

1	SPONSOR	ACTIVITY DESCRIPTION	SCHEDULE FOR ACTIVITY in 2008	COMMENTS
2				
3	<b>CHPL/LB</b>			
4		Gold Library cards	Create in Nov. 07 for Jan. 1	Free to all who join in 2008 – for sale to all others
5		2008 wall calendar	Create Nov. 07 for sale in Dec. 07	Could include historic photos, plans for the new building, dates of various 50th anniversary events
6		Display popular books from each year or decade	Every other month, beginning Jan.	
7		CHPL quarterly insert in Friends newsletter	Jan. 1, April 1, July 1, Oct. 1	
8		Library Drive banners	January, April, July, October	
9		Buttons/Pins	January?	
10		Wrist bands	January	Set of 5 in different colors, earned by readers for some reading activity, perhaps reading at nursing homes?
11		Patches	January?	
12		Movie from every decade?	Bi-monthly, beginning Feb.	
13		National Volunteers Week	March	
14		National Library Week	Mid-April	
15	<b>CHPL/LB cont.</b>	Summer Reading Program theme	April, June-August	Develop in April for June-August program

16		People with animals deliver bookmarks to children in schools? Or some other venue	May, prior to Summer Reading Program and school letting out.	This could be coordinated with the principals of schools, if done in schools. Better chance for kids to talk about bookmarks to parents if some unusual event is accompanying the dispersement of the bookmarks
17		Parachutist deliver bookmarks to children	During Summer Reading Program	Something like....the skydiver drops down in an open space well advertised...."assistants" greet him and collect the bookmarks and disperse to different places around open space to read a book to children and give out bookmarks
18		Temporary tattoos	Summer Reading Program	
19		Mugs	Summer?	
20		T-shirts	Summer?	
21		Staff shirts/jackets	Summer Reading Program	
22		Banned Books Week—50 years!	Late September	
23		Special "read" for teenagers during banned books month....several venues possible	Late September	This would draw in the teenage crowd....those most difficult to entice....they love to protest!
24	<b>CHPL/LB cont.</b>	Staff book cart drill team in parade	Festifall	Need to find additional old book trucks; t-shirts for teams
25		Teen Read Week	October	
26		Doggie Drill Team could be tied in to some activity	December's Christmas Parade?	As Kathy suggested: "'Paws' to read?"

27		In-house display case	Quarterly	
28		ALA graphics poster	Bi-monthly???	
29		Webpage postings	Thru-out year	
30		Story hour themes	Thru-out year	
31		Train speaker teams and seek out opportunities to talk to groups	Thru-out year	
32		Put logo on library services info sheets	Thru-out year	These are handed out to new patrons.
33		Book bags	Thru-out year	
34		Stickers	Thru-out year	
35		Bookmarks	Thru-out year	
36	<b>SPONSOR</b>	<b>ACTIVITY DESCRIPTION</b>	<b>SCHEDULE FOR ACTIVITY</b>	<b>COMMENTS</b>
37				
38	<b>TOWN/OTHER</b>			
39	Town Council	Flags for light poles on Library Dr.		
40	Town Council	Parade from 1 <sup>st</sup> to 2 <sup>nd</sup> to present CHPL location		Have schools create floats with characters from favorite books
41	Town Clerk/Library	Town Communicator	Monthly?	
42	Town Clerk/Library	Historic moments for CHPL in	First Sunday	

		newspaper column of town	every month.	
43	Town Clerk	Create 50 <sup>th</sup> anniversary flag		Present flag to Council to fly over CHPL
44	Parks and Rec.	Run/Walk from 1 <sup>st</sup> to 2 <sup>nd</sup> to present CHPL		
45	Transit	Banners in town buses	July and December?	
46				
47	CHM	CHM sells 50 <sup>th</sup> items	Thru-out year	
48	CHM	CHM –Franklin Street exhibit		
49	<b>TOWN/OTHER cont.</b>			
50	CHM	CHPL display at Chapel Hill Museum		
51				
52	Public Arts Commission	Public art theme	1 art show theme?	KT spoke to Steve Wright 9/11/07 who said he thought PAC could definitely do something after May
53				
54	Downtown merchants	Downtown banners		
55	Downtown merchants	Benjamin Franklin events in coordination w/CHPL		“What are you reading?”
56				
57	Newspapers	Sunday insert		
58	<b>SPONSOR</b>	<b>ACTIVITY DESCRIPTION</b>	<b>SCHEDULE FOR ACTIVITY</b>	<b>COMMENTS</b>
59				
60	<b>FCHPL</b>			
61		Sunday Series Lectures	Sunday(s), 3-5PM	Identify local historians to speak on different periods during the 50 years of the library

62		Newsletter Articles (series?)		Highlights of library timeline
63	<b>FCHPL</b> cont	Friends Read		1-5 books over course of year – one book from each decade? Could coincide with regular Meet the Author Teas
64	.	Friends Movie	Sunday(s) 3-5 PM	Important movies from time period
65		Mystery photo/date/person in newsletter		First correct response(s) wins item with 50 <sup>th</sup> logo (canvas bag, T-shirt)
66		Publicity		
67		Meet the Author		Find authors of books written in each decade of last 50
68		Newsletter		Year long features and possibly special edition Increase circulation for special edition or all year depending on cost
69		Book bags		Paper, reusable plastic and canvas – give away least expensive – sell others to cover all costs
70		Window decals		For all public buildings
71	<b>FCHPL/Newspapers</b>	Contest for float creation or reprint poster		Ask papers for input on what they could do to tie in with their capabilities
72				
73	<b>CHPLF</b>			
74		Coordinate design of 50 <sup>th</sup> representational graphic with selected designer – graphic may be used in a variety of ways: banners, book bags, book marks, etc.	September 2007	

75		Coaches Poster for sale and/or free distribution. Design and printing with Tar Heel Basketball Coaches promoting reading, our Library and our Foundation. Photograph and prelim layout contributed pro bono by McKinney-Silver in Durham, NC.	Tar Heel Basketball Season in 2007-2008	
76	<b>CHPLF cont.</b>	Annual gala fundraising event to be held on October 26, 2008 at The Barn at Fearington. Will feature prominent writers with an emphasis on Southern literary authors. Will include music and readings and book signings. Idea at present is to give this the flavor of a “literary hoe-down” and sell tickets to the general public in addition to selling tables to sponsors, etc.	October 2008	
77		AUCTION – for fundraising purposes to take place at the 2008 Gala	October 2008	