



Library Marketing and Outreach

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Board of Library Trustees
June 1, 2026



Marketing and Outreach Update



- Marketing
 - ◆ Goals
 - ◆ Channels
- Outreach
 - ◆ Goals
 - ◆ Partnerships
- Questions

Marketing



Goals for Marketing

- Increase awareness of library programs and services
- Communicate library's value to the community
- Attract potential employees, volunteers and community partners to work with or at the library



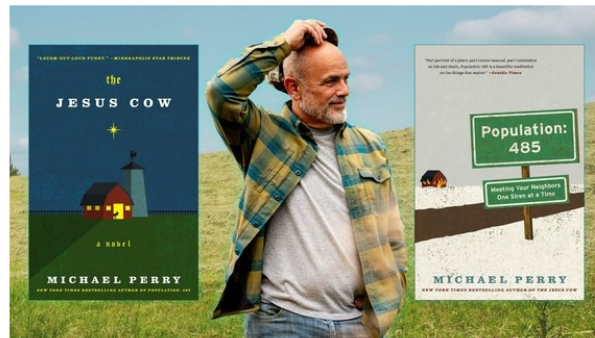
Primary Channels



- Email newsletter
- In-building marketing
- Social media
- Website
- Out-of-building marketing

Email Newsletter

- Three audience segments: Adult, Teen, Kids
 - ◆ Discussing possibilities for how to incorporate Lakewood



ONLINE: Humor, Heart, and Reflective Rural Stories with Michael Perry

Wednesday, Mar. 4, 11 a.m. to Noon

Join us in conversation with bestselling author and humorist Michael Perry, whose collection of genre-spanning works encapsulates the experiences of rural town communities and the everyday people who reside in them. In his memoir, *Population: 485*, Perry tells a frequently comic tale leavened with moments of heartbreaking delicacy and searing tragedy. *Jesus Cow*, Perry's fiction debut, is a hilarious yet sincere exploration of faith and the foibles of modern life.

[Register and ask questions of the author here.](#)



In celebration of National Library Week this month, the Sunnyvale Teen Advisory Board is offering a personalized book recommendation service - including manga, ebooks, and audiobooks! Just fill out a brief form about your reading interests and a TAB member will get back to you within two weeks.

[Get Your Personalized Recommendations](#)

Accessibility



Introducing the Dolly Parton Imagination Library!

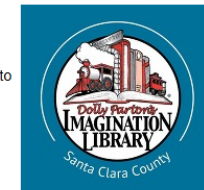


FREE BOOKS FOR KIDS LIVING IN SANTA CLARA COUNTY!

Inspire your child's love of reading with Dolly Parton's Imagination Library.

If you have a child from 0-5 years old, register them today to receive a new book every month (in English or bilingual in English and Spanish).

- Enroll your child online at <https://scclid.org/imaginationlibrary>
- In 6-8 weeks, your child will receive their first



Email Newsletter: Adult

- 57,607 subscribers (default at card registration)
- About 5 emails per month:
 - ◆ Monthly newsletter at the beginning of the month
 - ◆ Additional emails sent once per week to promote upcoming programs.
- Biggest source of registrations for adult programs

Memory Kits



Memory Kit: Animals

Check out our new [Memory Kits](#) in our Library of Things collection! Memory Kits are designed for use with adults with dementia or other cognitive impairments. Each kit contains a variety of activities to stimulate the mind or spark quality time with a caregiver, including puzzles, interactive games, conversation cards, and nostalgic items from the 1950s, 1960s and 1970s.

Other new Library of Things items, a [Badminton Kit](#) (including net), an [Electric Knife Sharpener](#), a gas-free noise-free [Manual Lawn Mower](#) and a [Soil Moisture Meter](#) for plant care.

Email Newsletter: Teen & Kids

- Monthly with occasional emails each month to help promote certain programs
- Promotes programs, cultural events, services, and databases



This February, the Library is celebrating Black History Month with several performances, crafts and S.T.E.M. projects.

You can also check out some recommended books by clicking the link below.

[Black History Month Books for Kids](#)

Comedy and Juggling with Unique Derique

For all ages
Saturday, Feb. 7, 11 to 11:45 a.m.
Library Program Room
No registration



Join Unique Derique for a comedy, juggling, and the history of Hambone body percussion presentation.



Join us for storytime in the Library Program Room! No registration is required, but space is limited. Doors will close when the room is full.

Storytime	Day	Time	Ages
Toddler Storytime	Tuesdays	11 to 11:25 a.m.	1 to 3 years
Preschool Storytime	Wednesdays	11 to 11:25 a.m.	3 to 5 years
Baby Lapsit & Playtime	Thursdays	10:30 a.m. to noon	0 to 12 months
Night Owl Storytime	Thursdays	7 to 7:25 p.m.	All Ages
Family Storytime	Saturdays	11 to 11:25 a.m.	All Ages

Japanese Storytime

Ages 0 to 5



The In-N-Out Cover to Cover Reading Program is back! Read and earn award cards for In-N-Out Burger.

Who can join: Ages 4 to 12

How it works

- **Sign up for the Cover to Cover Reading Program on Beanstack until April 18.**
- **Log books or reading minutes.** Receive an achievement award card for every five books read, or 300 minutes spent reading.
 - 1 hour reading counts as 1 book
- **Pick up achievement cards** at the Children's Information Desk.
 - One achievement award card given per visit, per child.
 - Up to three award cards given per child during the six-week program.
- **Redeem your achievement award card at In-N-Out Burger.** Award cards are good for one free hamburger, cheeseburger or grilled cheese sandwich at all In-N-Out Burger locations.
- **April 18 will be the last day to pick up award cards.**

[More Information about our Reading Programs](#)

Parenting Programs



Community Baby Shower

For parents with a baby on the way or parents of a newborn
Saturday, Feb 21, 2 to 4 p.m.
Library Program Room
Registration recommended

Get childcare information and resources and meet other expecting parents! The Community Baby Shower honors new and expectant parents. Enjoy light refreshments, baby shower games and prizes. Receive a free board book for baby on the way too (while supplies last).

For more information, please email or call: childcareresources@sunnyvale.ca.gov / 408-730-7800

In-Building Marketing

- Print calendars
- Flyers
- Slideshows
- Programs




In-Building: Print Calendars

- Very popular marketing tool with families. Youth calendars available in English and Spanish; adult calendars available in English.

CHILDREN & TEENS: MAY 2026

Sunnyvale Public Library

SUN	MON	TUE	WED	THU	FRI	SAT
<p>Programs marked with * require registration: sunnyvalelibrary.org. For programs that do not require registration, entry will be first come, first served and while supplies last. Doors will be closed when the room is full. Questions? 408-730-7292.</p> <p>Teen Programs are noted in RED.</p>						
			 <p>Sign up for Kids and Teen Newsletters</p>		<p>11 am Storytime @ Magical Bridge Playground 540 N Fair Oaks Ave. All Ages</p> <p>4 pm Day of the Child Celebration with Aguacate Music Kids All Ages, Program Room</p>	<p>11 am Family Storytime All Ages, Program Rm</p> <p>3 pm Author Visit & Craft with Sharon Fujimoto-Johnson Grades K-5, Program Rm</p>
<p>3 pm Spring Japanese Storytime Ages 0-5, Program Rm</p>	<p>11 am Cascada de Flores Joyful Bilingual Music & Movement Ages 1-8, Program Rm</p> <p>4 pm Celebrate Star Wars Day Grades K-8, Program Room</p>	<p>11 am Toddler Storytime Ages 1-3, Program Rm</p> <p>4 pm Teacher Appreciation Cards Grades K-12, Program Room</p>	<p>11 am Preschool Storytime Ages 3-5, Program Rm</p>	<p>10:30 am BABY Baby Lapsit and Playtime 0-12 months, Program Rm</p> <p>7 pm Night Owl Storytime All Ages, Program Rm</p>	<p>11 am Preschool Sensory Storytime* Registration Required Ages 3-5, Program Rm</p> <p>4 pm STEM: Gear Up! Robots Grades K-5, Program Rm</p>	<p>11 am Family Storytime All Ages, Children's Rm</p>
<p>2 pm Bilingual Mandarin/English Storytime Ages 3-6, Program Rm</p>	<p>11 am ASL for Babies 0-24 months, Program Rm</p> <p>4 pm Mental Health Awareness Storytime & Craft Ages 5-8, Program Room</p>	<p>11 am Toddler Storytime Ages 1-3, Program Rm</p> <p>4 pm Lego Builders Age 5+, Program Rm</p>	<p>11 am Preschool Storytime Ages 3-5, Program Rm</p> <p>4 pm One Book One Coast: Play, Learn, Remember: Inspired by "They Called Us Enemy" Grades 1-8, Program Room</p> <p>7 pm Parenting Program: Parenting in the Age of AI* Adults Only, Program Room</p>	<p>10:30 am BABY Baby Lapsit and Playtime 0-12 months, Program Rm</p> <p>4 pm Ming Dynasty Vase Craft Grades K-5, Program Room</p> <p>7 pm Night Owl Storytime All Ages, Children's Rm</p>	<p>11 am Bilingual Spanish/English Storytime & Craft Ages 0-5, Program Rm</p> <p>11 am Family Storytime All Ages, Children's Rm</p>	<p>10 am to 3 pm Friends of the Sunnyvale Public Library Book Sale Program Room</p>
<p>Noon to 3 pm Friends of the Sunnyvale Public Library Book Sale Program Room</p>	<p>11 am Baby Playdate: Baby Prom 0-24 months, Program Rm</p> <p>4 pm Japanese Koinobori (Carp Kites) Grades K-8, Program Room</p>	<p>11 am Toddler Storytime Ages 1-3, Program Rm</p> <p>4 pm Mental Health Awareness: Create a Journal Grades 3-12, Program Room</p> <p>4 pm Creating a Compelling College Essay* Grades 9-12, Online</p>	<p>11 am Big Truck Petting Zoo and Storytime All Ages, Library Plaza</p> <p>4 pm Mental Health Awareness: Create a Journal Grades 3-12, Program Room</p> <p>4 pm Creating a Compelling College Essay* Grades 9-12, Online</p>	<p>10:30 am BABY Baby Lapsit and Playtime 0-12 months, Program Rm</p> <p>4:30 pm Teen Zine Workshop Grades 6-12, Program Rm</p> <p>7 pm Night Owl Storytime All Ages, Program Rm</p>	<p>11 am Melita's Musical Playtime Ages 2-8, Program Rm</p> <p>11 am Family Storytime All Ages, Program Rm</p> <p>12:30 pm - 5:30 pm Teen Study Hall Grades 6-12, Program Rm</p>	<p>11 am Family Storytime All Ages, Program Rm</p> <p>12:30 pm Teen Book Discussion: "They Called Us Enemy" Grades 9-12, Program Rm</p> <p>4 pm Computer Vision and Neutral Networks Workshop* Grades 9-12, Online</p>
<p>31</p>	<p>31</p>	<p>26</p>	<p>27</p>	<p>28</p>	<p>29</p>	<p>30</p>

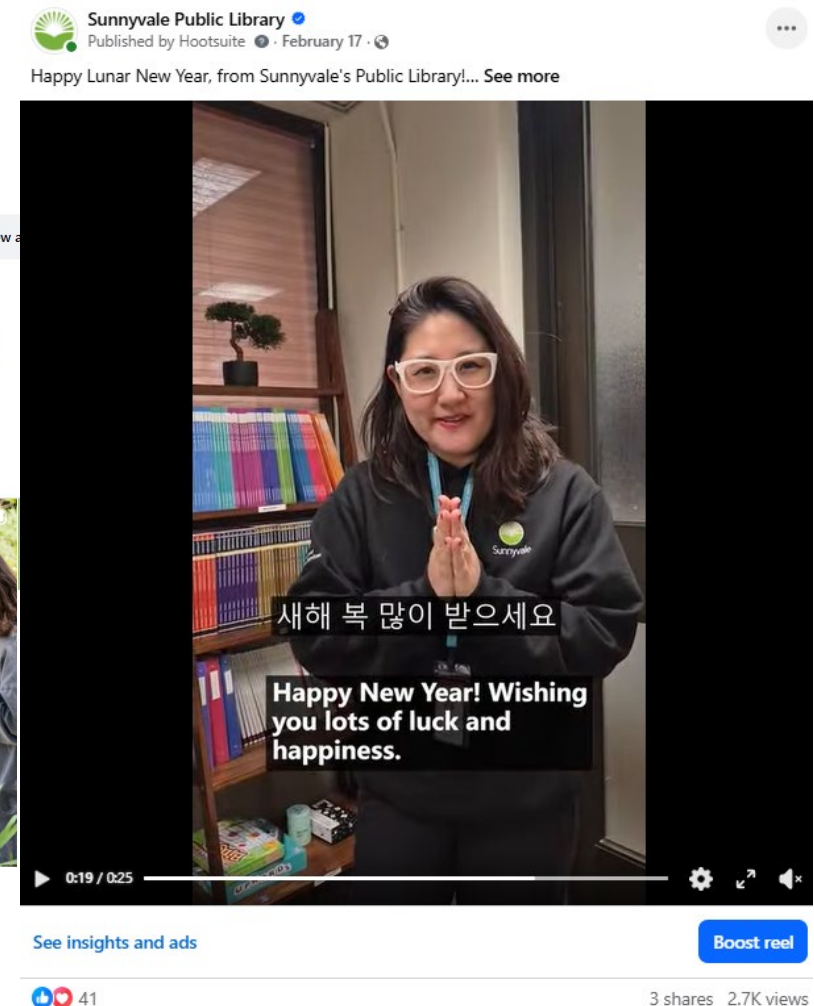
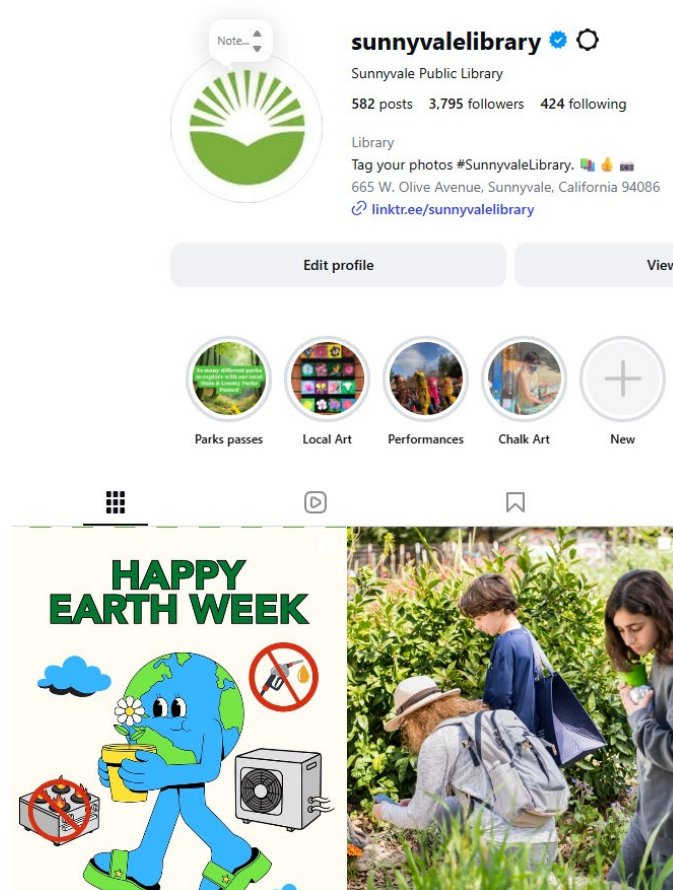
NIÑOS Y ADOLESCENTES: MAYO 2026

Sunnyvale Public Library

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<p>Los programas marcados con * requieren registraci3n en sunnyvalelibrary.org. Para los programas que no requieren registraci3n, la entrada se otorgar1 por orden de llegada y hasta agotar existencias. Las puertas se cerrar1n cuando la sala est3 llena. ¿Preguntas? 408-730-7292.</p> <p>Los programas para adolescentes est1n marcados en ROJO.</p>						
			 <p>Suscríbete al bolet3n electr3nico</p>		<p>11 am Hora del cuento en familia Magical Bridge Playground 540 N Fair Oaks Ave Todas las edades</p> <p>4 pm Celebra el d3a del ni1o con Aguacate Music Kids Todas las edades, Sala de programas</p>	<p>11 am Hora del cuento en familia Todas las edades, Sala de programas</p> <p>3 pm Manualidades con Sharon Fujimoto-Johnson Grados K-5, Sala de programas</p>
<p>3 pm Hora del cuento de primavera en japon3s 0-5 a1os, Sala de programas</p>	<p>11 am M3sica y movimiento con Cascada de Flores 1-6 a1os, Sala de programas</p> <p>4 pm Celebra el D3a de Star Wars Grados K-8, Sala de programas</p>	<p>11 am Hora del cuento para ni1os peque1os 1-3 a1os, Sala de programas</p> <p>4 pm Tarjetas de agradecimiento para nuestros Grados K-12, Sala de programas</p>	<p>11 am Hora del cuento para ni1os preescolares 3-5 a1os, Sala de programas</p> <p>10:30 am BABY Cuentos y juguetes 0-12 meses, Sala de programas</p> <p>7 pm Hora del cuento nocturno Todas las edades, Sala de programas</p>	<p>10:30 am BABY Cuentos y juguetes 0-12 meses, Sala de programas</p> <p>4 pm Jarr3n de la dinast3a Ming Grados K-5, Sala de programas</p> <p>7 pm Hora del cuento nocturno Todas las edades, Sala de ni1os</p>	<p>11 am Hora del cuento biling3e, espa1ol e ingl3s con manualidad 3-5 a1os, Sala de programas</p> <p>4 pm STEM: Robots Grados K-5, Sala de programas</p>	<p>11 am Hora del cuento en familia Todas las edades, Sala de ni1os</p>
<p>2 pm Hora del cuento biling3e, mandar3n/ingl3s 3-6 a1os, Sala de programas</p>	<p>11 am Lenguaje de se1as para beb3s 0-24 meses, Sala de programas</p> <p>4 pm Hora del cuento y manualidades sobre la salud mental 5-8 a1os, Sala de programas</p>	<p>11 am Hora del cuento para ni1os peque1os 1-3 a1os, Sala de programas</p> <p>4 pm Constructores LEGOs Edades 5+, Sala de programas</p> <p>7 pm Programa para padres: La crianza en la era de la IA Adultos, Sala de programas</p>	<p>11 am Hora del cuento para adolescentes 5-5 a1os, Sala de programas</p> <p>4 pm One Book One Coast: Jugar, aprender y registrar Grados 1-8, Sala de programas</p> <p>7 pm Hora del cuento nocturno Todas las edades, Sala de ni1os</p>	<p>10:30 am BABY Cuentos y juguetes 0-12 meses, Sala de programas</p> <p>4 pm Jarr3n de la dinast3a Ming Grados K-5, Sala de programas</p> <p>7 pm Hora del cuento nocturno Todas las edades, Sala de ni1os</p>	<p>11 am Hora del cuento biling3e, espa1ol e ingl3s con manualidad 2-8 a1os, Sala de programas</p> <p>11 am Venta de libros de Friends of the Sunnyvale Public Library Sala de programas</p>	<p>10 am to 3 pm Friends of the Sunnyvale Public Library Book Sale Program Room</p>
<p>Mediod3a a 3 pm Venta de libros de Friends of the Sunnyvale Public Library Sala de programas</p>	<p>11 am Baile de graduaci3n para beb3s 0-24 meses, Sala de programas</p> <p>4 pm Koinobori japoneses (Cometas de carpa) Grados K-8, Sala de programas</p>	<p>11 am Hora del cuento para ni1os peque1os 1-3 a1os, Sala de programas</p> <p>4 pm Koinobori japoneses (Cometas de carpa) Grados K-8, Sala de programas</p>	<p>11 am Camiones grandes y hora del cuento Todas las edades, Plaza de la biblioteca</p> <p>4 pm Crea un diario "They Called Us Enemy" Grados 3-12, Sala de programas</p> <p>4 pm Ensayos universitarios convincentes* Grados 9-12, en l3nea</p>	<p>10:30 am BABY Cuentos y juguetes 0-12 meses, Sala de programas</p> <p>4:30 pm Taller de f3niznes Grados 8-12, Sala de programas</p> <p>7 pm Hora del cuento nocturno Todas las edades, Sala de programas</p>	<p>11 am M3sica con Melita 2-8 a1os, Sala de programas</p> <p>11 am Sala de estudio para adolescentes Todo el d3a, Grados 6-12, Espacio para adolescentes</p>	<p>11 am Hora del cuento en familia Todas las edades, Sala de programas</p>
<p>31</p>	<p>24</p>	<p>25</p>	<p>26</p>	<p>27</p>	<p>28</p>	<p>29</p>

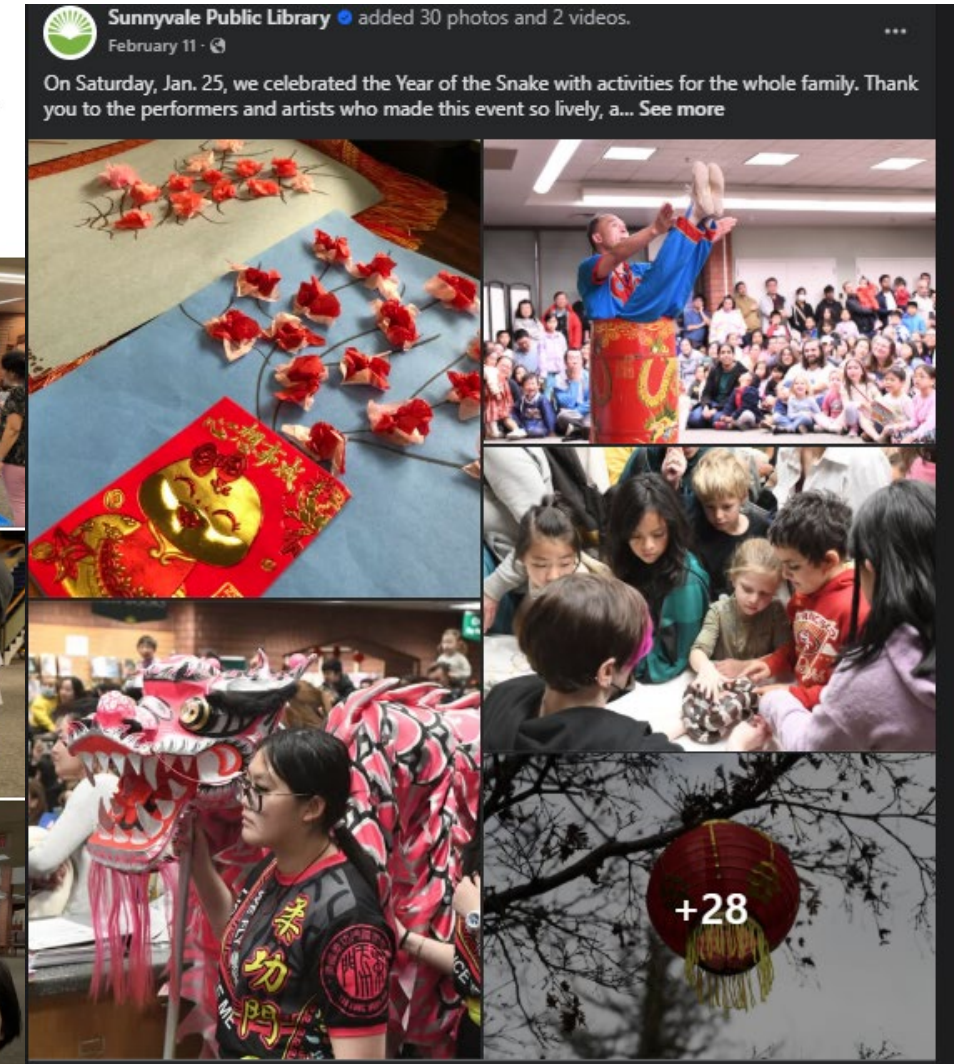
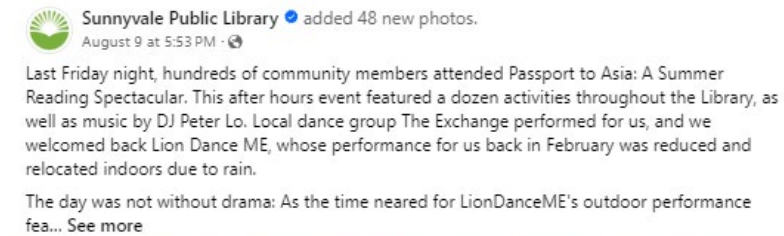
Social Media

- Mainly Facebook and Instagram
- Type of posts:
 - ◆ Communicating value
 - ◆ Informational
 - ◆ Advertising
 - ◆ Engagement boosters



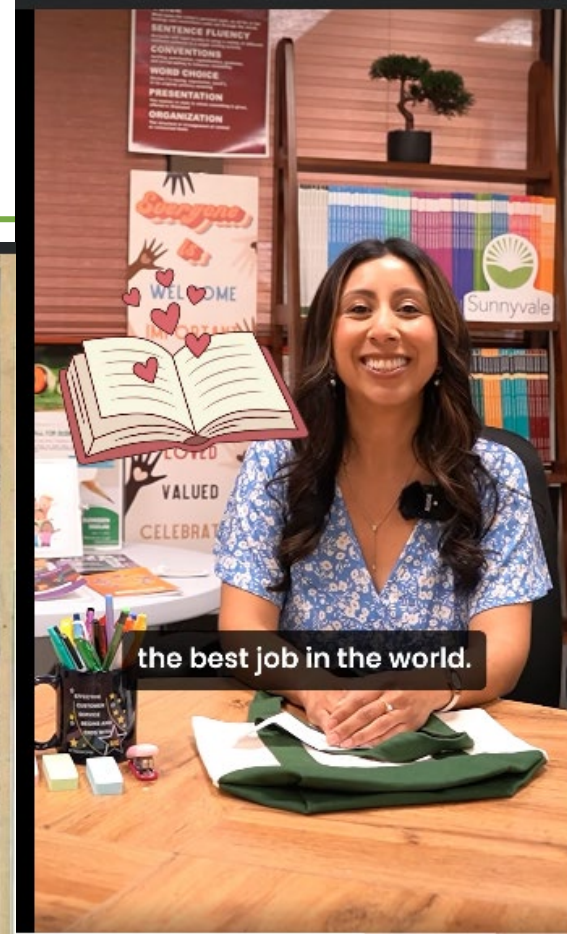
Social Media: Communicating Value

- Post-program recaps have high reach
- Big and small programs
- Stories to illustrate how the Library works for the community



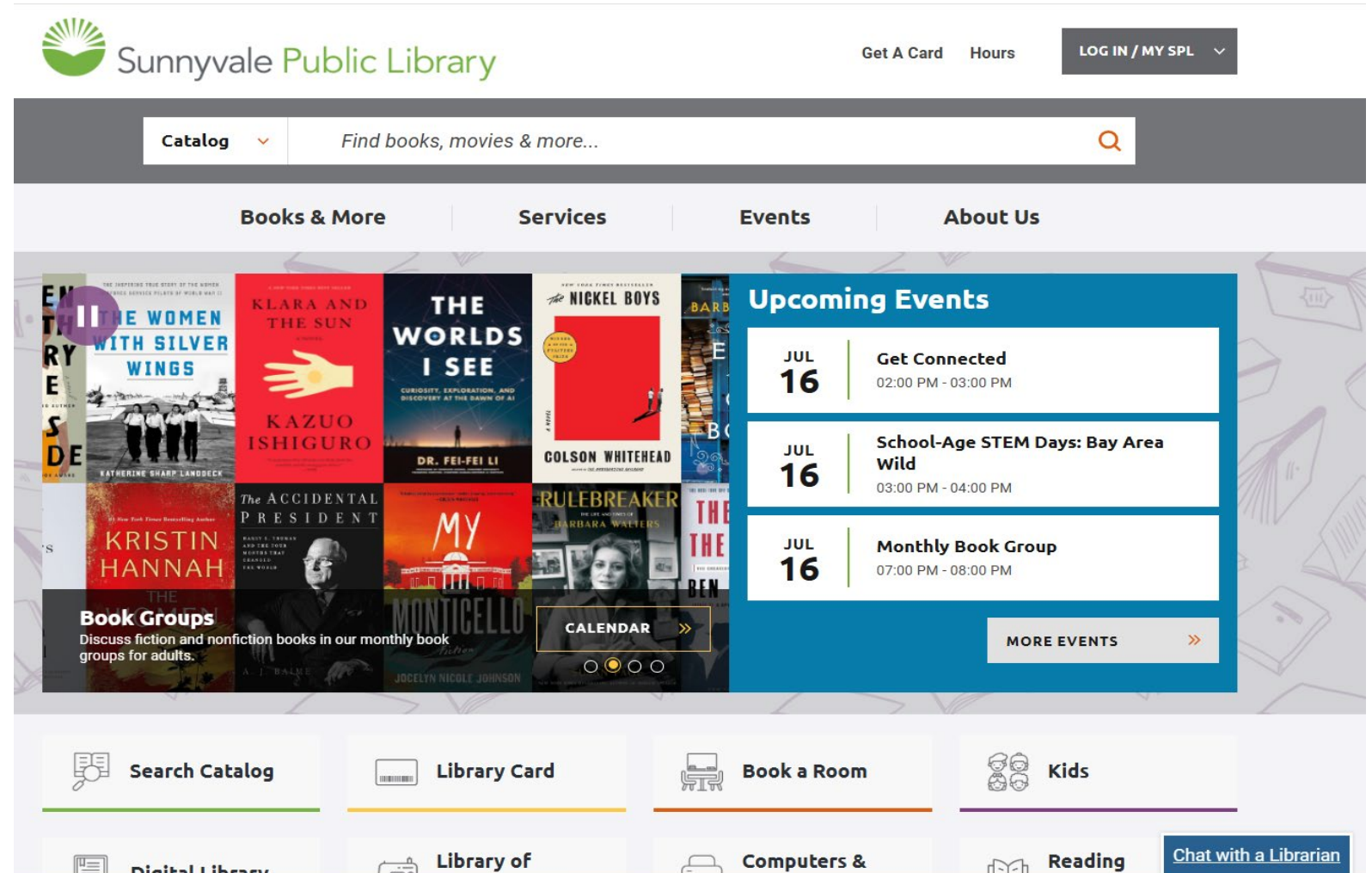
Social Media: Engagement Boosters

- Short form videos
- Throw back posts
- Memes and online trends
- Faces of Library staff
- Encourage responses and increase the Library's online visibility



Website

- Slideshow to promote big programs and major service updates
- All events on calendar



Out-of-Building Marketing

- Flyers at Senior Center, Downtown
- Flyers at schools and PeachJar for special events

CHECK OUT OUR MEMORY KITS!



WHAT'S A MEMORY KIT?
Adult Memory Kits are designed for use with individuals with dementia or other cognitive impairments.

WHAT'S IN A MEMORY KIT:
Each kit contains sensory objects, memory games and/or puzzles, fidget toys, reminiscence aids and other items related to the kit's theme.

TYPES OF MEMORY KITS:

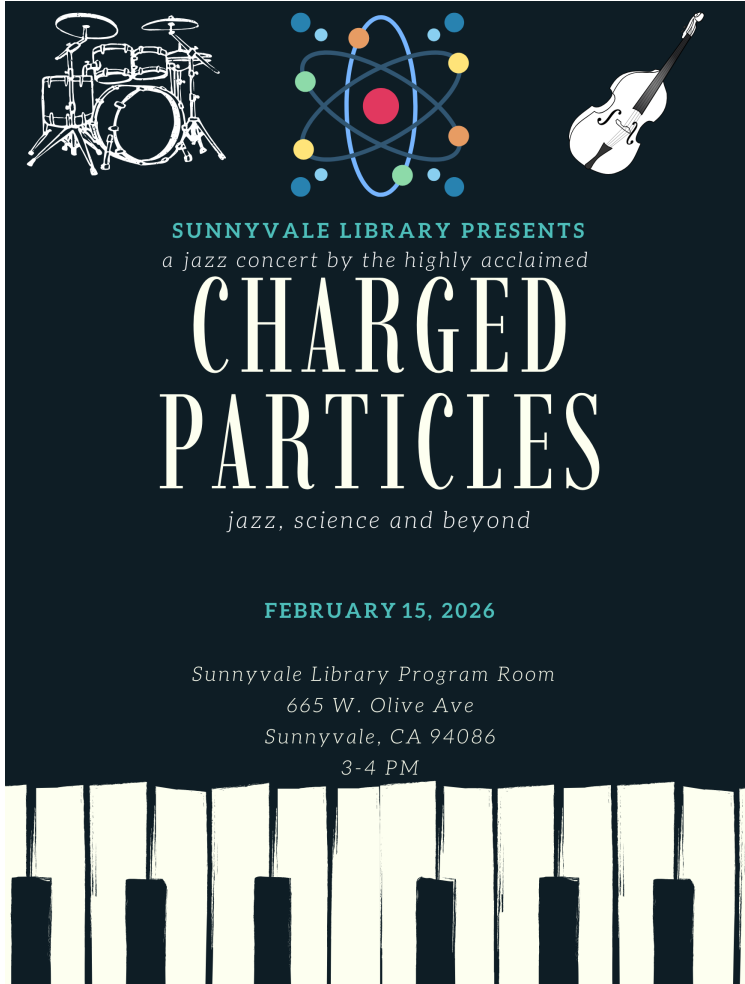
- 1950's, 1960's and 1970's memory lane
- Alzheimer/dementia stages
- Theme activity kits

HOW TO BORROW:

- Use your library card to borrow
- 3 week check out
- Borrowed and returned to the Sunnyvale Public Library



 665 W OLIVE AVE SUNNYVALE, CA 94086
(408)730-7300



SUNNYVALE LIBRARY PRESENTS
a jazz concert by the highly acclaimed

CHARGED PARTICLES

jazz, science and beyond

FEBRUARY 15, 2026

Sunnyvale Library Program Room
665 W. Olive Ave
Sunnyvale, CA 94086
3-4 PM

Outreach



Goals for Outreach

- Increase awareness of library programs and services
- Reach non-library users
- Build relationships with community members and other stakeholders

Creating Awareness: Youth and Families

- Outreach at City-wide events
 - ◆ Attended 17 events
 - ◆ Reached over 1,200 people
 - 4th of July
 - Earth Day
 - Hands on the Arts
 - National Night Out
- School Engagement
 - ◆ Attended over 22 events
 - ◆ Served over 1,500 parents and students
 - Reading Nights
 - Back to School
 - ELAC Meetings
 - Lunchtime Librarian
 - Offsite and onsite class visits



Open House, Vargas Elementary



*Summer Reading Presentation,
Fairwood Elementary*

Reaching Non-Library Users: Youth and Families

- Offsite Programming
 - ◆ Created 36 programs
 - ◆ Served 3,374 people
 - Storytimes and programs with Recreation camps
 - Storytime at Magical Bridge
 - StoryWalk events throughout the City
 - Offsite Bilingual Storytime



Family Fun Nights, Washington Park



STEM at CNC



Lunchtime Librarian at CMS

Partnerships: Youth and Families

- Cross promote library programs and services with members of other organizations.
 - ◆ Recreation Services
 - ◆ School Librarians and Outreach Coordinators
 - ◆ Sunnyvale School District
 - ◆ Low-income housing developments
 - ◆ Sunnyvale Community Services
 - ◆ Sunnyvale Sister City (Iizuka)



Child Care Fair, LRS Program



Sister City Display



Welcome Sign at Meridian Apartments

Creating Awareness: Adults

- Event participation
 - ◆ National Night Out
 - ◆ Sunnyvale Tech Expo
 - ◆ MidPen Housing
 - ◆ Summer Recreation Job Fair
 - ◆ Sunnyvale Pride Fest
 - ◆ Sunnyvale Farmer's Market



Sunnyvale Pride Fest



BIKE at Sunnyvale Farmer's Market

Reaching Non-Library Users: Adults

- Focus on adults with disabilities, esp. seniors
- Offsite Programming
 - ◆ Bike Repair at Columbia Park
 - ◆ Senior Center Book Group
- Home Delivery
 - ◆ 35 individual clients
 - ◆ 7 assisted living facilities
- Lunchtime Librarian



Home Delivery tote bag

Partnerships: Adults

- ◆ Recreation Services
- ◆ Assisted living facilities
- ◆ Environmental Services Department
- ◆ Friends of the Sunnyvale Library
- ◆ Sunnyvale Community Services
- ◆ Veterans' Groups
- ◆ Don Edwards San Francisco Bay National Wildlife Refuge
- ◆ Sunnyvale Art Club
- ◆ NOVA
- ◆ Silicon Valley Bike Coalition
- ◆ UC Master Gardeners
- ◆ Repair Café



Environmental Services Department



Bird Watch at Don Edwards



Questions?