Get...Geek the Library!

Geek the Library: A Community Awareness Campaign for U.S. Public Libraries

Funded by a grant from the Bill & Melinda Gates Foundation, Geek the Library is a community awareness campaign aimed at building support for your library. Everyone “geeks” something—and public libraries support them all. The campaign message is bold and simple, and it focuses on the critical role that public libraries play in our communities while raising awareness of local library funding challenges.

Using a multipronged approach, including public relations, educational efforts and advertising, Geek the Library aims to:

- **Raise awareness** about the need for library support
- **Change attitudes** and perceptions about the library and the need for increased library funding
- **Drive behavior** that relates to increasing support for the local library
A comprehensive campaign pilot study, conducted in two regions, southern Georgia and central Iowa, found:

• **Geek the Library gets people’s attention.** In just five months, more than half of surveyed residents were familiar with the campaign.

• **Geek the Library raises awareness.** Perceptions and attitudes around the library’s importance and value in the community improved in southern Georgia, and more people said they were willing to fund the library.

• **Geek the Library encourages action.** Over two-thirds of surveyed residents in both southern Georgia and central Iowa had planned or had taken an action as a result of the campaign, including talking to friends and family about the library or attending a library event.

“By encouraging patrons to share what they geek with us and by reminding them that we support what they geek, we’re helping to redefine our public library as a place that cultivates our patrons’ personal interests. It results in a much more meaningful, interactive experience for our customers.”

**GEEK THE LIBRARY PARTICIPATING LIBRARY**

Taking part in Geek the Library builds the groundwork for increased library awareness and solidifies library support within the community.

**Get Geek the Library today!**

Visit [get.geekthelibrary.org](http://get.geekthelibrary.org) for more information on how to implement the campaign locally.