

This nomination is for the following award: **Excellence in Marketing and Public Relations Award**

First Name **Megan**

Last Name **Arenberg**

Library Affiliation (if applicable) **Melrose Public Library Volunteer**

Title (if applicable)

Street Address **312 Wynwood Avenue**

City, State, ZIP **Melrose, FL 32666**

Telephone Number **352-475-1237**

E-mail Address marenberg18@gmail.com

Are you nominating an individual or a group/organization for this award? **Group/Organization**

Library (Other Organization or Research Team) Being Nominated **Melrose Public Library**

First and Last Name of Head of Organization **Virginia Walkup**

Title of Head of Organization **Melrose Library Association President**

Street Address **312 Wynwood Avenue**

City, State, ZIP **Melrose, FL 32666**

Telephone Number **352-475-1237**

E-mail Address of Head of Organization virginia.walkup@gmail.com

Year of program **2016**

Will you be submitting any supporting documentation? **Yes**

If you would like us to review web pages in consideration of this application (including videos or other supporting materials that are stored online), please enter the Uniform Resource Locators (URLs) below.

Essay **The Melrose Library Association (MLA) did a phenomenal job coordinating and hosting the Four Days in Melrose (FDIM) event. This event started as a kickoff fundraiser for the library expansion and turned into 4 days of community-wide collaborative events. The MLA met initially with the local organizations, businesses and individuals in town to explain the idea of FDIM and to brainstorm how the event could benefit them. During these meetings, the early schedule of events was formed. By the end FDIM became 4 days of local presentations, art shows, markets, concerts, etc. all leading up to the library fundraising kick-off event. The FDIM event was a library fundraiser that expanded into the community. This was challenging because it meant bringing lots of different entities and ideas together into one cohesive extravaganza. The timeline of planning for the event began in July and ran to October. The MLA met with 20+ organizations and entities to share the idea and ask how they'd like to contribute. The MLA unified and created a schedule of events that could be used to build hype leading up to the library fundraising event. Our community-wide coordination included hundreds of emails, lots of in-person meetings, dozens of phone calls and many unique presentations. The ultimate goals for the event were the following two items: To hold a large-scale fundraiser for the MLA to benefit the library expansion project and to have the library serve as a neutral resource to boost camaraderie between local organizations and to render excitement about town branding. This**

event was not only brought to fruition as a fundraising event, it was also a passion project for the library to show off its role as the heart of a community. The FDIM campaign plan was to meet with different entities in town to build a schedule of events. The initial meetings were briefings about time slots, showing preliminary creative objectives and discussions about the nature of the event and how it related to the fundraising for the library. Each entity in town developed an event and selected a time-slot within the 4 days of the event's occurrence. The MLA created a schedule and deadlines for each entity's events which included deadlines to finalize event details to be included in the event lineup, to submit short nuggets about the event for press releases, to meet with reporters for marketing, to have the event mentioned in content marketing. The marketing campaign was a combination of digital and print marketing. Digital Marketing: • Direct Email Marketing o Sent reminders and blurbs about each event to generate excitement o Advertised individual events directly • Content Marketing o Four Days in Melrose Facebook page o Created the hashtags #visitmelrose and #fourdays o Posted engaging and shareable content for each entity's events o Posted engaging content for Four Days and the library in general o Facebook Ads • Community Calendars o Submitted to all local and surrounding community calendars • TV and Radio o Televised community calendar for Jacksonville tv station o Televised coverage on WUFT during the event o NPR ran ads about Four Days in Melrose Print Marketing: • Bookmark o Listed a schedule of events with a map that coincided with the schedule. • Full/Half Fliers • Quarter Page Fliers o Small of the flier to be handed out to library patrons. • Trifold Brochures o An event schedule and description of all events complete with images, event map, and sponsorships • Save the Dates o Mailed out Save the Dates with personal letters inviting VIP library patrons • Direct Mail o Mailed a second round of brochures and fliers in the mail to our mailing list • Newspaper Ad o Paid ads in the Palatka Daily News, Bradford County Telegraph, Lake Region Monitor, The Union County Times. We also got free coverage in the Palatka Daily News, The Putnam Courier and the Lake Region Monitor. This free coverage included full-length articles and photos, as well as features in event calendars. • Commemorative Cancellation Stamp o Designed a commemorative cancellation stamp with the USPS. A stamping station was provided during events and the stamp is now a collectible in stamp archives. • Banners o Designed a 22' X 4' banner to hang across the street o Roadside banner strung on the street corner specifically marketing the library event • Posters and Library Displays o Made displays showing showcasing event details and printed large scale posters outlining the library expansion details. o Print materials were passed around in packets with tear offs for donations. Four Days in Melrose was a huge success and brought a lot of valuable attention to our library and our expansion project. Every time our library gets involved in the community or gives back to our patrons we remind people of the value of libraries. In today's world, this is so important and essential to keep our libraries alive. We found a way to work with every major organization and business in town to remind them how important our library is and that we can support each other. One of the main reasons our fundraiser was so successful is because we made such an effort to work with all aspects of our community. There are lots of amazing people doing fantastic things to support our community. The event brought all of these people together to work on a project. We want the movers and shakers of the community to continue to work together on conjoined projects with similar goals for the community. One of the post event goals was to continue the library expansion fundraising. Another goal was to continue the progressive actions directed towards marketing our community and our library and continue feeding the community library support. We accomplished both goals as well as bringing the entire community together for an

extremely successful collaborative event.

Summary The Melrose Library Association shows excellence in marketing and public relations throughout the entire year, but they especially showcased their skills during FDIM. The MLA took advantage of their marketing knowledge to provide a well-rounded marketing campaign that targeted all groups within the community. The MLA made sure to reach out to everyone by using various types of marketing and public relations such as print (newspaper, flyers), digital (email, social media), traditional (community calendar, radio) and word-of-mouth. The MLA coordinated an event that included all businesses, organizations, and individuals. FDIM brought the whole town together, raised over \$20,000 towards the library expansion and marketed the value of the library to the entire community.

Excellence in Marketing and Public Relations 2016 –Award Nomination

PLANNING

Event Description:

Four Days in Melrose was a community-wide collaborative event, designed so that the library and the surrounding community could market events collectively and piggyback off one another's advertising. The event was four days of local presentations, auctions, art shows, markets, concerts, etc. all leading up to the library fundraising kick-off event. Most of the events around town coordinated their events to the theme of the library fundraiser: Artist Oona Lewis's butterfly mural. With the help from the entire community including restaurants, organizations, businesses, musicians, artists, etc., we were able to unite and put on an event that raised nearly 20,000 dollars for the Melrose Library Association to benefit the Library expansion.

Planning:

The Four Days in Melrose event was a library fundraiser that expanded into the community. This was challenging because it meant bringing lots of different entities and ideas together into one cohesive extravaganza. The timeline of planning involved in this event began in July and ran through the end of October. We met with 20+ organizations and entities to share the idea and ask how or if they'd like to contribute. Together we unified and created a schedule of events that would not overlap and that could be used to build hype leading up to the library fundraising event. Our community-wide coordination included hundreds of emails, lots of in-person meetings, dozens of phone calls and many unique presentations. We were able to involve parts of the community that hadn't been recognized recently and gain a following which garnered a swell of small town pride. Our ultimate goals for the event are the following two items: 1) To hold a large-scale fundraiser for the Melrose Library Association to benefit the library expansion project, and 2) to have the library serve as a neutral hub/resource to boost camaraderie between local organizations and to render excitement about town branding. This event was not only brought to fruition as a fundraising event, it was also a passion project for the library to show off its role as the heart of a community. We were also able to successfully market the town of Melrose as the wonderful "small art town" our local folks know it is.

Challenges:

- ❖ Bring together different groups within the community and coordinate planning/development meetings
- ❖ Meet the needs of small town community advertising

Goals:

- ❖ Hold a successful large scale fundraiser for the Melrose Library Association
- ❖ Market the Melrose community as a whole
- ❖ Provide an opportunity for the library to serve as a resource for local organizations and the community as a whole

Four Days in Melrose Team:

- Sheree Sims, Head Librarian
- Megan Arenberg, PR and Marketing, MLA
- Katy Jordan, Creative Design, Advertising and Marketing, MLA
- The Melrose Library Association Members

Planning Meetings:

July

- July 7th: Meeting with the Melrose Library Association
- July 11th: Meeting with Harimandir Khalsa, Senior Center Representative who raised money for Library
- July 18th: Meeting with Bruce Wait and Anne Gilroy, Representatives of Art in Melrose
- July 25th: Meeting with Senior Center staff, who raised money for Library
- July 28th: Inter-team Meeting

August

- August 2nd: Meeting with Library Director and Senior Center directors
- August 9th: Meeting with MBCA, who help the businesses in library surrounding community
- August 14th: Meeting with local business Chiappini's
- August 14th: Inter-team Meeting
- August 16th: Meeting with the Melrose Library Association
- August 16th: Meeting with Artisan's Way, an art gallery in town who helped promote the library
- August 16th: Inter-team Meeting
- August 17th: Meeting with Sheree Sims, Head Librarian
- August 20th: Meeting with Sheree Sims, Head Librarian and Andrea Parks, Postmaster about MLA commemorative stamp
- August 20th: Inter-team Meeting
- August 27th: Meeting with Sheree Sims, Head Librarian
- August 29th: Melrose Bay Art Gallery Meeting
- August 30th: Meeting with Postmaster, Andrea Parks about MLA commemorative stamp

September

- September 6th: Inter-team meeting
- September 7th: Meeting with Putnam County Courier reporter, Jerry Teske
- September 7th: Meeting with Historic Melrose Inc.
- September 7th: Inter-team Meeting

- September 9th: Meeting with Harimandir Khalsa, Senior Center rep who raised money for Library
- September 9th: Meeting with MBCA
- September 9th: Social Marketing event via the MBCA
- September 15th: Meeting with the MLA
- September 15th: Inter-team meeting
- September 22nd: Gallery 26 meeting who marketed and raised money for library
- September 27th: Inter-team meeting

October

- October 3rd: Meeting with CB Isaac (Sponsor)
- October 4th: Meeting with the MBCA
- October 11th: Phone Meeting with Clay Electric to hang banner
- October 12th: Phone Meeting with Clay electric to hang banner
- October 20th: Meeting with the MLA
- October 27th: Palatka Daily News ad approval
- October 29th: Cooper's Car Care meeting (Sponsor)
- October 30th: Tabling Event for Four Days at the Senior Center
- October 30th: Meeting with Harimandir Khalsa, Senior Center representative who raised money for library

IMPLEMENTATION & CREATIVITY

The plan for the Four Days in Melrose campaign was to meet with different entities in town to build a schedule of events that reflected the theme of the library fundraiser and that enhanced the town image as a whole. As each meeting occurred the campaign became more well-rounded. The initial meetings were briefings about time slots, presenting of themes, showing preliminary creative objectives and discussions about the nature of the event and how it related to the fundraising for the library. Each entity in town developed an event and selected a time-slot within the four days of the event's occurrence. We kept each entity informed of the other events happening in town so they could help us to cross-promote locally. We created a schedule and deadlines for each entity's events which included: deadline to finalize event details to be included in the event lineup, to submit short nuggets about the event for press releases and publications, to have the event materials printed, to meet with reporters for marketing, to promote the event at tabling events, to have the event mentioned in content marketing or community calendars, etc.

Implementation:

We wanted to create a professional design that also embodied the "small town" vibe of our community. We wanted to legitimize the event (an event on a scale that isn't typical for our one stoplight town) to larger cities by creating quality work that still had a folk art feel to it. We used

imagery that felt hand-drawn and utilized complementary colors of burnt orange and turquoise blue, giving a nod to our nearest large city of Gainesville, Florida and the Gators.

Digital Marketing:

- Email Marketing Campaign
 - Created a comprehensive mailing list
 - Sent out initial emails to plan event
 - Sent reminders and blurbs about each event to generate excitement
 - Advertised individual events directly
 - Sent updates during the days of the events via email
 - Had ZERO unsubscribes to the list and we had a higher than average open rate of emails
- Content Marketing
 - Created a Four Days in Melrose Facebook page
 - Created the hashtags #visitmelrose and #fourdays
 - Created and posted engaging and shareable content for each entity's events
 - Created and posted engaging content for Four Days and the library in general
 - Facebook Ads
 - Created multiple Facebook ads with targeted audiences
 - Boosted posts that were performing well from the Content Marketing
- Community Calendars
 - Submitted to all local and surrounding community calendars
- TV and Radio
 - Televised community calendar for Jacksonville television station
 - Televised coverage on WUFT during the event
 - NPR ran ads about Four Days in Melrose

Print Marketing:

- Bookmark
 - Listed a schedule of events with a map that coincided with the schedule. Participants were asked to get a "punch" out of their bookmark for each location that they attended during the Four Days. If they visited 1 or more places, they could enter their bookmark into a drawing for a prize basket at the library fundraising event.
- Full Flier
 - A flier with a list of events, phone number, and Facebook redirection in order to stay updated and pick up an event map.
- Half Flier
 - In order to fit on all bulletin boards in the community - we chose to downsize our flier to a size that could accommodate all spaces, but still be visually intriguing.
- Quarter Page Fliers
 - Shrunk down versions of the flier to be handed out to library patrons.

- Trifold Brochures
 - A thorough breakdown and description of all events during the Four Days with special promotions for the library events. Complete with images, an event map, sponsorships, and redirection information.
- Schedule of Events
 - Printed schedule of events were posted in coordination with fliers around town.
- Save the Dates
 - We compiled a mailing address list and sent out Save the Dates... we also sent personal letters inviting VIP library patrons to the event.
- Direct Mail
 - We sent a second round of brochures and fliers in the mail to our mailing address list... roughly 300 letters.
- Newspaper Ad
 - We bought ads in the Palatka Daily News, Bradford County Telegraph, Lake Region Monitor, The Union County Times. We also got free coverage in the Palatka Daily News, The Putnam Courier and the Lake Region Monitor. This free coverage included full-length articles and photos, as well as features in event calendars.
- Commemorative Cancellation Stamp
 - We designed a commemorative cancellation stamp with the USPS and the library butterfly garden mural designer, Oona Lewis. Using her conceptual art, we reformatted a stamp that is now a collectible in stamp archives - garnering hundreds of letters from around the world and locally to be stamped with our limited edition design for the event.
- Banners
 - We designed a 22' X 4' banner and had a local business hang it across the street for us. We also had a roadside banner strung on the street corner specifically marketing the library event.
- Posters and Library Displays
 - Within the library and around town - we made displays showing our appreciation for all the hard work by the organizations and volunteers to be displayed within prominent Four Days locations. We also made large scale posters outlining exactly what a library expansion entailed.
 - All print materials were passed around in packets that contained tear offs that included an option for a donation for the event. Each entity got packaged promotion bundles in multiple waves to be passed out within the event promotion timeline.
- We also relied heavily on word of mouth within the community - employing ambassadors to recruit persons of interest and generate excitement among new and local crowds. Our community is built on lots of organizations - and we felt that it was important to include all of those organizations, as well as personally invite them all to be a part of the Four Days.
- The fundraising-specific items curated by the MLA to be sold at their event are as follows: art prints, bags, baked goods, business cards, fundraising decorum, greeting cards, jewelry, magnets, Oona Lewis original painting, postcards, shirts and soaps.

Marketing Timeline:

- August 1st
 - Email for Senior Center event
 - Begin Facebook page marketing
- August 19th
 - Submit content for featured articles in VIP newsletters/magazines
- September 1st
 - Mail Save the date formal flier design
 - Deadline for Senior Center event submissions
 - Send first round of press releases
- September 5th
 - Continue Facebook content marketing
- September 6th
 - Send Save the date emails
- September 9th
 - Submit event info for Community Calendars/Radio PSAs
- September 15th
 - All events finalized and schedule/lineup completed
 - Finalize budget and have all sponsors secure
- September 26th
 - All handout marketing materials printed
- October 1st
 - Post small flier
 - Begin email blast
 - Increase Facebook content marketing
- October 9th
 - Submit event info Community Calendars/Radio PSAs
- October 10th
 - Post first wave of large fliers
- October 24th
 - Send final round of press releases
 - Post final wave of large fliers

EVALUATION

Evaluation of Library Events During Four Days in Melrose:

11/3 Oona Lewis Presentation

- ❖ **Description:** Oona Lewis, a successful artist, discussed the triumphs and tribulations of her professional art career with a presentation. Melrose is known for being a vibrant art community with many local artists. With experience in what it takes to be a successful artist, Oona presented valuable insight to help other artists achieve their creative goals. We admire her

charismatic nature and her beautiful work - as well as her ability to navigate through the industry as a professional artist! There was also a formal reception with food, drinks and butterfly décor held at the conclusion of the presentation.

- ❖ **Evaluation:** Oona' presentation at the Melrose Public Library was extremely successful! We had 75 people attend, provided very valuable information to our community and were able to reach a new audience. By offering this program we created the opportunity to open our doors to a new group in the community and share the value of our library and how it can benefit all community members.

11/4 Children's Art Class

- ❖ **Description:** Gayle Bone, a local artist, taught a class at the library on butterflies and texture. We have a large number of children in our community and offering classes catered to the children is very important to us. This class allowed an opportunity for the local youth to get involved and learn more about texture in art.
- ❖ **Evaluation:** We had 25 local students attend the art class and paint beautiful butterflies. Their artwork was displayed during all the remaining Four Days in Melrose events.

11/4 Makerspace

- ❖ **Description:** Makerspace is a monthly event open to all ages. The "Technology Petting Zoo" is a hands on, interactive class featuring cool tech gadgets. This class featured LEGO robots, a stop-motion animation, a 3D printer and many more.
- ❖ **Evaluation:** Over 25 people attended the Makerspace event. We even had a new patron join with his daughter after seeing one of our newspaper ads. This is a great way to educate our community on technology!

11/4 Art Walk (Senior Center proceeds towards MLA; Mossman silent auction)

- ❖ **Description:** The Melrose Art Walk is a showcase of the art galleries in town! During Art Walk guests were able to tour multiple locations and enjoy food and refreshments. All of the galleries worked together to support the events of Four Days in Melrose including our finale event at the library – the Butterfly Garden Dedication.
- ❖ **Evaluation:** Art Walk had a record turnout bringing locals as well as attendees from many surrounding towns together to enjoy a night of music, art and fun! One of the galleries showcased local unaffiliated artists who were featured for the first time in Melrose. This gallery chose to donate 10% of their proceeds towards the Melrose Library Association expansion fund. Another gallery hosted a silent auction for the original Oona Lewis painting that she generously donated to the library. This was an excellent fundraiser as well as a great way to raise awareness about the library expansion fundraiser.

11/5 Butterfly Garden Dedication

- ❖ **Description:** The Melrose Library Association honored Oona Lewis for her beautiful artistic donation to the library. The event included a dedication ceremony, children's educational presentation and a formal food reception. We also had a butterfly-themed photo booth, a

giveaway prize package, butterfly plant sale and booths from local societies pertaining to butterfly gardens.

The event included an, a prize package, butterfly themed photo booth donated local artists, hand blown glass jewelry donated by local artist, soaps gift baskets, giveaway drawing, magnets cards, baked goods, formal food reception, plant sale, booths from local societies pertaining to butterfly gardens, postmaster booth with stamp

- ❖ **Evaluation:** Our Butterfly Garden Dedication was an extremely successful event on a beautiful sunny day! Approximately 100 people from the community joined us to show their support of the library and to enjoy the dedication. This was a perfect opportunity to share the expansion plans and long term goals of our library with the public. The local postmaster was also onsite to stamp envelopes with our commemorative event stamp.

Fundraising:

- Art Walk: \$5,000
- Dedication: \$11,000
- Supplemental sales at various events: \$4,000
- Awareness & word-of-mouth marketing provided free advertising at all events (non-monetary donations)
- TOTAL: \$20,000

Overall Event Evaluation:

A communication plan was essential for our event and fundraiser to be a success. There were many different entities involved in the planning and execution of the events so it was vital for everyone to keep updated on the planning. We met with the organizations, businesses, and groups individually initially to “pitch” the idea of Four Days in Melrose. This gave everyone a chance to share their own ideas, brainstorm event planning and ask questions. After the individual meetings, we continued to hold monthly meetings and updates to ensure everyone was kept in the loop and accomplishing their individual goals. We also maintained a monthly email update to everyone involved. It can always be a challenge to get different groups to work together, but it is especially challenging when the groups are used to working on their own. We provided the consistent liaison between everyone involved which was a necessity to host a successful event but it was quite challenging. We established strategic goals and a timeline to make sure all tasks were completed on time. This was especially useful because of the different groups we were coordinating. Some of the goals we created for the participating groups included hosting and coordinating an event, providing marketing materials for their specific event and assisting with promoting Four Days in Melrose. These goals were accompanied by a timeline to make sure everything was accomplished in a timely manner. For example, by establishing a deadline for groups to submit marketing materials for the individual events we could compile the details for all the events and get our completed event schedule printed and submitted to the media.

Four Days in Melrose was a huge success and brought a lot of valuable attention to our library and our expansion project. Every time our library gets involved in the community or gives back to our patrons we remind people of the value of libraries. In today’s world, this is so important and essential to keep our

libraries alive. We found a way to work with every major organization and business in town to remind them how important our library is and that we can support each other. One of the main reasons our fundraiser was so successful is because we made such an effort to work with all aspects of our community.

There are lots of amazing people doing fantastic things to support our community. Our event brought all of these people together to work on a project. One of our goals was to build a congress of people who will continue the missions of our event. We want the movers and shakers of the community to continue to work together on conjoined projects with similar goals for the community. In the past multiple fundraisers were held on the same day due to a lack of communication between organizations. Now that everyone is connected we hope the communication will continue so that all groups can work together to continue to support each other. We also opened the eyes of the community to new forms of marketing such as through social media and email campaigns. Since our event we have seen a surge in local businesses taking advantage of new marketing outlets now that they are more familiar. By showcasing marketing options, especially the free ones, and proving that they work local businesses and groups may now take advantage of these for future marketing. One of our post event goals is to continue the library expansion fundraising now that Melrose is familiar with the plan. Another one of our goals is to continue the progressive actions directed towards marketing our community and our library and continue feeding the community support of the library.



#VISITMELROSE

The creative strategy behind Four Days in Melrose was to build an inclusive event with repeatable advertising pieces. We wanted to make sure that the design represented not just one group that participated in the festivities, but encompassed all the needs within the umbrella of the event.

The main entity that we were promoting, the brains and gumption behind Four Days, was the library and our affiliation: the Melrose Library Association. So with our advertising, we toed the line with making sure everyone was represented, while also stressing that the “main event” was the MLA Butterfly Garden Dedication Fundraiser.

The vision for creative was to nod to our nearest large city Gainesville, FL (and the

Florida Gators) with the complementary color scheme of orange and blue (plus green) - and also to use a background of images that are “uniquely Melrose things” such as: a mandolin, Spanish moss, palmettos, paintbrushes and butterflies for the library.

We wanted the ads to feel almost hand-drawn - but with a refinement that allowed our advertising to stand out amongst the clutter. We wanted the creative to be bright, happy and unique. We also focused on readability despite packing lots of information into one space.

Our brochures were the main advertising piece that we wanted to make sure got thoroughly distributed. Not only was the brochure eye-catching, but it was the most

informational of our advertising tools.

Our creative timeline explains how we initially put up fliers to “look for more information” or redirect interested parties to both the Facebook page and to the library directly for exclusive details. But as the event drew nearer, we posted full schedules and individual advertising for each entity. This way, we could advertise and finish planning the full event at the same time.

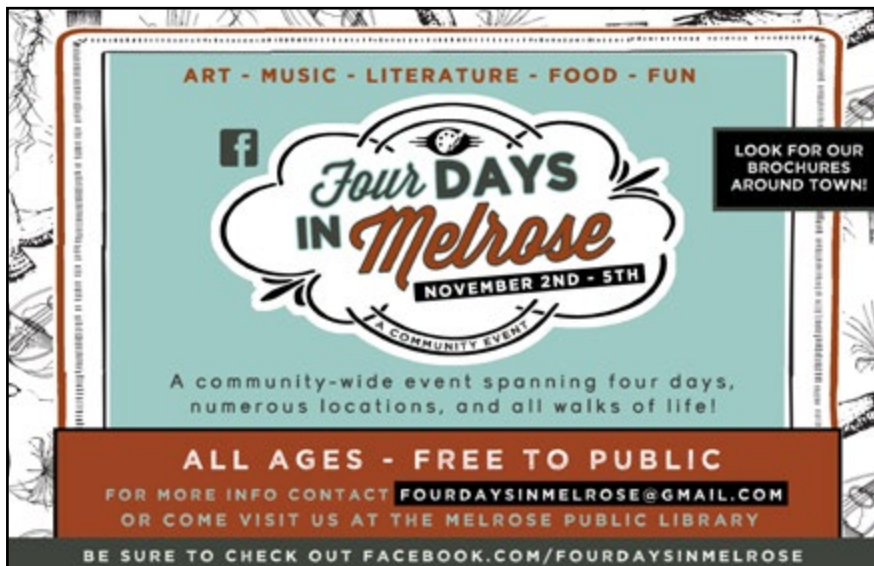
Our strategy was to entice and to invite through multiple platforms over digital and print - and also utilize as much free advertising that we could get. Through sponsorships, we were able to pay for our print materials and list our sponsors on those pieces.

PRINT



Fliers

We made a half flier that went out before we finalized the schedule of events - and a full page flier that was distributed once the events and sponsors were set in stone!



ART - MUSIC - LITERATURE - FOOD - FUN

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Four DAYS IN Melrose
NOVEMBER 2ND - 5TH
A COMMUNITY EVENT

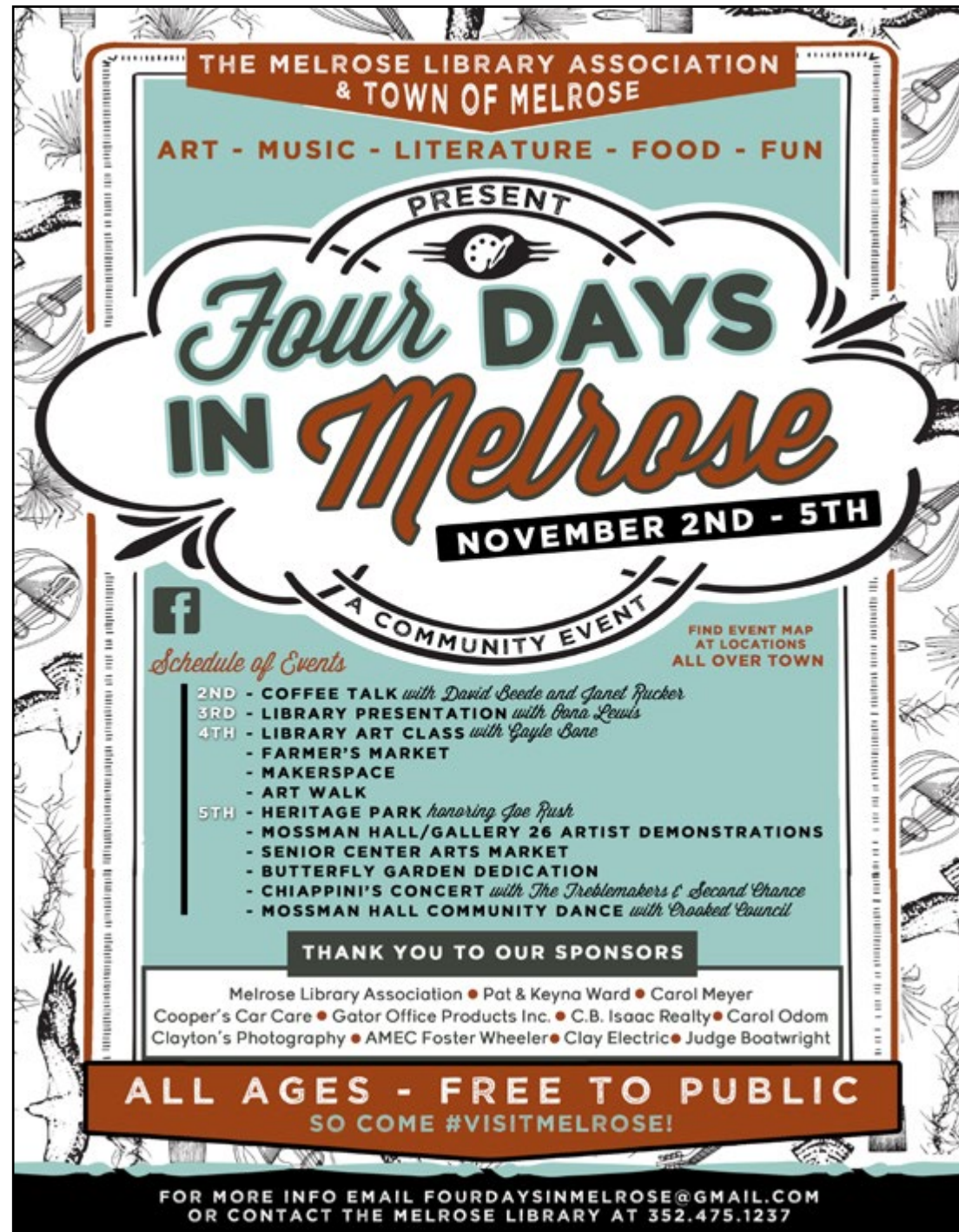
LOOK FOR OUR BROCHURES AROUND TOWN!

A community-wide event spanning four days, numerous locations, and all walks of life!

ALL AGES - FREE TO PUBLIC

FOR MORE INFO CONTACT FOURDAYSINMELROSE@GMAIL.COM
OR COME VISIT US AT THE MELROSE PUBLIC LIBRARY

BE SURE TO CHECK OUT [FACEBOOK.COM/FOURDAYSINMELROSE](https://www.facebook.com/fourdaysinmelrose)



THE MELROSE LIBRARY ASSOCIATION & TOWN OF MELROSE

ART - MUSIC - LITERATURE - FOOD - FUN

PRESENT

Four DAYS IN Melrose
NOVEMBER 2ND - 5TH
A COMMUNITY EVENT

f

Schedule of Events

2ND - COFFEE TALK with David Seede and Janet Rucker
3RD - LIBRARY PRESENTATION with Bona Lewis
4TH - LIBRARY ART CLASS with Gayle Bone
- FARMER'S MARKET
- MAKERSPACE
- ART WALK
5TH - HERITAGE PARK honoring Joe Rush
- MOSSMAN HALL/GALLERY 26 ARTIST DEMONSTRATIONS
- SENIOR CENTER ARTS MARKET
- BUTTERFLY GARDEN DEDICATION
- CHIAPPINI'S CONCERT with The Problemakers & Second Chance
- MOSSMAN HALL COMMUNITY DANCE with Crooked Council

FIND EVENT MAP AT LOCATIONS ALL OVER TOWN

THANK YOU TO OUR SPONSORS

Melrose Library Association • Pat & Keyna Ward • Carol Meyer
Cooper's Car Care • Gator Office Products Inc. • C.B. Isaac Realty • Carol Odom
Clayton's Photography • AMEC Foster Wheeler • Clay Electric • Judge Bootwright

ALL AGES - FREE TO PUBLIC
SO COME #VISITMELROSE!

FOR MORE INFO EMAIL FOURDAYSINMELROSE@GMAIL.COM
OR CONTACT THE MELROSE LIBRARY AT 352.475.1237

Banners



WE STRUNG A BANNER ACROSS THE ENTIRE STREET. The first time in a long time that this has been done in our one stop light town.

THIS IS THAT BANNER... 22' X 6'



WE ALSO PUT A LIBRARY EVENT BANNER AT THE INTERSECTION

Four DAYS IN Melrose

NOVEMBER 2ND - 5TH

A COMMUNITY-WIDE EVENT CELEBRATING ARTISANS, MUSICIANS, LOCAL LORE, OUR LIBRARY AND MORE!

**ART - FOOD - CULTURE
MUSIC - MARKETS**

PRESENTED BY THE MLA AND THE TOWN OF MELROSE, FL

#VISITMELROSE

Events happening all over town!

EVENT SCHEDULE

Palette symbol designates Art Walk stop!

November 2nd
 ★ **COFFEE TALK AT ARTISAN'S WAY (11 AM)**
 Join us for coffee, art, conversation and music from Janet Rucker and David Beedel!

November 3rd
 ★ **ARTIST OONA LEWIS TALK AT THE LIBRARY (2 PM)**
 Oona Lewis discusses the triumphs and tribulations of her professional art career with a presentation! Come see her butterfly mural!

November 4th
 ★ **ART CLASS AGES 8+ (1:45 PM)**
 Gayle Bone teaches a class at the library on butterflies and texture!
 ★ **FARMER'S MARKET (3 PM - 6 PM)**
 The Melrose Farmer's market boasts local food and craft vendors at Heritage Park! Come visit!
 ★ **MAKERSPACE (3:30 PM)**
 "Technology Petting Zoo" ...open to everyone - no rabbits! Just hands on action with a 3D printer, LEGO robots, and more cool tech gadgets!
 ★ **ART WALK (6 PM - 9 PM)**
 The Art Walk of Melrose is a showcase of all of our art galleries! Tour multiple locations and enjoy food and refreshments.

November 5th
 ★ **HISTORIC MELROSE INC. HONORS JOE RUSH (10 AM)**
 Thanks to Joe, the Heritage Park now has restrooms and lights! Come help us honor his contributions to the community!
 ★ **SENIOR & COMMUNITY CENTER ART MARKET (10 AM - 2 PM)**
 An Art and Craft market will be set up inside the center - featuring local artists and artisans. Tangled Oaks wine tasting and more inside!
 ★ **ART DEMONSTRATIONS (10 AM - 5 PM)**
 Mossman Hall and Gallery 26 will be having live artist demonstrations and selling artist work! Come see photographer Bill Horne and more!
 ★ **LIBRARY BUTTERFLY GARDEN DEDICATION (2 PM)**
 The Melrose Library Association will honor Oona Lewis for her artistic donation to the library. There will be a children's butterfly activity at 2:30!
 ★ **CONCERT AT FAMOUS CHIAPPINI'S (5 PM)**
 Chiappini's hosts a concert featuring The Treblemakers & Second Chance! Drinks will be sold inside. Prepare for a night of dancing under the stars!
 ★ **COMMUNITY DANCE (8 PM)**
 Grab your partner and come to Mossman Hall to hear Crooked Council play some dancing music! Adult beverages, snacks and fellowship! \$10 donation.

EVENT MAP

WHAT'S HAPPENING AT ART WALK?

- ARTISAN'S WAY** | Artist-made Christmas stockings, live music, and an edible art auction. Plus enjoy snacks and artworks!
- MELROSE BAY** | Holiday invitational event! Come by for a charming experience of fine art - as well as food and drinks!
- MOSSMAN HALL** | Honoring Oona Lewis with displays of her art work, & an auction of an original piece! Food, music & fun!
- GALLERY 26** | Come by for artist demonstrations and treats! Plus check out their gift shop and art classes!
- SENIOR CENTER** | A juried art collective showing of local artists - including Jeff Smith and Cornelius Clayton!

Hungry? Check out our local eateries! Designated with a 🍴

"Four Days in Melrose" is about honoring "the Melrose Experience". We're inviting friends and neighbors to join us for several events happening over a span of four days - all centered around the art, music, and community of Melrose, FL. So come join the fun November 2nd - 5th!

FEATURED EVENT

Four DAYS IN Melrose

NOVEMBER 2ND - 5TH

A COMMUNITY-WIDE EVENT CELEBRATING ARTISANS, MUSICIANS, LOCAL LORE, OUR LIBRARY AND MORE!

**ART - FOOD - CULTURE
MUSIC - MARKETS**

PRESENTED BY THE MLA AND THE TOWN OF MELROSE, FL

- ## A BIG THANK YOU TO OUR SPONSORS!
- MELROSE LIBRARY ASSOCIATION
 - PAT & KEYNA WARD
 - CAROL MEYER
 - COOPER'S CAR CARE
 - GATOR OFFICE PRODUCTS INC.
 - C.B. ISAAC REALTY
 - CLAYTON'S PHOTOGRAPHY
 - AMEC FOSTER WHEELER

THE MELROSE LIBRARY ASSOCIATION WAS GIFTED WITH A BUTTERFLY MURAL TO COMPLETE OUR EDUCATIONAL BUTTERFLY GARDEN. TO HONOR THE ARTIST AND DONOR OONA LEWIS, THE LIBRARY IS HOSTING A DEDICATION EVENT TO UNVEIL HER WORK!

Please join us

FOR THIS FUN, BUTTERFLY-FILLED EVENT!

There will be refreshments, gift tables, a butterfly life cycle demonstration & more!

ASK FOR OUR COMMEMORATIVE STAMP VIA USPS ON NOV. 5TH

FOR MORE INFORMATION ABOUT THIS EVENT
 email: FOURDAYSINMELROSE@GMAIL.COM
 OR VISIT US AT THE MELROSE PUBLIC LIBRARY!

#VISITMELROSE

Events happening all over town!

Trifold Brochure - FRONT AND BACK.
 Features sponsors, a library event insert, a town map, a full schedule, etc.



November
MARKS THE START
OF OUR LIBRARY
Expansion Fundraising!

THE FUTURE MELROSE LIBRARY WILL HAVE:

LIBRARY CREATIVE COMMONS

**UPGRADED MEETING AND
PROGRAM SPACE**

EXPANDED CHILDREN'S AREA

LARGER TEEN TECH SPACE

QUIET REFLECTION SANCTUARY



Posters

Posters were placed inside the library and around town, promoting the Library's central role in "Four Days" and the plans for our event.

We also had large size posters with the event schedule - as well as blown up versions of fliers.

Thank You
TO OUR SPONSORS!

COOPER'S CAR CARE

THE MELROSE LIBRARY ASSOCIATION

CLAY ELECTRIC COOPERATIVE

PAT AND KEYNA WARD

CAROL MEYER

GATOR OFFICE PRODUCTS INC.

C.B. ISAAC REALTY

CLAYTON'S PHOTOGRAPHY

AMEC FOSTER WHEELER

THE HONORABLE JUDGE BOATWRIGHT

AND DEBBIE ODOM

YOU MADE



POSSIBLE!

OUR WHOLE TOWN IS GRATEFUL FOR YOUR CONTRIBUTION!

THE TOWN OF MELROSE AND
THE MELROSE LIBRARY ASSOCIATION

present

A COMMUNITY-WIDE EVENT
CELEBRATING LOCAL ART,
MUSIC, LITERATURE, AND
AND CAMARADERIE OF

Melrose, Florida!

EMAIL US AT FOURDAYSINMELROSE@GMAIL.COM
OR VISIT OUR FACEBOOK PAGE AT
WWW.FACEBOOK.COM/FOURDAYSINMELROSE



**#VISITMELROSE
AND WIN!**

USE THIS BOOKMARK TO TRACK
THE EVENTS YOU'VE ATTENDED
FROM NOV. 2ND- 5TH! GET A
STICKER AT EACH LOCATION YOU
VISIT ON THE MAP! VISIT 2
OR MORE EVENTS AND
ENTER THIS BOOKMARK AT
THE LIBRARY BUTTERFLY GARDEN
DEDICATION ON NOV. 5TH FOR A
CHANCE TO WIN A PRIZE BASKET!

PLACE STICKERS ON STARS BELOW!

Schedule of Events

Palette symbol designates an Art Walk stop!

- 1 ARTISAN'S WAY**
NOV. 2ND - COFFEE TALK, 11AM
NOV. 4TH - ART WALK STOP, 6PM
- 2 PUBLIC LIBRARY**
NOV. 3RD - ARTIST PRESENTATION, 2PM
NOV. 4TH - ART CLASS, 1:45 PM
NOV. 5TH - BUTTERFLY GARDEN CEREMONY, 2PM
- 3 HERITAGE PARK**
NOV. 4TH - FARMER'S MARKET, 3PM - 6PM
NOV. 5TH - H.M.I. HONORS JOE RUSH
- 4 SENIOR & COMMUNITY CENTER**
NOV. 4TH - JURIED ART SHOW @ ART WALK, 6PM
NOV. 5TH - ART MARKET, 10AM - 2PM
- 5 CHIAPPINI'S**
NOV. 5TH - CONCERT, 6PM
- 6 MOSSMAN HALL**
NOV. 5TH - COMMUNITY DANCE, 8PM

EVENT MAP

Trout St. | Hampton St. | Centre St. | Cypress Ave. | Grove Ave.

SR 26 | SR 20 | Wynnwood Ave. | Pine St. | Pearl St.

To enter:
NAME: _____
PHONE: _____

Bookmarks

We created a bookmark map for the purpose of enticing people to visit more than one event. We wanted to make sure that everyone had equal coverage for our print pieces. We built a map and for each place you visited, you would get a sticker. 2 or more stickers meant you could submit your bookmark for a drawing for a gift basket at the premiere library event!

THE MELROSE LIBRARY ASSOCIATION
& TOWN OF MELROSE

ART - MUSIC - LITERATURE - FOOD - FUN

PRESENT

*Four DAYS
IN Melrose*

NOVEMBER 2ND - 5TH

A COMMUNITY EVENT



A community-wide event spanning four days,
numerous locations and all walks of life!

**VISIT FACEBOOK OR PICK UP A
BROCHURE FOR EVENT SCHEDULE**

All Ages - Free to Public

FOR MORE INFO CONTACT FOURDAYSINMELROSE@GMAIL.COM
OR VISIT WWW.FACEBOOK.COM/FOURDAYSINMELROSE

THE MELROSE LIBRARY ASSOCIATION
& TOWN OF MELROSE

ART - MUSIC - LITERATURE - FOOD - FUN

PRESENT

*Four DAYS
IN Melrose*

NOVEMBER 2ND - 5TH

A COMMUNITY EVENT



2ND - COFFEE TALK, 11AM
3RD - LIBRARY PRESENTATION, 2PM
4TH - LIBRARY ART CLASS, 1:45PM
 - FARMER'S MARKET, 3PM
 - MAKERSPACE, 3:30PM
 - ART WALK, 6PM
5TH - HERITAGE PARK, 10AM
 - MOSSMAN HALL/GALLERY 26 ART DEMOS, 10AM
 - SENIOR CENTER ARTS MARKET, 10AM
 - BUTTERFLY GARDEN DEDICATION, 2PM
 - CHIAPPINI'S CONCERT, 5PM
 - MOSSMAN HALL COMMUNITY DANCE, 8PM

All Ages - Free to Public

FOR MORE INFO CONTACT FOURDAYSINMELROSE@GMAIL.COM
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Newspaper Ads

We sent these off to local papers - but we also got some free PR with community calendars and local reporters covering aspects of the event leading up to the date! This included feature stories and mentions in columns.



CREATIVE DISTRIBUTION

The Event required help from the whole town - not just the library. So its success depended upon how well we were able to recruit other organizations beyond just their contributive event. This meant that we had to involve the entire town in a word of mouth campaign - which included hooking them up with packets that contained all of the information and creative for the event. We recruited each entity with initial presentations - then presented the packets with their instructions so that everyone could feel special and play a part in making this library event such a success.

Packet Letters:

Instructional letters attached to the packets with information we sent to each community organization.

DEAR _____,

Here is your packet for Four Days in Melrose - our community-wide, collaborative extravaganza featuring a lineup of events from November 2nd to November 5th! Please pass out or display somewhere at your convenience. Also - each event is doing their own individual advertising, so it'd be a great help if each location piggybacked advertising off of one another by exchanging fliers, etc. to also pass out.

Included are:

- 14 Half Page Fliers
- 20 Trifold Brochures
- 25 Bookmark Maps
- 8 Full Page Fliers
- Star Stickers

FOR STICKERS: The star stickers are to be used if an event participant is collecting "stops" on their Four Days in Melrose bookmark - which is designed as a game to rally folks to more than one event over the four day period. Please place a sticker on the numbered event star to the left side of the map which correlates to your event. The goal is for a participant to collect two or more stickers at different stops to be entered into a prize drawing at the Melrose Public Library butterfly dedication ceremony on Nov. 5th at 2 pm.

A full event schedule is listed on the brochures and the bookmarks - and more information can be found at [facebook.com/fourdayinmelrose](https://www.facebook.com/fourdayinmelrose) or by email at fourdaysinmelrose@gmail.com!

Donations are being accepted by "Four Days in Melrose" to cover printing costs and some advertising. If you'd like to make a donation, please fill out the form below for us and make checks out to the Melrose Library Association and drop off or mail to:
312 Wynnwood Ave. Melrose, FL 32666



Please check a box below and return with donation:

- | | |
|---|--|
| <input type="checkbox"/> YES, My donation is \$30 or more and I'd like to be recognized | <input type="checkbox"/> I would not like to be recognized for my donation (anonymous) |
| <input type="checkbox"/> YES, I'd like to be recognized in some way for my donation | <input type="checkbox"/> Other: _____ |

PLEASE NOTE: we are doing everything we can to recognize every donation given to help costs for Four Days in Melrose. However, in order to be featured on the flier and brochure, it is a \$30 minimum donation. Thank you!

DEAR _____,

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312 Wynnwood Ave. Melrose, FL 32666



Please check a box below and return with donation:

- | | |
|---|--|
| <input type="checkbox"/> YES, My donation is \$30 or more and I'd like to be recognized | <input type="checkbox"/> I would not like to be recognized for my donation (anonymous) |
| <input type="checkbox"/> YES, I'd like to be recognized in some way for my donation | <input type="checkbox"/> Other: _____ |

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CALLING ALL >>>

LOCAL
(MELROSE &
SURROUNDING AREAS)

*Artists, Authors
& Craftspeople!*

FOR AN EVENT IN NOVEMBER
SHOWCASING LOCAL TALENT!

To Apply:

PICK UP SUBMISSION GUIDELINES AT:

THE MELROSE PUBLIC LIBRARY OR
THE MELROSE SENIOR COMMUNITY CENTER

OR SEND AN EMAIL TO: FOURDAYSINMELROSE@GMAIL.COM

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*Four DAYS
IN Melrose*



INFORMATION STATION

**GET YOUR BOOKMARK "STAMPED"
HERE FOR LIBRARY EVENT PRIZE BASKET!**

These packets included half fliers, full page fliers, book marks, information station signs, stickers, brochures, etc... everything they would need - with instructions to help us promote and to help themselves!

Postal Stamp

We worked alongside the local postmaster and post office to procure this limited edition commemorative stamp for the event - featuring an adapted line drawing from the library's butterfly mural!



*Melrose Library Association
Fundraising Kick-off*

**EVENT ON
NOV. 5TH, 2016
in
MELROSE
FLORIDA,
32666**

A "FOUR DAYS IN MELROSE" STATION

Direct Mail:

We sent out direct mail to our VIP mailing list, which included a personalized letter inviting them to Save the Date. We included information about the event that match a direct email campaign.

Later, we also sent out brochures and a second round of direct mail that looked similar to the letter example to the right:



Attention: [Activity Director's name]

Dear [A.D.'s name] of [art school],

The town of Melrose and the Melrose Library Association are hosting an event featuring four days of fun, eclectic festivities from November 2nd - 5th! Four Days in Melrose will focus on the arts, music, community and literature of Melrose, Florida and the surrounding areas. We here at the Four Days in Melrose headquarters would like to formally invite faculty, staff, friends and students from your school to come join us in celebrating local artists and artisans.

One particular event that might be of interest is our First Friday night Art Walk - happening on November 4th! Art Walk begins at 6 pm and promises to boast not only wonderful fine art exhibits, but also food, drinks, demonstrations, music and gifts! All five of our art galleries are within walking distance from one another - so hopping around is encouraged!

On Thursday at 2 pm, the Melrose Public Library will host the talented artist Oona Lewis for the "An Artist Speaks" program. There will be a formal reception following the presentation and light refreshments will be served!

The Four Days in Melrose schedule also has events including music and arts at Artisan's Way for Naborhood Coffee Talk on November 2nd at 11 am, an 8+ yrs. art class at the library with artist Gayle Bone on Friday, November 4th at 1:45 pm, and an Art Market on November 5th at the Melrose Senior & Community Center at 10 am.

All of these events are free - although shopping and donations are gratefully welcomed! There are also dining options available in town - from seafood, to pizza, to pub food and more!

Please let us know if you are planning to visit, and don't hesitate to reach out to us with any questions or for further event details at fourdayinmelrose@gmail.com. We hope you are able to join us!

Sincerely,
Megan Arenberg and Katy Jordan
Hometown Volunteer Marketers, and Four Days in Melrose Creators

DIGITAL



Facebook



Profile Photo

Profile Photo

We utilized Facebook to talk about all the events within the event. This way - if someone only could attend part of the Four Days, they could work it into their schedule. We also built Four Days content that users could engage with and share with their friends.



Content



Content



Content

Facebook Ads



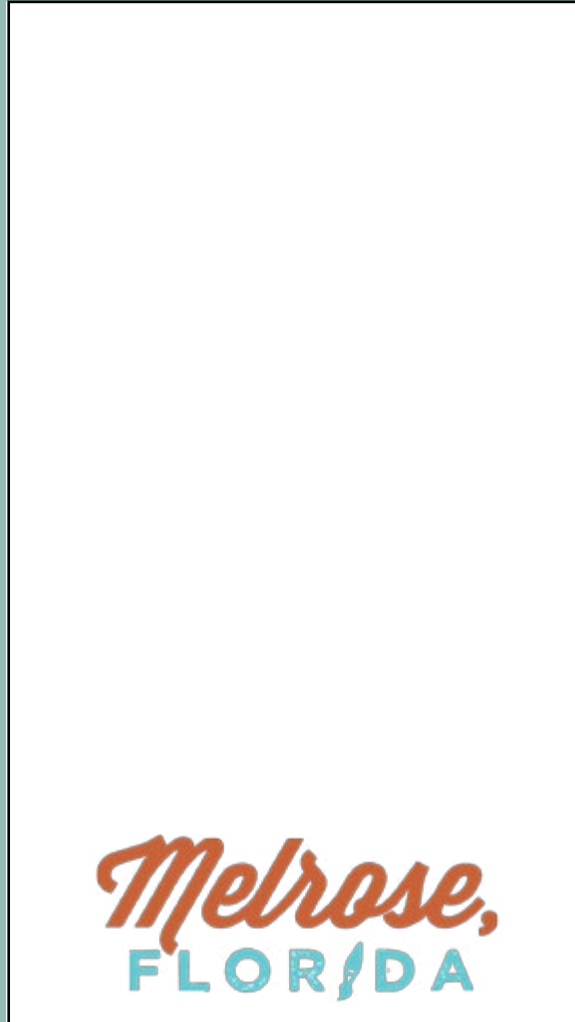
Along with our content marketing on Facebook, we created some paid ads - funded by our sponsorships. We targeted certain people within a specific mile radius with interests in "art, music, libraries, nonprofits," etc.

We also "boosted" some of our more successful content marketing to maximize our reach.



SNAPCHAT GEOFILTER

We utilized a community-wide Snapchat filter to help promote Four Days in Melrose and Melrose in general! We included a wider area beyond just the boundaries of Melrose.



AN ARTIST SPEAKS
presents our butterfly mural artist
Oona Lewis
Engage with a professional artist as she offers insight on a career in art!
FREE TO ATTEND!

When **THURSDAY, NOV. 3RD AT 2:00 PM**

THE MELROSE PUBLIC LIBRARY *Where*

Arrive early for entertainment by Ken Wacha, 1:40 - 2pm

Four DAYS IN Melrose
NOVEMBER 2ND - 5TH

312 Wynnwood Ave.
Melrose, FL 32666
352.475.1237

PCLS
Putnam County Library System

FOR MORE INFORMATION EMAIL FOURDAYSINMELROSE@GMAIL.COM

AN ARTIST SPEAKS: Oona Payne Lewis

A presentation from a professional artist about her successful art career.

On November 3rd at 2:00 pm, the Melrose Public Library in Melrose, Florida hosts Oona Lewis Payne - painter of the library's educational butterfly mural. Oona will speak about the trial and tribulations of her professional art career - offering insight and discussion that might be helpful to aspiring artists, professional artists and small business owners. The event is free and all ages are welcome!

This presentation is a part of a line-up of events for "Four Days in Melrose" - a community-wide event honoring art, music, literature and camaraderie of the town of Melrose, FL.

Oona Lewis is the co-owner of Art Ventures. Lewis also teaches painting, while maintaining an intensive focus on her own professional growth. She has been juried into national and state exhibitions, and has been featured in numerous two-woman and five-woman exhibitions. She exhibits her work at Art Ventures in Wilson, Blue Moon Grille and Blue Water Grille in Nags Head, as well as Heregthy Caf in Raleigh and the Blue Pelican Gallery in Hatteras, North Carolina. Please visit www.artventuresnc.com to learn more about Oona!

For more information about this event, please contact the Melrose Public Library at:

PHONE: 352.465.1237

ADDRESS: 312 Wynnwood Ave. Melrose, FL 32666

EMAIL: fourdaysinmelrose@gmail.com

PRESS RELEASES:

We sent out press releases to all of the papers, event calendars, tv stations radios, etc. that we could think of within a 100 mile radius or so. All of the releases we sent were ONLY Four Days in Melrose as one event or Library Events as part of Four Days. We did not send any releases for specific events outside of the library that were happening during this four day, chataqua-style event.



EMAIL CAMPAIGN

We built a massive mailing list with all the library resources we could muster - and we pushed all of the content we made through an email campaign. We build .html rich campaign with hyperlinks - redirecting everything to our Facebook page, email, or to the library's page. In doing this, we could track opens and subscribes to our list - as well as target specific audiences with our marketing. This was an effective tool for getting the word out. Especially since we have many ambassadors who would then forward our emails out to their personal lists.



Video

We made a video highlighting the whole event and shared it with our community!

