



LITTLE FREE LIBRARY.ORG™  
TAKE A BOOK • RETURN A BOOK

## HOW TO SPREAD THE WORD

### Practical Tips

Let people see your Little Free Library! The best way to do that is to install the Library in a place where as many people as possible will notice it. They will be curious, look inside and tell their friends and family what they saw. So be sure that they can find very good books from the very first day.

### **Then what? What else can you do?**

**Tell your neighbors in person and ask them to tell others.** When you meet your neighbors on their daily walk, ask them if they have seen the new Little Library yet. They'll ask you what you mean and you can fill them in.

**Have a welcome party, a potluck supper or a picnic.** To let everyone know that the Library belongs to the neighborhood, not just you, have several neighbors co-host the gathering. Invite your neighbors a week or two in advance, and be sure to have it at a time when kids and adults can attend. Ask them to bring "A buck and a book" (or more) and join the Give it Forward Team. See if they will bring a little food to share.

**Invite people in print.** By far the most effective way is to leave a handwritten invitation or flier at the front door of everyone you want to invite. An "evite" with RSVP can work, too, and newsletters (online or print). Emails or Facebook postings can help. But don't rely on just one medium. And don't worry about looking "professional." Remember, friendly faces and friendly places are what these Little Libraries are all about. Sample fliers and other materials are available in the **Tools You Can Use** section of the Little Free Library website.

**Share the work:** Ask for friends to share the stewardship duties. Recruit help for keeping the Library stocked with good books and well maintained. Help children, youth and adults get involved.

**Tell community media**—newspapers, TV and radio stations, websites and organizational newsletters. Send them short messages that include your name, Library location, the names of people who can talk about the Library and what they like about it, and how others can participate. Be sure to include the correct website address: [www.littlefreelibrary.org](http://www.littlefreelibrary.org)

**And finally...Get on the map!** Take lots of photographs, not only of the Library but also the people around it. Send them with your location and other information on the Official Registration Form you can find on the website.