



OUTSIDE THE LINES

LIBRARIES REINTRODUCED

Outside the Lines is a weeklong, national celebration demonstrating the creativity and innovation happening in libraries. Whether your organization is large or small, a school library or a public library, you can participate by hosting at least one event or campaign that:

1. Gets people thinking – and talking – about libraries in a different way
2. Showcases the library out in the community as well as in the library
3. Highlights how your library is relevant to people's lives
4. Represents your local community
5. Is active versus passive – gets people engaged
6. Is extraordinary and unexpected
7. Most importantly, is fun!

Select and run a campaign this summer/fall. Send results by October 15, 2015!

Montana State Library
PO Box 201800
Helena MT 59620-1800



We encourage Montana libraries to get “Outside the Lines” and collect data about an exciting way you’re reaching patrons, starting now! Please forward any metrics by **October 15, 2015** to: **Montana State Library, Colleen Hamer, chamer@mt.gov, PO Box 201800, Helena MT 59620-1800.**

Collect data and share images, stories, and more about the great services you’re providing to your patrons! Ideas include:

- MT Library2Go
- Montana Makers or your own Maker Space
- Montana Memory Project
- Share Your Story
- Summer Reading

Visit http://libraries.msl.mt.gov/Home/library_development/marketing/for_librarians/campaigns to find customizable press releases, campaign metrics collection forms, and more! Be sure to check out <http://otlmontana.tumblr.com> or more inspiration!

