



TURNING OUR PATRONS INTO OUR BIGGEST CHEERLEADERS

A 90-minute webinar



“Cheerleading is more than a sport; it’s an attitude.” Author Unknown

1) What words do you think of when you think of “cheerleader?”

a) loyal

n) committed

b) enthusiastic

o) part of the team

c) vocal

p) competitive

d) encouraging

q) squad

e) confident

r) a “tradition”

f) focused

s) booster

g) spirited

t) friend

h) prominent

u) expressive

i) champion

v) dynamic

j) admirer

w) high energy

k) promoter

x) motivational

l) supporter

y) passionate

m) positive

z) _____

2) Which of these words are “missing” in ***your*** patron/library dynamics?

3) Who are your competitors?

Why is knowing about our competitors important?

4) Let's look at the words by "groups" – what types of programming – offerings – connections – community events - activities – ***interactions*** might ***encourage the following attributes from YOUR patrons?***

Loyal, champion, committed, "a tradition" ...

Enthusiastic, vocal, expressive, dynamic ...

Admirer, promoter, supporter, booster, friend, part of the team, squad ...

Encouraging, confident, focused, spirited, positive ...

Prominent, competitive ...

And

5) Let's look at some "basics" ~

- What **questions** are most often asked in your library? Can you "answer them **before** they are asked?"
- What **information** is most requested? Can you provide a "template" or some other way of streamlining the answers?
- What **activities** are most well received? Can you expand, tweak, or do more often...?
- List **3 things** (or more ☺) in your library that many of your patrons **may not know about**.

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____

How can you get the word out about **one of these programs/activities/resources?**

6) Don't give _____ for not being able to serve them better (policies, rules, budgets).

If there is a "reason" you can't do what would make them happy, use that as an opportunity to _____ and determine if something needs to be changed.

7) Are you more interested in being _____ or taking the opportunity to **turn your patrons into cheerleaders?**

"Ask not what your patrons can do for you; ask what you can do for your patrons!"

What is one tip/suggestion/reminder that we have discussed today that you will **start with** to turn your patrons into your biggest cheerleaders? Please be specific 😊

What is **one program/offering** that your library offers that may be a bit unique?

And then...how can you make sure your community knows the value of your library on an ongoing basis?
