

California Library Literacy Services



Literacy Program Awareness -- and Action!

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Market Research



- December 2005 – January 2006
- Learners and Tutors
- Motivations
- Their Own Words

Your Product = Relationship-Based Learning



Biggest Surprise:
You're Friendly!



Trigger for Learners and Tutors:
Personal Recommendation

- Friend
- Family
- Co-Worker
- Agency Referral





“Literacy” Doesn’t Work
for Recruiting

Key Words: “Get Help With
My/Your Reading...”



Additional Trigger for Tutors: Life Change



- Retirement
- Move
- Graduation
- Bereavement
- Divorce

Key Words for Tutors



- Rewarding
- Give back – get back
- See progress
- Make a difference
- Meet people
- Share

Highlight the Process, Not Just the End Result



Under Construction:

<http://libraryliteracy.org/toolkit/>

- Templates
- Talking Points
- Sample Flyers
- Photo Gallery
- Press Releases
- And More!


