

FOOD FOR FINE\$



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WHY?

During a time of much financial difficulty and food insecurity, libraries can encourage students and other library patrons to donate food items to waive library fines. Library food drives incentivize students to be responsible patrons and also civic-minded.

This activity can be used for library staff team building while advertising, collecting, and donating food items. In addition, the library can garner goodwill from students, increase circulation statistics, and support the community.

PLANNING CONSIDERATIONS

- Getting library and/or campus approval
- When/how long to hold food drive?
- How much to waive and what is the max?
- Set guidelines for donations – acceptable, unacceptable, only waive fines not replacement or processing
- Marketing strategy
- Reviewing donations and process of forgiving fines
- Statistics gathering
- Get staff volunteers to help
- Where to store food
- Where to donate food



OUR PILOT RESULTS

- 379 food items donated
- 68 separate donations
- \$560.83 in fines waived
- Library team event
- Positive comments from students
- Some donations without fines



MARKETING IDEAS

1. Flyers and Signs
2. Library Website
3. Social Media (Facebook/Twitter): Library, Campus, Associated Students
4. Student Newspaper
5. School Website/Bulletin
6. Word of Mouth



RESOURCES

Ford, A. (2001). 'Food for fines' drives: Positive PR that works! *Marketing Library Services*. 15(2). Available at <http://www.infotoday.com/mls/mar01/ford.htm>.

Marketing (2012). Library Success Wiki. Available at <http://www.libsuccess.org/index.php?title=Marketing>



Check out our FOOD FOR FINE\$ guidelines
<http://www.pasadena.edu/library/foodforfines.cfm>