

Wapiti Regional Library

Library Book Sale Fundraiser Goes Online

Shellbrook Public Library has long held semi-annual used book sales to help raise funds. This year, faced with COVID-related restrictions, the local board didn't want to give up on a fundraiser. Instead, once the library re-opened in July for limited capacity service, they decided to move the sale online, converting it into a book auction.



Used materials, including books, DVDs, and puzzles that had been gathered through donations were

organized and categorized, then placed in lots of three to five items. Each lot was photographed, and then packaged and confined to a 72 hour guarantine prior to sale.

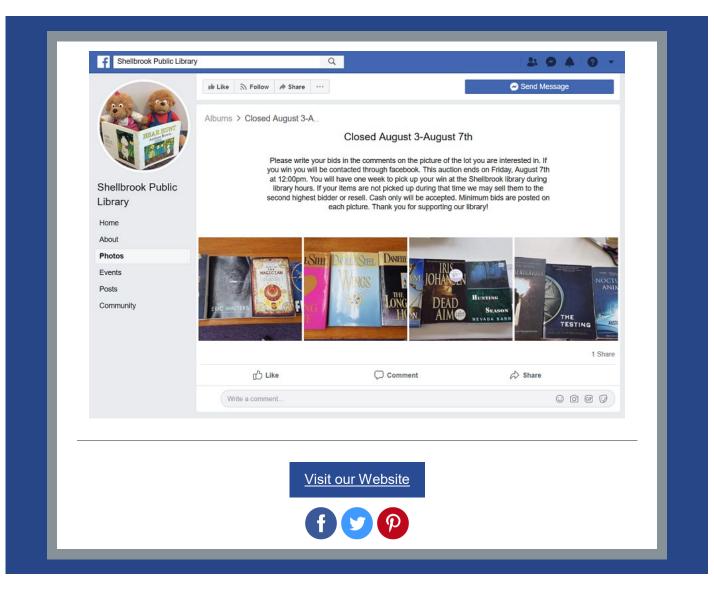
The auction was conducted using the library's Facebook page where photos of up to five to eight lots were placed in a photo album. The albums were then shared with local buy and sell Facebook groups, providing greater exposure. (See below for a screenshot of the library's Facebook page advertising auction items.)

Buyers placed their bids in the library's Facebook comment section accompanying each lot. Winners were notified through Facebook and given one week to pick up their purchases.

Twice a week for six weeks, a new series of lots was featured on the library's Facebook page. Eager bidders followed the postings, waiting for a lot to catch their eye. Interest was brisk, evolving into friendly bidding wars as buyers vied for materials - all for the cause of supporting their local library.

"We had a great response, selling the most materials ever, realizing \$1300.00," said branch librarian Dian Campbell. "Running the auction as we did brought in a lot of new people that generally don't use the library. We found it as much a marketing event as a fundraiser."

The Shellbrook Public Library thanks its community members for their outstanding support of this event. We congratulate the staff and board for their innovative thinking and dedication to their library and community.



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