



Achievement of Library Excellence Award Promotion Tips

Congratulations award winners! You are honored for your considerable efforts in serving your communities. Make sure that your time and effort garners your library attention, praise, and possibly even funds. Let people know what you do! Here are some simple promotion tips.

1. Put your electronic award badge on your website immediately!
2. Involve your local press by sending out press releases, offering to write articles, and performing interviews.
3. Send a press release to Texas State Library and Archives Commission newsletter.
4. Inform your City Council, governing body, and funders by appearing at meetings and events.
5. Have a City Proclamation read at a council meeting or event, and invite your Board members, your Friends Members, cute kids, etc.
6. Invite a TMLDA Officer or Member to officially present the award to you at a council meeting or other public event.
7. Hold a banquet!
8. Prominently display your award or awards.
9. Use the term "award winning library" everywhere. Use it in your e-mails, on your phone messages, etc.
10. Use your submission book or electronic submission to promote your programs. Put the electronic version online. Place your paper version in your break room or in the computer waiting area. You will be surprised how many of your own staff don't know how great you are!
11. Keep your information award information sheet handy.
12. Pick two or three programs or services presented in your submission. Use those specific examples to garner interest in your library, your programs, and your services.
13. ALWAYS thank your funders, other City departments, volunteers, and boards for their assistance in helping your library service its community. Present the award as if it is their award.
14. Talk! Talk! Talk it up!