



## 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 quarantine 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.

Shellbrook Public Library

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Albums > Closed August 3-A...

Closed August 3-August 7th

Please write your bids in the comments on the picture of the lot you are interested in. If you win you will be contacted through facebook. This auction ends on Friday, August 7th at 12:00pm. You will have one week to pick up your win at the Shellbrook library during library hours. If your items are not picked up during that time we may sell them to the second highest bidder or resell. Cash only will be accepted. Minimum bids are posted on each picture. Thank you for supporting our library!

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