

2024 WVLS Marketing Support Grant

The 2024 WVLS Marketing Support Grant is a pilot project and opportunity for WVLS libraries to evaluate their marketing goals and to work toward a library marketing plan or marketing campaign.

One of the challenges for public libraries is finding effective ways to promote what they do, and focusing on a specific marketing campaign or creating a marketing plan are great places to start. A marketing plan is a document that defines marketing strategies to reach a targeted audience. Marketing campaigns are sets of strategic activities that promote a specific marketing goal. A marketing campaign could be used to promote a product, a service, or the library as a whole.

Libraries that participate in the pilot will receive \$250-500 in funds to support their marketing plan or campaign.

2024 WVLS Marketing Support Grant Objectives:

- Assess current library marketing practices.
- Create and execute library marketing goals.
- Discover new target audiences.
- Work toward a library marketing plan or campaign that supports the library's goals.

2024 WVLS Marketing Support Grant Guidelines:

- To be considered, [an application](#) for the grant must be completed by December 12.
- Individuals may apply separately, or as part of a 2-person team, on behalf of their library.
- Recipients will adhere to the 2024 WVLS Marketing Support Grant timeline.
- Recipients will need prior approval from WVLS before expending grant funds.
- Recipients will submit pre-paid receipts or invoices to WVLS to claim reimbursement.
- Recipients will expend grant funds by November 1, 2024.
- Recipients will not use grant funds for summer reading programs and/or performers.

*2024 WVLS Marketing Support Grant Timeline:

November 13 - December 12, 2023: Application Open

Tuesday, December 12, 2023: Application Closes

Friday, December 15, 2023: Applicants Notified of Status

Tuesday, December 19, 2023, 10 am: Virtual meeting of grant recipients (60 minutes)

January 2024: Assignments established

February 2024: Virtual Meeting of grant recipients

April, June, August, October 2024: Individual Check-ins with WVLS

Friday, November 1, 2024: Project Wrap Up, Grant funds expended

*Because this is a pilot project, WVLS reserves the right to adjust the dates and timeline.

[Complete the application form](#) by Tuesday, December 12. Questions can be directed to Jamie Matczak at jmatczak@wvls.org.