

Incentives -- SRP -- Leader: Kristina Ronald

Incentive, reward to keep kids continually motivated to keep coming back to library; keep the excitement going

Colonie -- Does weekly raffle -- have to finish reading program for the week, then raffles off 1 weekly basket (gets these by sending letters to lots of area businesses, gets things donated) / also do little trinkets

Delaware -- last year for teens -- gave backpack with ARCs, & free Regal movie pass (schools give kids bus pass to get around in Albany)

Crossgates / Colonie Ctr.

Some libraries count time (# minutes) / "BINGO" reading/activities/program attend /

VOOR did a "penny auction" years ago -- get rid of all old prizes -- give kids fake pennies to spend with

For every book kids read, they get a ticket to "vote" for a charity (3 charities, each with entry bucket -- big pretzel bucket). Do this instead of giving cheap trinkets, which parents often do not want. So library donates to the winning organization at the end of the summer. 1 local charity, 1 regional charity, 1 international charity.

Marketing -- school visits

Colonie does a skit, with 4 librarians / most others do school PA announcements or morning messages

Do something "whiz bang" during a school visit (elephant toothpaste, for ex.)

Evening thing at a school -- PTA, parent/teacher nights/Open House/ Kindergarten screening / Literacy nights

Speed-dating with Middle School