



Peterborough Town Library

Campaign

Communication Plan

April 2017- June 2018

Section I. Strategy Overview

Communication Objectives

1. Project impact. What does the library do for our community and why is it important?
2. Project timeline.
3. Budget
4. Success of Fundraising (key benchmarks and grants received)
5. Why is facility inadequate and in need of upgrades?
6. Importance of Town participation and Town Bond
7. Plans for library operation during construction

Target Audiences

1. Voters
2. Town officials and volunteers
3. Library patrons
4. Project stakeholders (1833, Trustees, Friends, staff).
5. Donors

Positioning Statement (Internal)

The Peterborough Town Library is a much-loved and heavily used pillar of the community, it attracts an average of 200 visitors a day. However, due to aging and the substandard conditions of much of the physical plant, the Library has become defined more by its limitations than its possibilities. Community needs continue to evolve. There is a crucial need for meeting spaces, a flexible layout, smart and integrated technology access throughout the building, and high quality, accessible space for all ages.

Residents of Peterborough have stepped forward to ensure the Town Library will serve as a flexible and trusted resource for generations to come.

In addition to being a vital resource center for literacy and lifelong learning, the new Library will expand its role by becoming the physical anchor in the community, creating a venue to connect people to people, people to ideas, and people to knowledge. The Town of Peterborough's Master Plan outlines a vision to become a town that is a great place to start and grow a business; an alternative to a big city environment; and a wholesome place to raise a family. The Library will be a key to helping achieve these important outcomes. Our Library and programs will support business, entrepreneurs and families, and will meet the expectations of new residents looking for quality and attractive spaces to work, learn and play.

Desired Action from Target Audience

1. Vote Yes on the warrant article
2. Become ambassadors for the project who act as vocal supporters in the community
3. Donate and assist with making connections to others who will support the project.

Section II. Communication Platforms

Communication Channels, Target Audience & Message Frequency

1. **Newspaper (Monadnock Ledger Transcript, Keene Sentinel, and Union Leader)**
 - New article or letter to the editor once a month
 - Insert
 - Target audiences: all
2. **Library In-House Display**
 - Create visual display and handout
 - Target audiences: all
3. **Public Events**
 - Public presentation on new design and project impacts
 - Target audiences: all
4. **Outreach Events**
 - Visit and presentation to service groups and town committees
 - Lions
 - Kiwanis
 - Rotary
 - Chamber
 - Heritage
 - Conservation
 - EDA and Welcome Team
 - Peterborough Woman's Club
 - Schools
 - RiverMead/Summerhill/Scott Farrar
 - Target audiences: Voters and Donors
5. **House Parties**
 - Resident hosted campaign events
 - Target audiences: Voters and Donors

6. **Outreach Stations**

- Visual displays and placement of brochures and project collateral
 - Toadstool
 - School libraries
 - Monadnock Center for History and Culture
 - Town House
 - Chamber of Commerce
 - People's Bank
 - Steele's
 - Shaw's

7. **Direct Mailer**

- Postcard
- Letter to Town officials and committee members
- Target audiences: all

8. **Website Articles**

- Project documents, renderings, message etc.
- New article once a week
- Donor centric area
- Link on Town Website
- Target audiences: all

9. **Email Marketing**

- Talking Points newsletter once every 2-3 weeks
- Periodic email blasts around one key issue
- Share with Town email list
- Target audiences: all

10. **Facebook and Instagram**

- Multiple updates each week (ideally two per day)
- Periodic promoted posts for excellent resources or important messages
- New video each month to then share across other platforms
- Share with multiple pages including Town, Heritage Commission, and other committees and orientation
- Target audiences: all