

Library Giving Day

Library Giving Day Media Kit: Engaging Radio & Television Stations

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Library Giving Day

1. INTRODUCTION

What is Library Giving Day?

Library Giving Day (LGD) is an annual fundraising campaign designed to increase philanthropic support for libraries across the U.S. and Canada. Since its launch in 2019 by The Seattle Public Library Foundation, LGD has raised over **\$8 million**, including **\$2 million** in the past year alone.

Libraries serve as community cornerstones, providing essential services such as free access to books, technology, educational programs, and more. Library Giving Day enables individuals and businesses to contribute and ensure libraries continue to thrive.

2. CAMPAIGN OVERVIEW

How Stations Can Get Involved

Radio and television stations play a crucial role in amplifying Library Giving Day's message. You can support LGD by:

- Broadcasting **public service announcements (PSAs)** to encourage donations.
- Hosting **library representatives** for on-air interviews.
- Promoting LGD on **station websites and social media**.
- Including LGD in **community event calendars**.

Key Dates

- **Library Giving Day:** [Insert Date]
- **Pre-campaign promotion:** Start 4–6 weeks before LGD.
- **Day-of event coverage:** Interviews, live mentions, and donation updates.

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- **Post-campaign follow-up:** Share results and success stories.

3. KEY MESSAGES & TALKING POINTS

Why Libraries Matter

- Libraries provide **free access to books, technology, and educational programs.**
- They serve as community hubs for **job seekers, students, and lifelong learners.**
- Every dollar donated on **Library Giving Day** ensures these services remain accessible.

Why Now?

- Library budgets are often stretched thin, relying on community support.
- Donations help expand services such as **digital literacy programs, early childhood education, and career training.**
- Supporting LGD is a tangible way to **give back and strengthen local communities.**

How to Give

- Visit LibraryGivingDay.org to make an online donation.
- **Text-to-Give:** (Provide details if applicable.)
- **Visit your local library's website** for specific fundraising initiatives.

4. SAMPLE PUBLIC SERVICE ANNOUNCEMENTS (PSAS)

10-Second PSA:

Library Giving Day

"Support your library this Library Giving Day! Your donation helps fund free programs, technology, and books for our community. Give today at [LibraryGivingDay.org]."

15-Second PSA:

"Libraries are essential, providing free books, digital resources, and career programs. Support your local library this Library Giving Day by making a donation at [LibraryGivingDay.org]. Every gift makes a difference!"

30-Second PSA:

"Imagine a world without free access to books, internet, or job training. Libraries provide these services every day, but they need your help. This Library Giving Day, join us in supporting [Your Library Name] by making a donation. Every dollar strengthens our community. Give today at [LibraryGivingDay.org]."

Live Read Talking Points:

"Good morning, listeners! Did you know that libraries provide free access to books, technology, and learning opportunities? But they rely on community support to keep these services running. That's why today is **Library Giving Day!** Every donation helps our libraries continue their vital work. Visit [LibraryGivingDay.org] and give generously!"

5. INTERVIEW OPPORTUNITIES & PRESS CONTACTS

We welcome **radio, television, and podcast interviews** to discuss the importance of libraries and how listeners/viewers can contribute to Library Giving Day.

Suggested Guests:

- [Library Representative Name], Director of [Library Name]

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- [Library Fundraising Manager Name], LGD Campaign Coordinator
- [Local Advocate Name], Community Supporter & Library Patron

To schedule an interview or request additional information, contact:

- **Media Contact Name:** [Contact Person]
- **Email:** [Email Address]
- **Phone:** [Phone Number]
- **Website:** [Library Website]

6. SOCIAL MEDIA & DIGITAL PROMOTION

Hashtags & Social Copy

Encourage your audience to engage with Library Giving Day by sharing messages on social media using these hashtags:

- **#LibraryGivingDay**
- **#SupportLibraries**
- **#GiveToYourLibrary**

Sample Social Media Posts

- **Facebook/Instagram:** "Libraries change lives!   Support your local library this Library Giving Day. Every gift, big or small, makes a difference. Donate now at [LibraryGivingDay.org]. #LibraryGivingDay"
- **Twitter/X:** "It's #LibraryGivingDay! Libraries provide free access to books, Wi-Fi, and education. Help keep them strong by making a donation today: [LibraryGivingDay.org]"
- **LinkedIn:** "Did you know that every dollar donated to a library has a **huge impact**? Support your community by giving to **Library Giving Day** today."

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Your donation helps fund books, technology, and programs that transform lives! [LibraryGivingDay.org]"

Social Media Graphics & Videos

- Download official **LGD logos, banners, and promotional graphics** from [LibraryGivingDay.org].
- Share **short testimonial videos** from library patrons and staff.
- Create **live video updates** featuring donation progress and fundraising milestones.

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