



Unlikely Pairings



Books + Beer/Wine =
New Library Customers

Books & Brews Book Club



Winery at Bull Run Outreach



Getting started: You know they're out there so how do you find them?

- Knowing your community helps. Visit places where people tend to gather: local breweries, wineries, coffee shops, etc.
- Strike up conversations and ask if they use the library. Ask why or why not?
- Will this location reach your untapped market?
- Find the right person at the venue to talk to, likely an owner or manager.
- Prepare a proposal outlining your idea such as book groups, library trivia or "getting to know your library."
- Post a flyer and conduct a survey at the library and the venue being considered to gauge interest.
- Select a date and time; then hold the event.
- Measure success (attendance, engagement, feedback).

Other considerations when choosing a place for outreach:

- **Location/distance from library** – Is it close to the community you serve?
- **Space** – Is the space large enough with adequate seating?
- **Noise levels** – Can you hold conversations in the public space? Is there another room that would work better?
- **Other events held at the venue** – If other events are held, you can plan around them or combine them, such as trivia night.

Measuring success for Books & Brews:

- Averaging 11 people per month.
- A mix of men and women ranging in age from early 30s and up.
- Approximately 50 percent were non-library users.
- Attendees ask questions about the library and library services.
- Attendees actively participate in discussions.
- Everyone enjoys the beer.
- The owner of the brewery is one of our biggest fans.

Using this information, beginning this month we ventured into our next boozy partnership with the Winery at Bull Run in Centreville, Va.

Pros

- Get to know those elusive non-users
- Discover new ideas for library service
- Attract customers for the venue and the library

Cons

- It takes time to get things off the ground
- Scheduling staff away from the library
- Fear of stepping outside comfort zone

Questions? Contact us!

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