

OUTREACH TO DAYCARES AND PRESCHOOLS WITH THE INDIANA EARLY LITERACY FIREFLY AWARD

Partner for success!

HI. I'M ABBY.

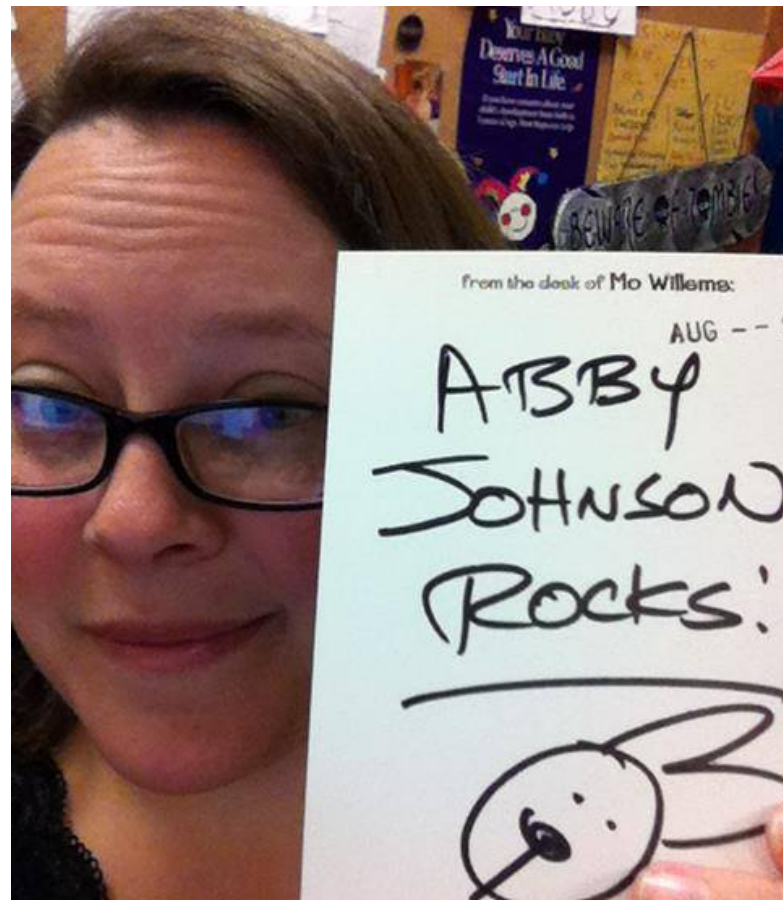
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WHAT TO SAY TO YOUR DIRECTOR/BOARD

- Early literacy!
- Strengthening/building relationships!
- Civic engagement!



WHAT'S IN IT?

- 5 canvas bags (\$13/ea)
- 50 tag holders with zip ties (\$14)
- 25 hardcover picture books (avg \$13/ea)
- Printing 5 program guides + extra (\$100)
- Printing 500 ballots (\$125)
- Total budget = \$629 for 5 kits



<http://www.abbythelibrarian.com/2019/03/firefly-book-award-kits.html>

FUNDING IDEAS

- Materials budget
- Friends of the Library
- Local organizations (Kiwanis, Rotary)
- Community foundations
- Individual donors/businesses
- Program is scalable!



Image credit: Pictures of Money <https://www.flickr.com/photos/pictures-of-money/>

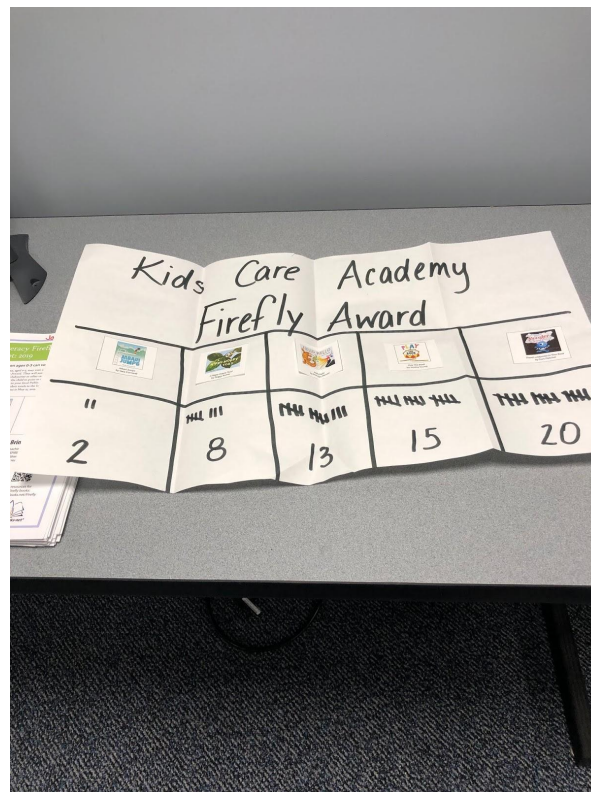
KEYS TO SUCCESS: ELIMINATE BARRIERS

- Make it easy to request
- Offer delivery
- Make cards remotely
- Be flexible
- NO FINES



SUCCESS STORIES!

- Goal = 100 votes
- We collected 196 votes
With the Firefly Kits!
- Excitement about books
- Community involvement
with the library
- Strengthened
relationships with
teachers



IDEAS TO EXPAND...

- Adding family kits
- Contacting larger centers to coordinate
- Additional promotion
- Branding our bags
- More outreach to teachers we haven't worked with yet



WHAT QUESTIONS DO YOU HAVE?

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Feel free to contact me!

