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!