



California Library Literacy
Services

Literacy Public Awareness -- and Action!

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Market Research



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

Trigger for Learners: Personal Recommendation

- Friend
- Family
- Co-worker
- Agency Referral



Your Product =
Relationship-Based Learning



Biggest Surprise:
You're Friendly!





“Literacy” Doesn’t Work
for Recruiting

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



What motivates tutors?

- “Rewarding”
- “Getting back as well as giving back”

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



What do we do next?

- Recraft our message
- Retool our techniques
- Arm ambassadors

*No time to tutor?
Then be a recruiter!*

Coming Soon: Tool Kit

- Downloadable
Templates
- Talking Points
- Sample Flyers
- Press Releases
- And More!



Get Help with Your Reading



FREE at the Library
 One-on-One Tutoring
 Work at Your Own Pace - No Pressure
 Flexible Hours
 Did we mention that it's **FREE**?

Call us for more information
 123-456-7890

Or drop by for a visit
 1234 Main Street
 Townville, CA 98765
 Monday-Friday
 10am to 6pm

Or check out our website
<http://www.1-villereads.org>

You'll be glad you did!
 Townville Literacy Project



Share the Rewards of Reading



Volunteer as a Tutor at the Library
 No Experience Necessary
 Flexible Hours
 We Prepare You and Supply All Materials
 +
 Be Part of Your Community

These Adults are Eager to Learn -
 You Can Make a REAL Difference!

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What's your product?

“Relationships!”



What brings people in?

“A personal invitation or recommendation!”



Audience question:

“What’s the timeline for the downloadable materials?”

Audience question:

“Where do we go to get the materials”

www.libraryliteracy.org!

Audience question:

“How do we obtain action, rather than just raise awareness?”

Audience question:

“Why aren’t we sharing the ‘joy’ of reading, instead of just the ‘gift’?”

Audience question:

“How do we get other library staff to buy into this new effort?”

Contact Joan?

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Where do I get the study data?

www.libraryliteracy.org

