAY, OCTOBER 8  
3 PM  
LIVE ON ZOOM

EUREKA  
PUBLIC LIBRARY  
Senior  
Programming

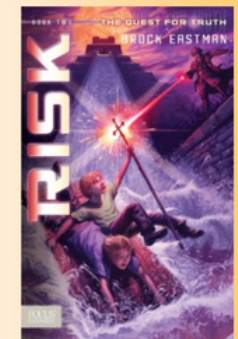
## AUTHOR BROCK EASTMAN



THURSDAY, JANUARY 2  
6:30 PM

EUREKA PUBIC LIBRARY  
202 S. MAIN

FREE PROGRAM. BOOKS WILL BE  
AVAILABLE FOR SALE & SIGNING.

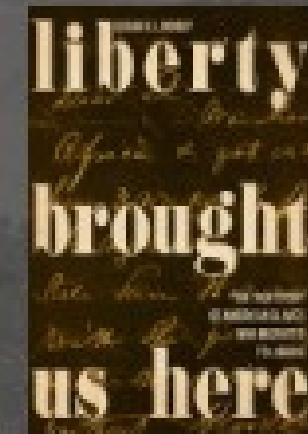


Young adult and children's author Brock Eastman will be giving a special presentation about his journey to become a writer and giving a reading from a recent book. Eastman, a 2002 graduate of Eureka High School, is the author of the popular Quest for Truth, Sages of Darkness, and Hippopolis series. His series offer a fun mix of science fiction, fantasy, and Christian inspiration. He has also written two children's picture books—*Daddy's Favorite Sound* and *Mommy's Favorite Smell*.

## Liberty Brought Us Here

THE TRUE STORY OF AMERICAN SLAVES WHO MIGRATED TO LIBERIA

PRESENTATION BY AUTHOR SUSAN E. LINDSEY



THURSDAY, OCTOBER 15  
6 PM  
LIVE ON ZOOM

EUREKA  
PUBLIC LIBRARY  
Adult  
Programming

CANVA

MS PUBLISHER



# Templates

- *Newsletters*
- *Posters*
- *Bookmarks*
- *Social media posts*





# COORDINATION: PULLING IT ALL TOGETHER





# Coordination = Same But *Different*

- Newsletters
- Calendar
- Website
- Facebook
- Instagram
- Press Releases
- Posters





