



BRINGING JOY TO
ADULT



SEASONAL READING PROGRAMS



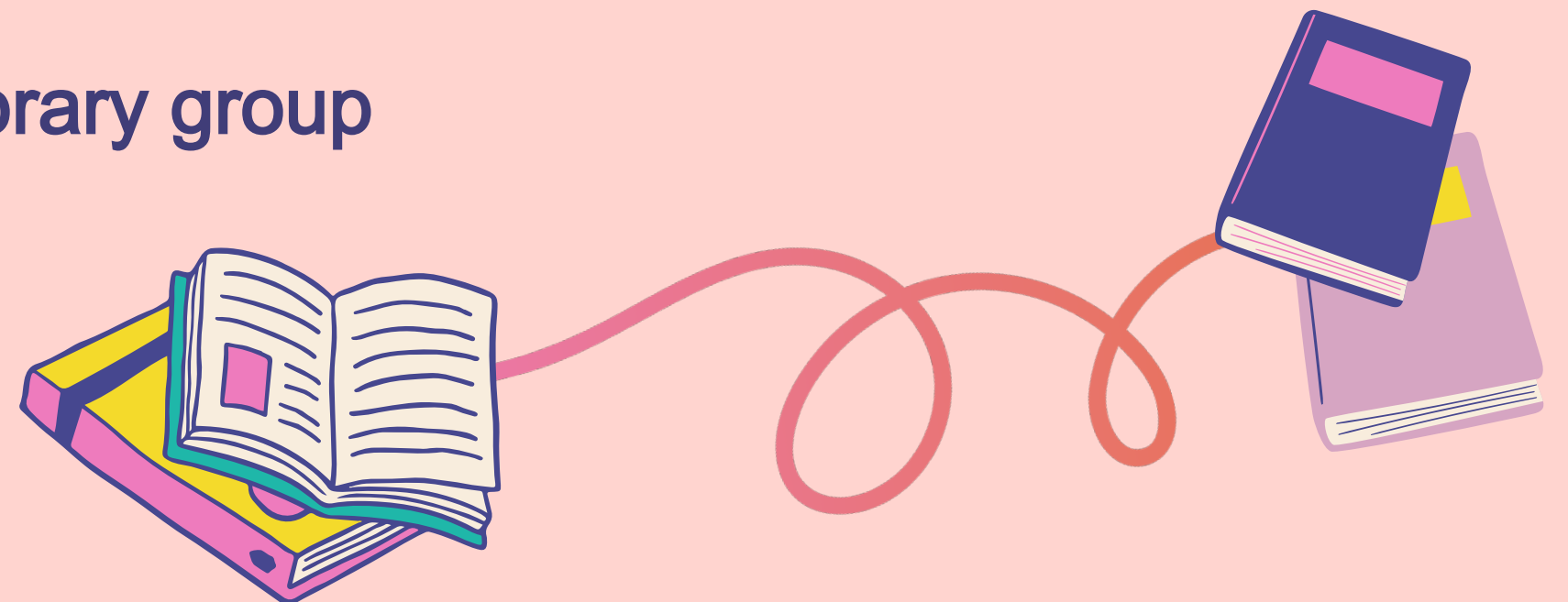
Presentation by
Molly Bitters
Eisenhower Public Library



BACKGROUND

Eisenhower Library is:

- Near suburban (two villages as a library district, surrounded by Chicago)
- 25,000 resident population + ~30% non -resident active users
- ~\$70,000 annual programming budget
- Have been doing Summer Reading for teens and adults for decades - doing Bookshop Winter and Summer Reading for 4 years
- We do not have a Friends of the Library group



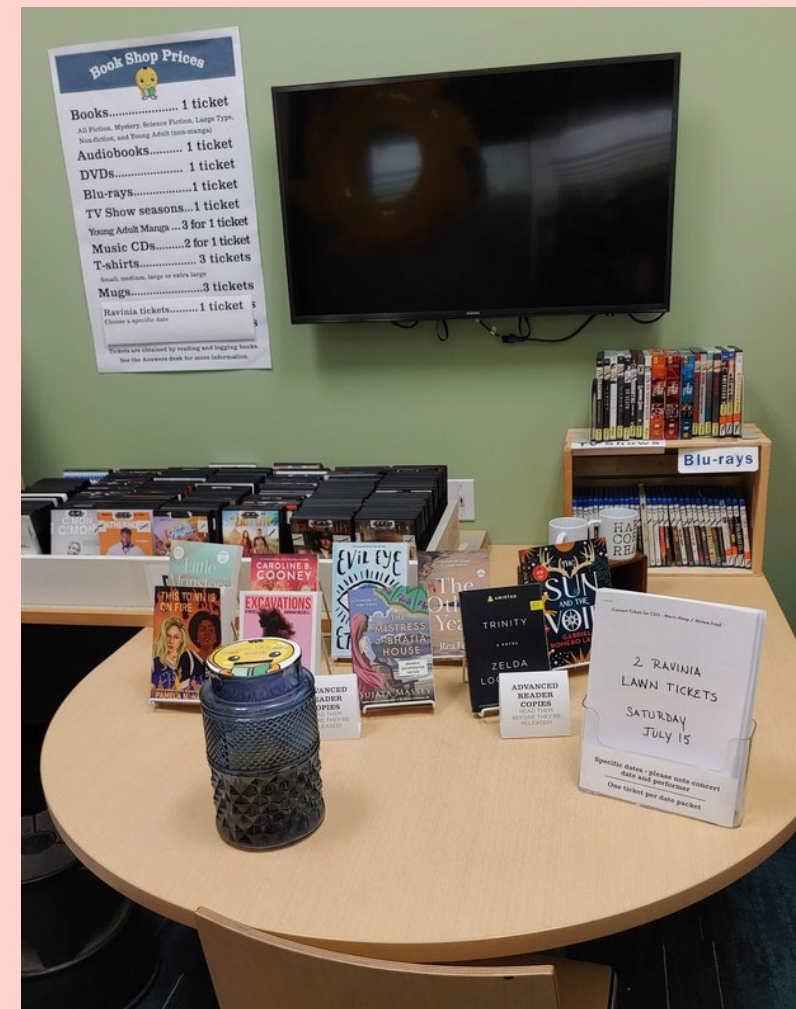
WHAT IS THE BOOKSHOP?

2 month reward shop for Winter and Summer Reading for adults and teens

First time! Winter 2023

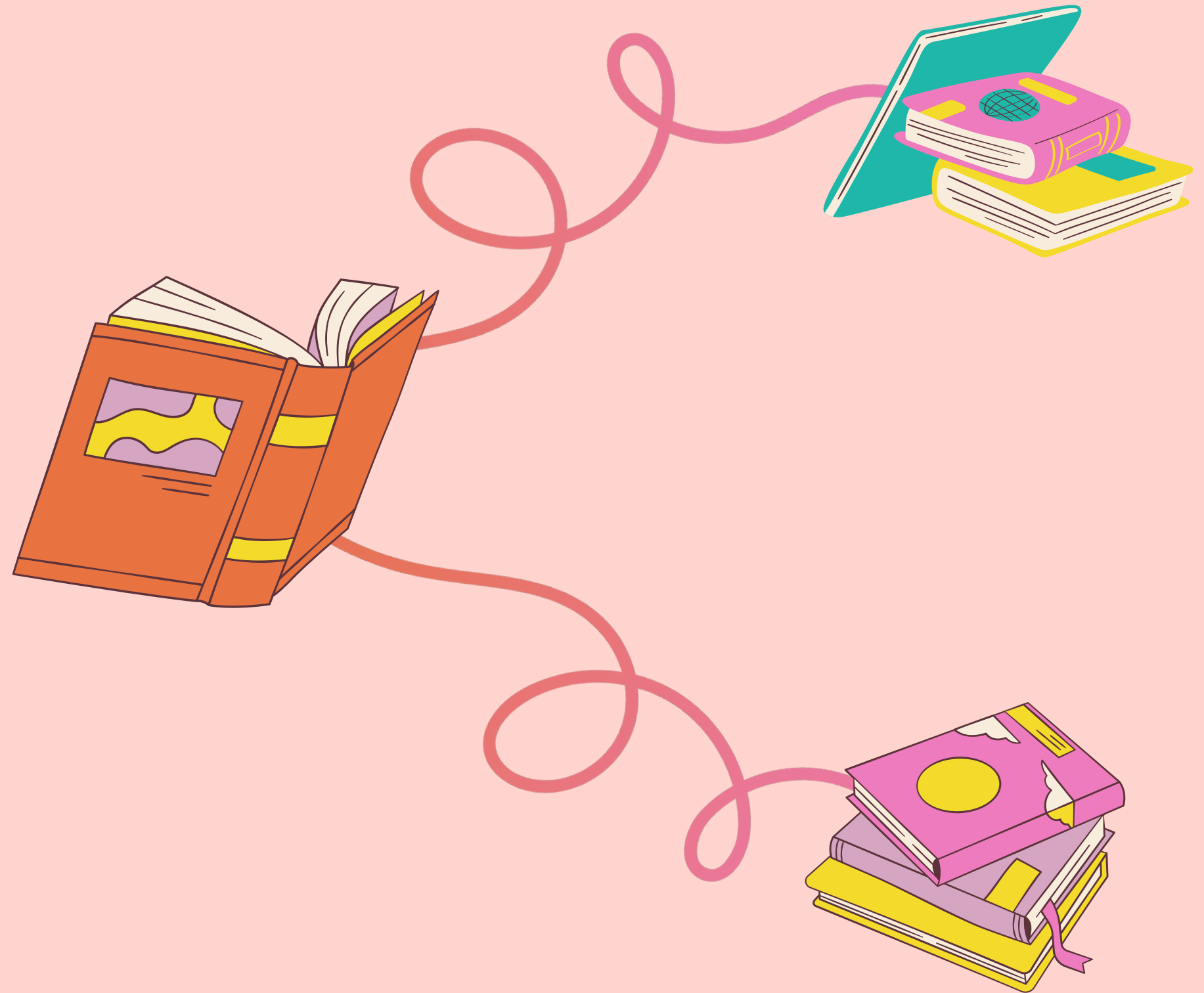
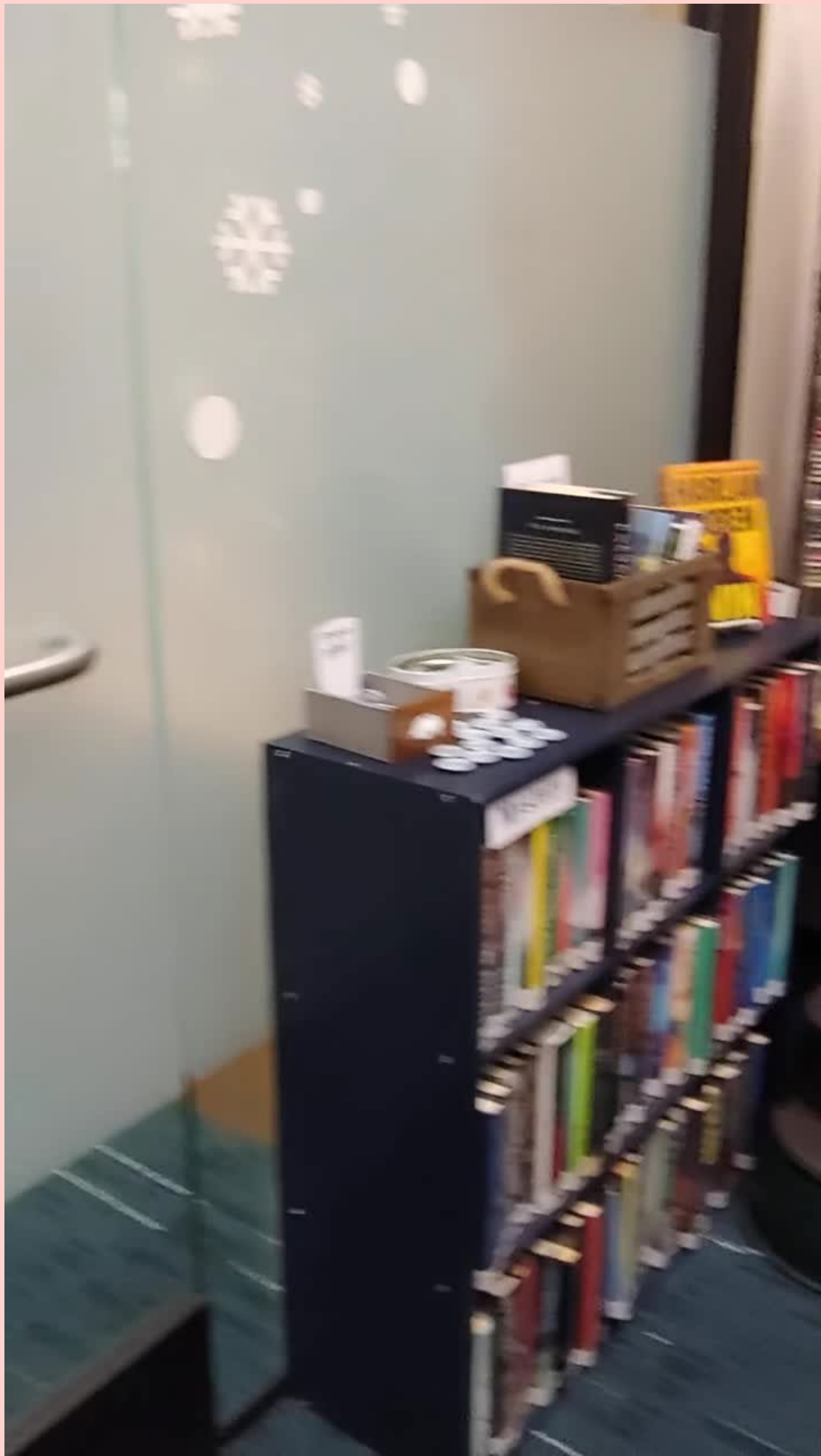


Book Shop Prices	
Books.....	1 ticket
All Fiction, Mystery, Science Fiction, Large Type, Non-fiction, and Young Adult (non-manga)	
Audiobooks.....	1 ticket
DVDs.....	1 ticket
Blu-rays.....	1 ticket
TV Show seasons.....	1 ticket
Music CDs.....	2 for 1 ticket
Young Adult Manga ...	3 for 1 ticket
T-shirts.....	2 tickets
Small, medium, large or extra large	
Stuffed animal.....	3 tickets
Bear or yeti	
Stuffed animal keychain....	1 ticket
Mugs.....	3 tickets
Tickets are obtained by reading and logging books. See the Answers desk for more information.	



Summer 2023



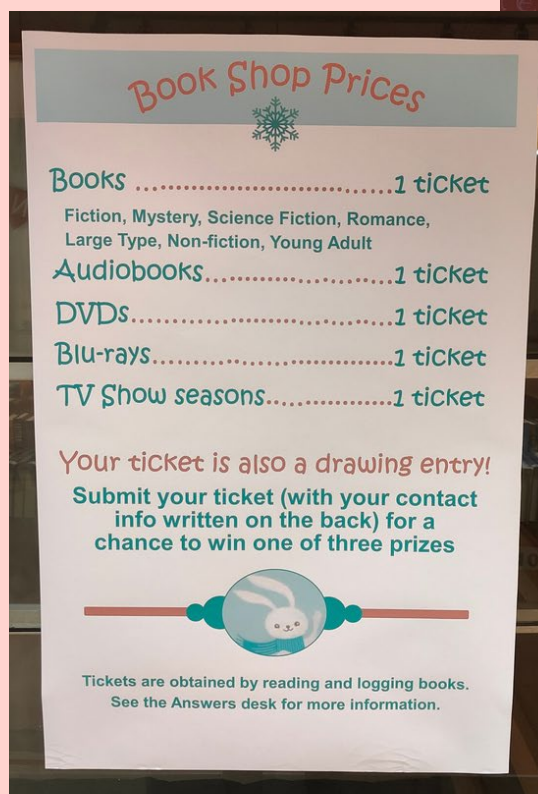


WHAT IS THE BOOKSHOP?

Winter 2024



Summer 2024



WHAT IS THE BOOKSHOP?

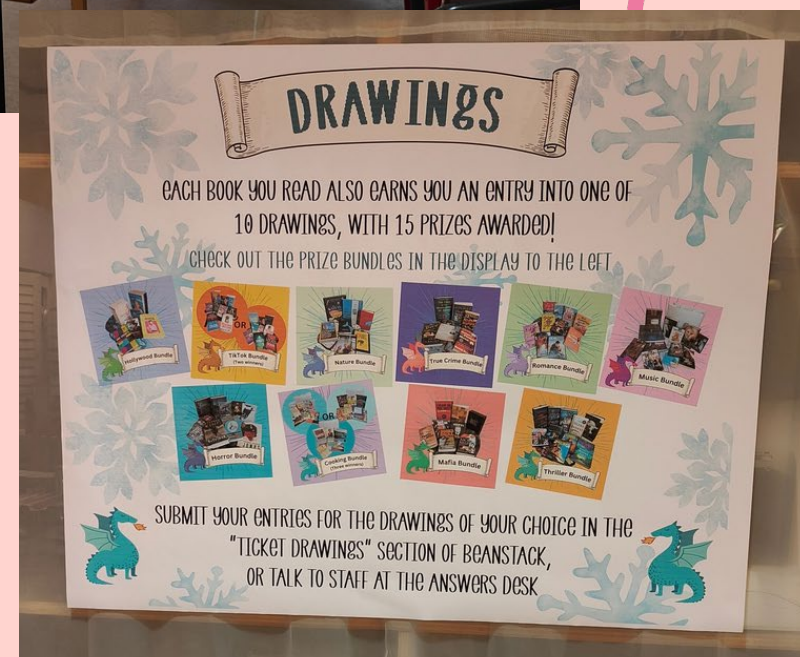
Winter 2025

Summer 2025



WHAT IS THE BOOKSHOP?

Winter 2026



Summer 2026



COSTS

does not include kick off party or registration prize expenses

Winter 2023 \$138.90 drawing prizes, decor plus donated prize, and my donated time to make plushies

Summer 2023 \$850.00 drawing prizes, Cricut blanks plus my donated time to make plushies, mugs and tees, and left over items from other programs

Winter 2024 \$120 for drawing prizes, decor

Summer 2024 \$870 for drawing prizes, cicada goodies plus my donated time to make cicada ornaments

ENGAGEMENT

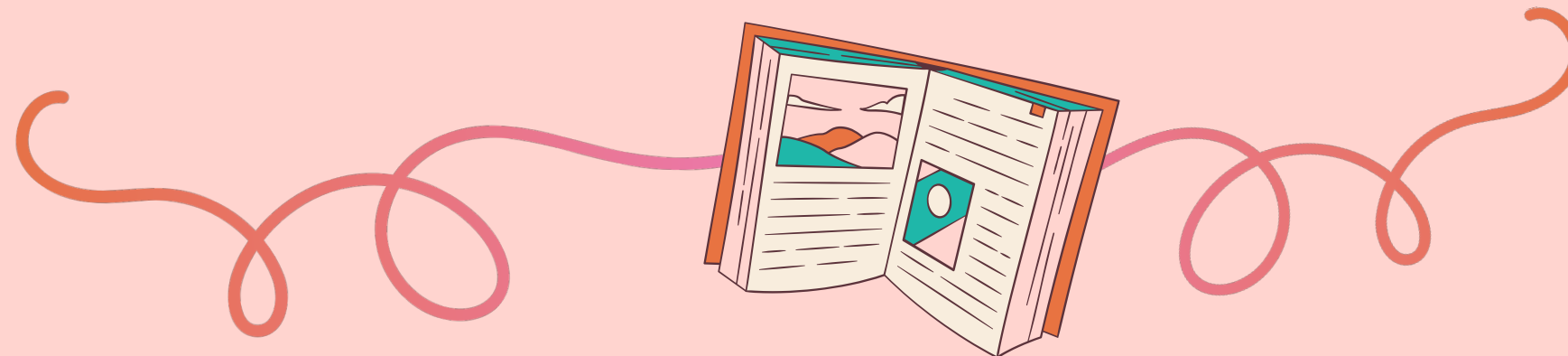
one ticket earned per book read,
one drawing entry per book read

Winter 2023 35 unique participants
329 tickets issued
189 drawing entries

Summer 2023 415 unique participants
1467 tickets issued
2045 drawing entries

Winter 2024 130 unique participants
1122 tickets issued
1110 drawing entries

Summer 2024 566 unique participants
2255 tickets issued
2530 drawing entries



COSTS

does not include kick off party or registration prize expenses

Winter 2025 \$35 for decor

Summer 2025 \$765 drawing prizes, decor
3D printed 40 dragon keychains, my donated time to paint the dragon keychains and make the overhead dragons

Winter 2026 \$22 for decor

Summer 2026 \$1164 for drawing prizes, decor
Had volunteers assemble Blossom Balls

ENGAGEMENT

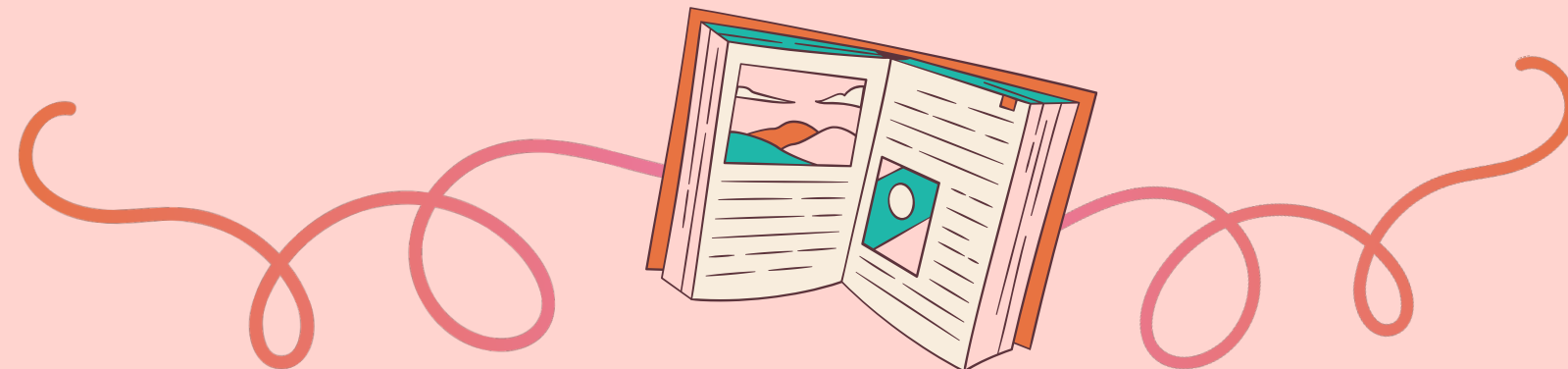
one ticket earned per book read,
one drawing entry per book read

Winter 2025 144 unique participants
1233 tickets issued
1110 drawing entries

Summer 2025 677 unique participants
2320 tickets issued
3017 drawing entries

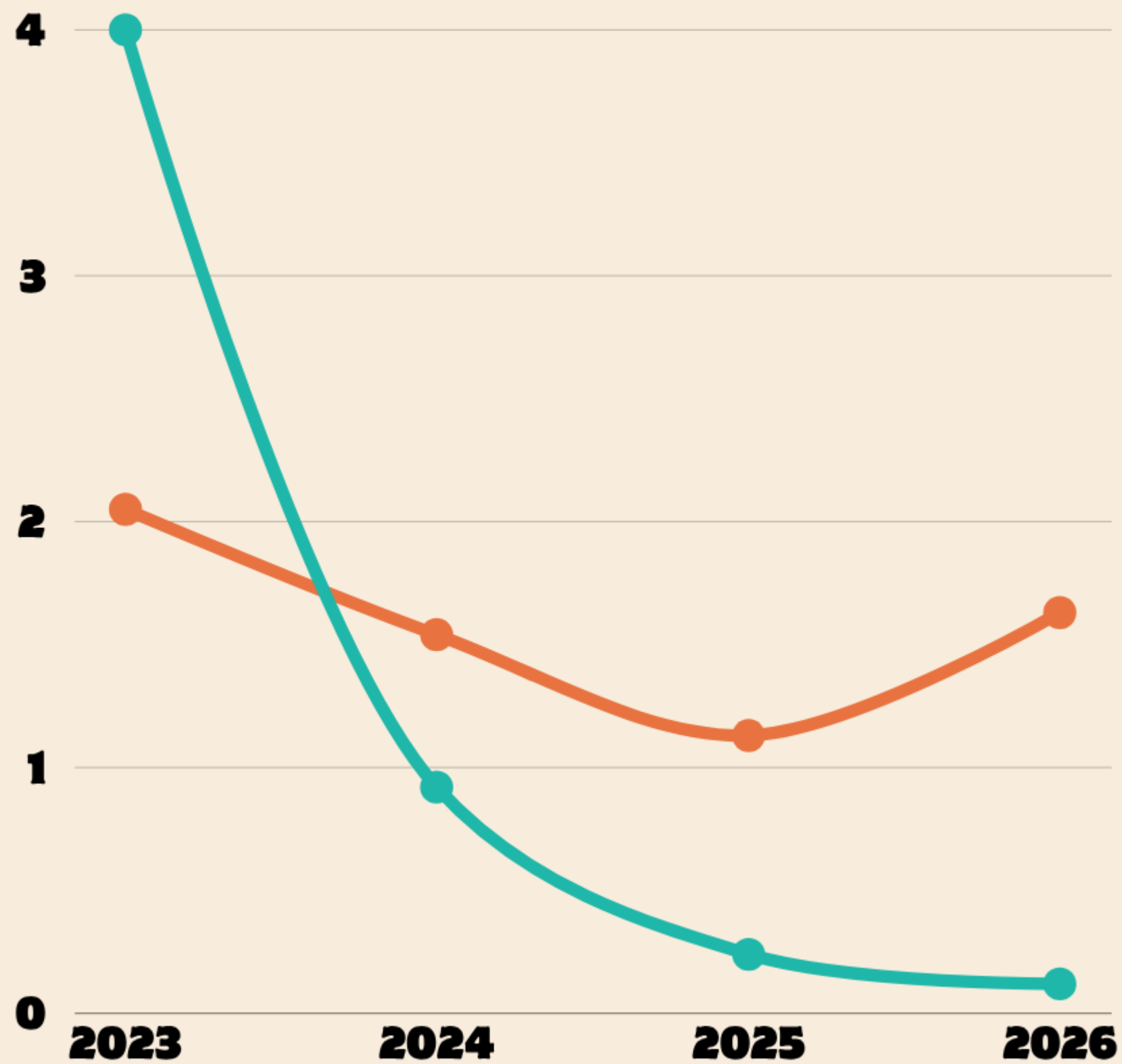
Winter 2026 192 unique participants
1233 tickets issued
1159 drawing entries

Summer 2026 715 unique participants
2995 tickets issued
3531 drawing entries



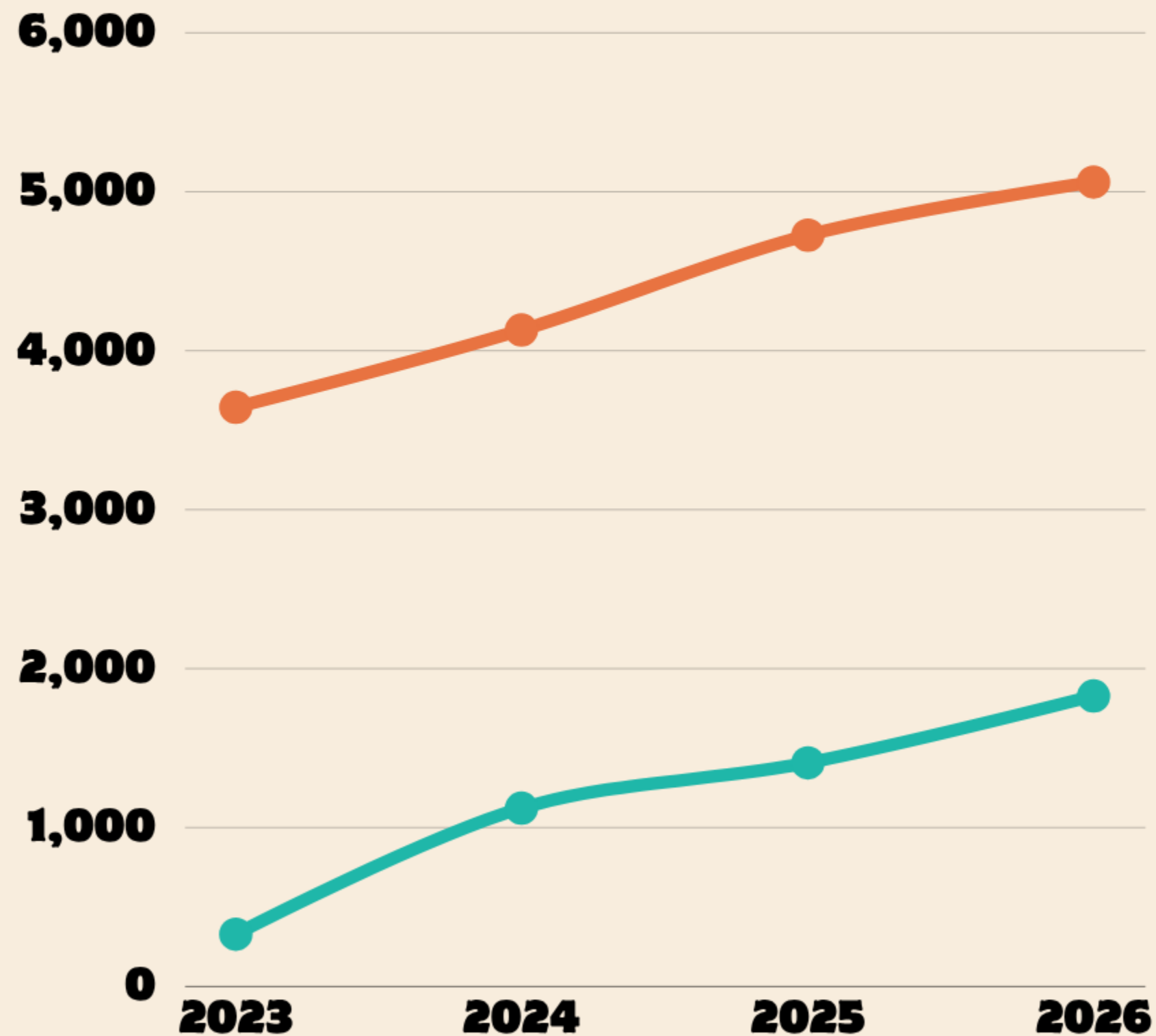
Cost per participant, in \$

● Summer ● Winter



Books logged (completely read)

● Summer ● Winter



WHY SHOULD I CARE?

- When many of our program stats and building visits are declining, Bookshop participation is soaring
- Patrons and staff get to engage in a positive exchange instead of passively logging reading



WHAT YOU HAVE TO HAVE

- **Someone to spearhead it (plan, organize, make decisions, keep involved staff informed)**
- **Staff willing to hand out tickets at service desks (facilitate the event)**
- **Some kind of space or area to set it up (can be temporary or a take-over of a space usually used for something else, can even be your FOL book sale area)**

WHAT YOU HAVE TO HAVE

- Discards and donations (or budget to buy the Bookshop giveaways - don't have to be new. Look into options like bulk buying from Knowledge Exchange. Get sponsors for buying bulk purchases. Ask listservs for donations of extra copies of popular titles)
- A space to collect and stash the materials you will be using
- The ability to print signs (we do have a poster printer for the big signs)



HELPFUL THINGS

- **Crafting skills - or buy decor**
- **A budget - minimal to generous (minimal requires more creativity)**
- **Off desk time to review and sort donations, decorate, tidy and restock the Bookshop**
- **Volunteers to pull dupe copies for discard, assemble goodies and setup**
- **Themed decor (we use the iRead Illinois themes, Library Aware images for Winter Reading - patrons really appreciate how it makes the space special)**
- **Stat tracking**
- **Beanstack software**



TIPS

- The “cafe” space (530 sq. ft.) held 1200 books and DVDs for Summer Reading 2026, and the study room (116.4 sq. ft.) we used for the first two times held 750 books and DVDs
- DVDs and fiction are popular - I break out genres and put them out alphabetical for ease of browsing, but it's not necessary
- Non-fiction is also very popular. Don't need to sort
- Middle grade books have consistently been surprisingly popular
- If you are partnering with a Friends group/book sale, set the earned tickets at a certain price equivalent to make purchases in the Friends books

TIPS

- **You can cross-promote the Bookshop - tickets won at other library events, as a prize for filling out a survey, etc.**
- **Display ARCs in the Bookshop that staff are done with - patrons love getting these “special copies”**
- **Set aside premium donations and discards to build prize bundles with for very low cost**



Donated items
set aside for
prize bundles -
build themes:
cooking,
thrillers,
BookTok titles,
romance, etc.