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*The Friends of The University
of Toledo Libraries
Toledo, Ohio 43606*

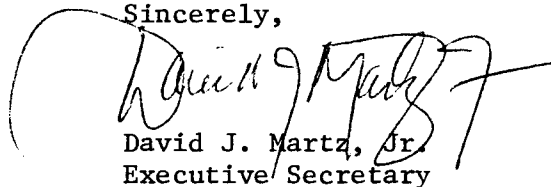
November 8, 1982

Dear Friends,

In the flurry of activity connected with holding an alumni reception for seventy people last Friday evening and a Friends dinner for almost sixty on Sunday, we forgot to enclose the outline for the membership drive mentioned in my letter of November 5th. Here it is; we hope you will consider it thoughtfully and comment.

Too, we hope you will join us for our McIver exhibit opening on November 15th. Certainly no one can complain about lack of Friends activities this fall!

Sincerely,



David J. Martz, Jr.
Executive Secretary

THE FRIENDS OF THE LIBRARY

MEMBERSHIP DRIVE

GOAL. To double the number of memberships from 175 to 350.

LEADERSHIP.

- a) at a Friends function to have Dr. Driscoll officially launch the drive
- b) to invite Mrs. Sullivant and Mrs. Free to be the Honorary Chairpersons of the drive.
- c) to form a membership committee from among the Executive Committee with one person designated as Membership Coordinator.

COORDINATED ACTIVITIES.

- a) announcement from the Development Office that in the Annual Giving Drive to be launched the Library will be included in corporate solicitation as appropriate
- b) announcement from the Alumni Association that the Friends of the Library will be given a more prominent inclusion in promotional literature.
- c) University Archives, in planning for participation in Homecoming activities, will highlight the importance of The Friends
- d) a brochure will be created in support of the membership drive.
- e) the Library will investigate how a media program could be used in support of the drive and for use by Library personnel in talks to local groups.

ACTION STEPS.

- a) each member of the Executive Committee, after receiving a list of current members, nominates ten potential new members and forwards list to Mrs. Mallory.
- b) armed with a copy of the Newsletter and the brochure, each member makes the contact with the nominees. Membership card is used to make membership official.
- c) a letter with the brochure is sent to each member of the University faculty.
- d) each current member is sent a letter and a brochure and asked to nominate two potential new members. Names sent to Membership Coordinator and contact is made by person making nomination.

FOLLOW-UP.

- a) the Membership Committee determines how University students can be enticed into membership through a Book Collecting Contest etc.
- b) the Newsletter reports results of the drive and prints the names of all members by category of membership.
- c) at a subsequent Friends event the official results of the drive are announced and special recognition is given to Honorary Chairpersons and Membership Committee. Special note made of person responsible for generating the most new memberships.

SCHEDULE.

- a) to be determined by Membership Committee.