

Reed, Sally Gardner and Nawalinski, Beth. *Even More Great Ideas for Libraries and Friends*. New York: Neal-Schuman, 2008 . 285 p. \$69.95 ISBN:978-1-55570-638-8

This practical 'recipe' book helps library staff and volunteers reflect on their efforts to increase visibility and membership in their libraries, while picking up new ideas for their public relations and fundraising efforts. Compiled by staff of the national Friends of Libraries USA organization, this collection of case studies is a sequel to the successful *101+ Great Ideas for Libraries and Friends* published five years ago.

The first four chapters demonstrate what Friends groups accomplish for libraries in the realms of fundraising, services and outreach, advocacy and public awareness. The final two chapters focus on Friends groups themselves, how they can increase their memberships and how they effectively organize themselves to last the long term. Sample advertisings, booksale handouts, community surveys and membership brochures populate the pages, along with sample by-laws, mission statements, goals and objectives listings, and contracts between libraries and Friends groups. One does not have to reinvent the wheel with these ready-to-use examples that call for mere modifying.

Perhaps the greatest result from poring through these case studies is an evolving appreciation for Friends' groups across the country and throughout the past 25+ years. For instance, look at this example of creativity and community building: two discovered boxes of municipal-owned historical photos were turned into a photo reproduction project, where current residents could buy images of their century-old homes, businesses, or institutions where they work. Over two years, \$10,000 was raised for the town's library.

As I have seen from experience, you'll see Friends' members raise their eyebrows in anticipation of ideas they'll find in this book. Public libraries especially will want this title, but special libraries and academic libraries will find ideas here as well.

Colleen Nunn
Denver Botanic Gardens
Head Librarian