

hoopla U

Leveraging Digital Access to Grow Library Funding and Advocacy

Presenters



Jonna Ward

*Founder and CEO, The
Library Support Network*



Kelly Reisig

*Library Director,
Hastings Public Library*



Trenton Smiley

*Director of Customer
Messaging, Hoopla*

Agenda

01

Trends in Library Fundraising

Jonna Ward

02

When the Evolving Role of Libraries is Challenged

Kelly Reisig

03

Positioning Digital Access for Support

Trenton Smiley

Trends in Public Library Fundraising

What is changing



Growing philanthropic attention



Fundraising capacity is uneven




Public funding is not keeping pace



Donors and advocates build resilient


What strong practice looks like



Fundraising is leadership work



A clear case matters



Different models can work



Build local champions

Why digital belongs

1

Core to how people use the library

2

Lead with people and outcomes

3

Connect to learning, work, health, and civic life

4

Extends reach and service

The opportunity

**Tools and
peers can**

**You don't
have to do
this alone**

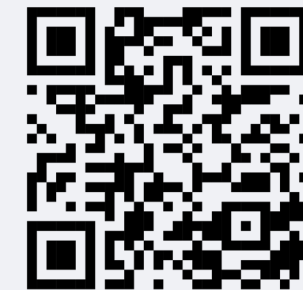
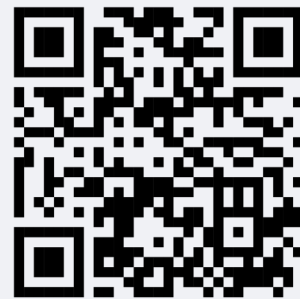
**Digital
access is a
compelling
entry point**

Resources to Tap

Library Giving Day



Int'l Public Library
Foundation Conference

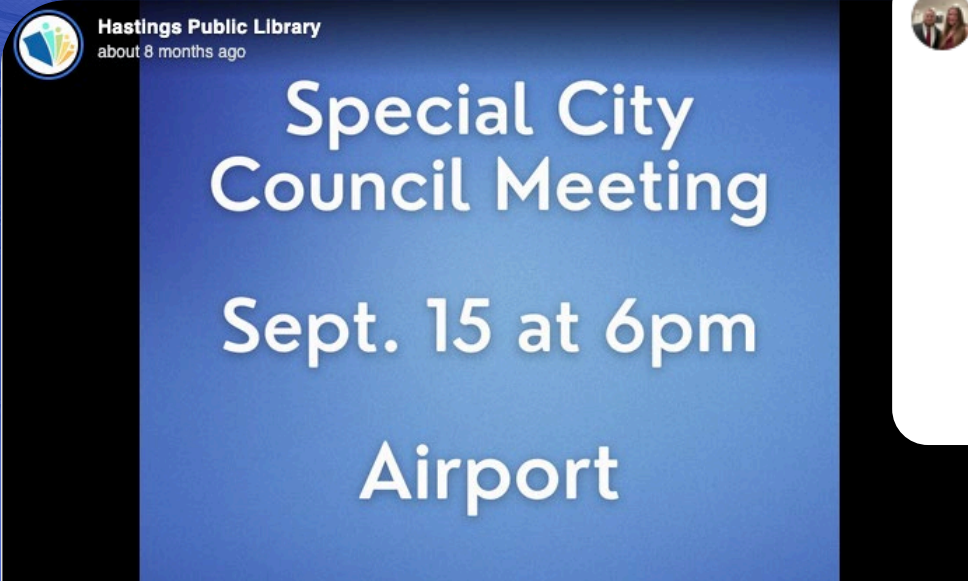


When the Evolving Role of Libraries is Challenged

Rural libraries and access to digital services



Looking to our community for support via social media



! Hoopla is being considered for termination. !

After rejecting the proposed 2025-26 budget, City Council called for more cuts. As a result, all City departments must raise prices and cut costs. Among these new proposals, Hoopla is to be eliminated. This affects many of our library users and is a decision we did not want to make. If you have concerns, please share them with us. If you have any questions, please contact us. We will discuss the budget at the City Council special meeting Sep 15 at 6pm at the Airport. Your voice matters and can make a difference.

Thank you for your support—it means the world to us! 💜

16 likes, 13 comments, 81 shares

AnnaBell Murphy
I use Hoopla every day. It's nice to listen to a book during my long daily commute because I don't have time to read for pleasure, otherwise. Without Hoopla, I wouldn't be able to enjoy the library because of how busy I am. Also it's a great way to... See more

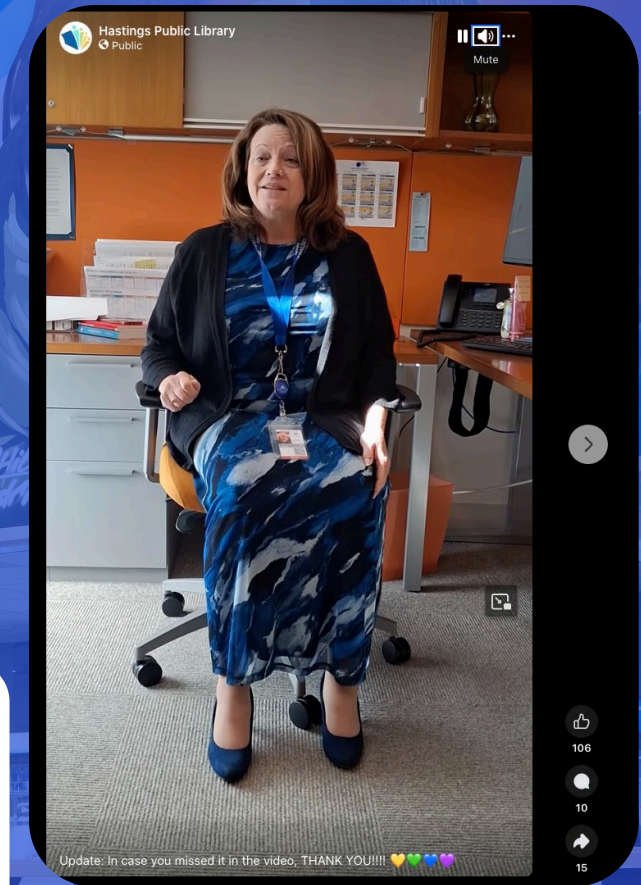
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Amanda Snell
I use Hoopla daily, it is how I got into audio books, and without it I would not be able to afford audiobooks.

32w 3 likes

Stephanie Sanner Haussler
I use Hoopla monthly! I would absolutely pay an add on to my out of county library card fee to help with the costs. The library audio streaming services are worth the money. They provide books to the public who may not be able to access the library in ... See more

32w 7 likes



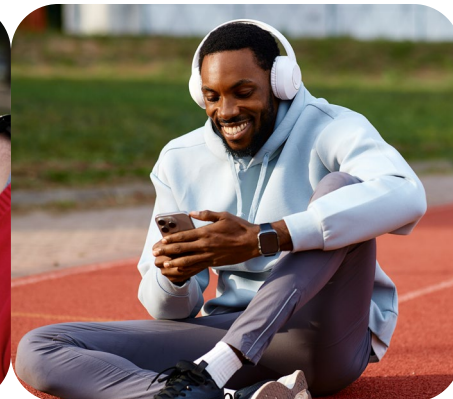
Positioning Digital Access for Support

Funders Fund the Why

**Products and
collections
alone don't
drive support**

**Funders and
donors
prioritize
purpose,
outcomes, and
impact**

**Strong
stories
explain why
the work
matters and
who it
reaches**



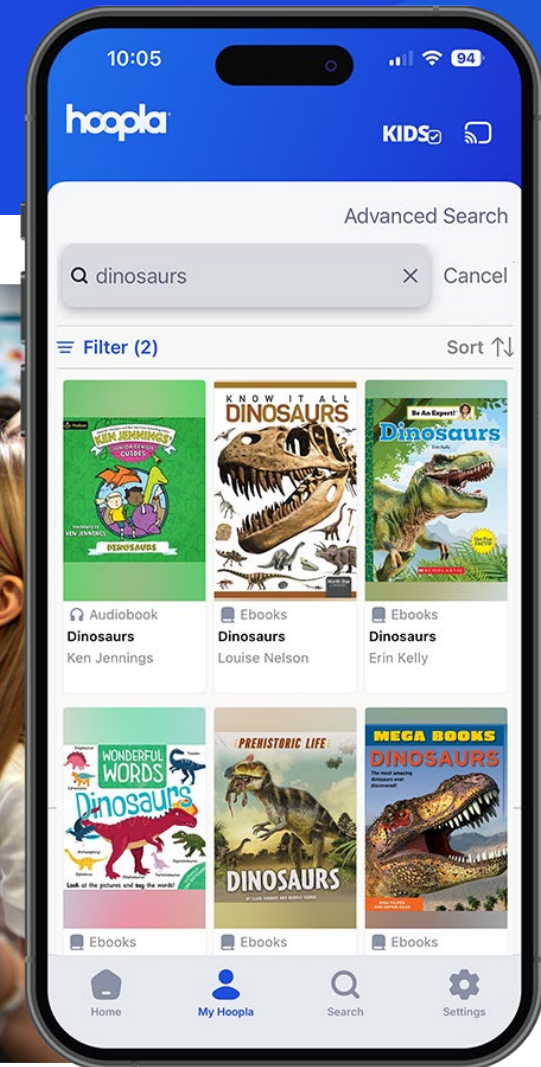
Positioning Digital Access
for Support

Physical Activities Show the What

Programs and events demonstrate visible library activity

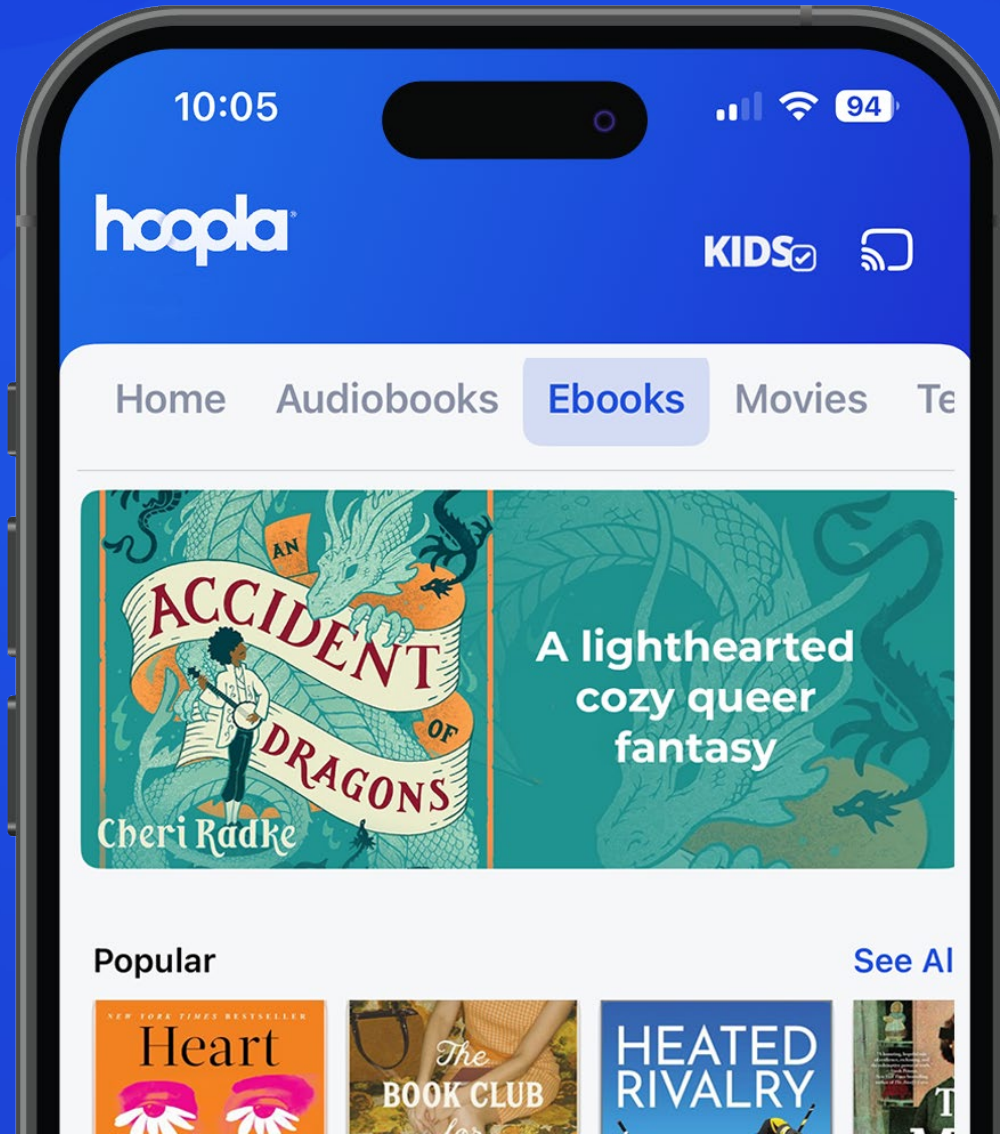
Physical services show what libraries do day to day

They don't always capture full reach or ongoing impact



Why Digital Access Strengthens the Story

- Extends services beyond buildings and operating hours
- Removes barriers related to time, transportation, and ability
- Shows content delivered, when it was accessed, and total volume



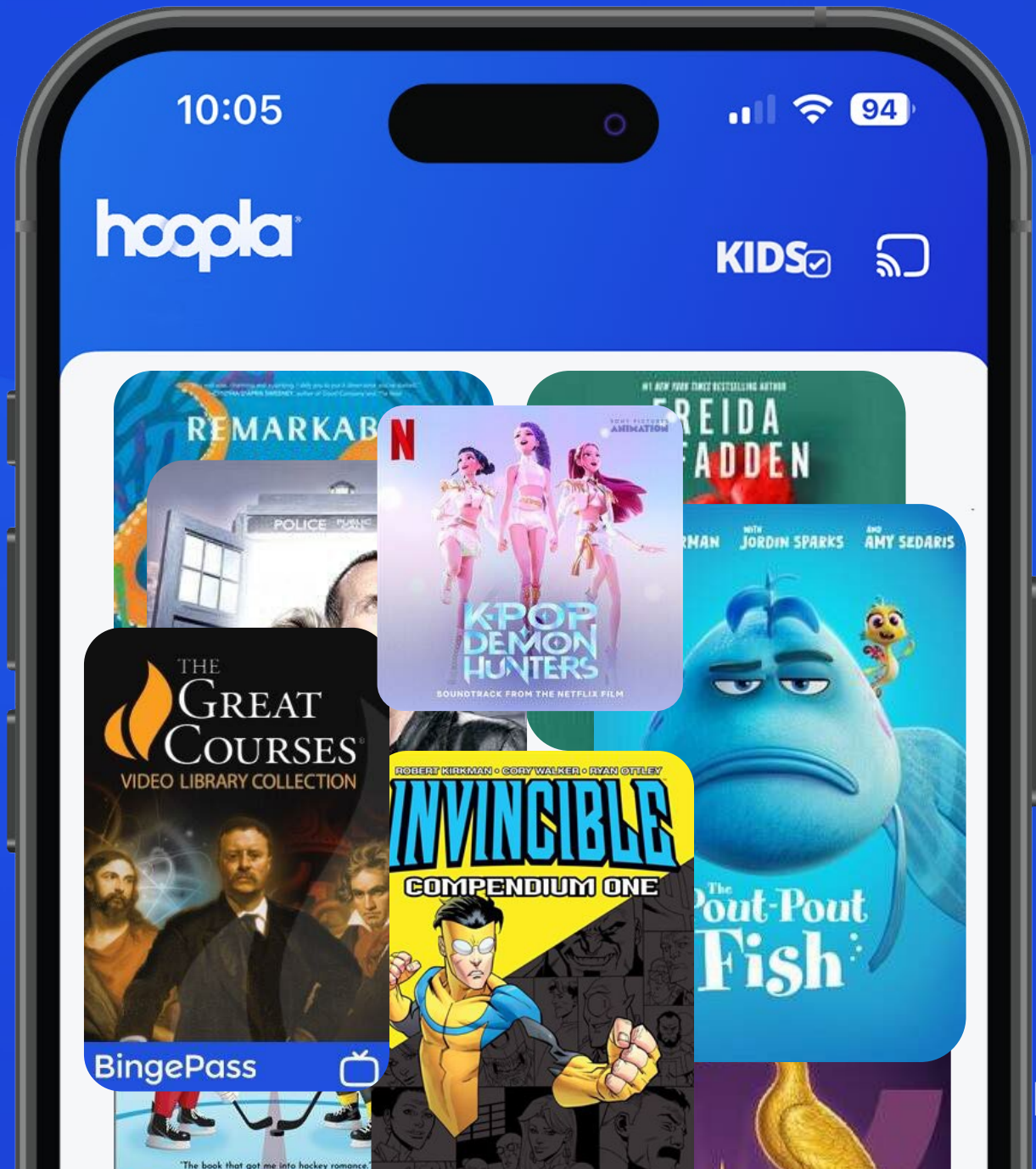
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On-Demand

Community-
Wide Use

Why Hoopla Is a Marketing Asset

- Robust, multi-format collection meeting diverse needs
- Instant, frictionless access that increases engagement
- Reporting that supports outcome-focused storytelling



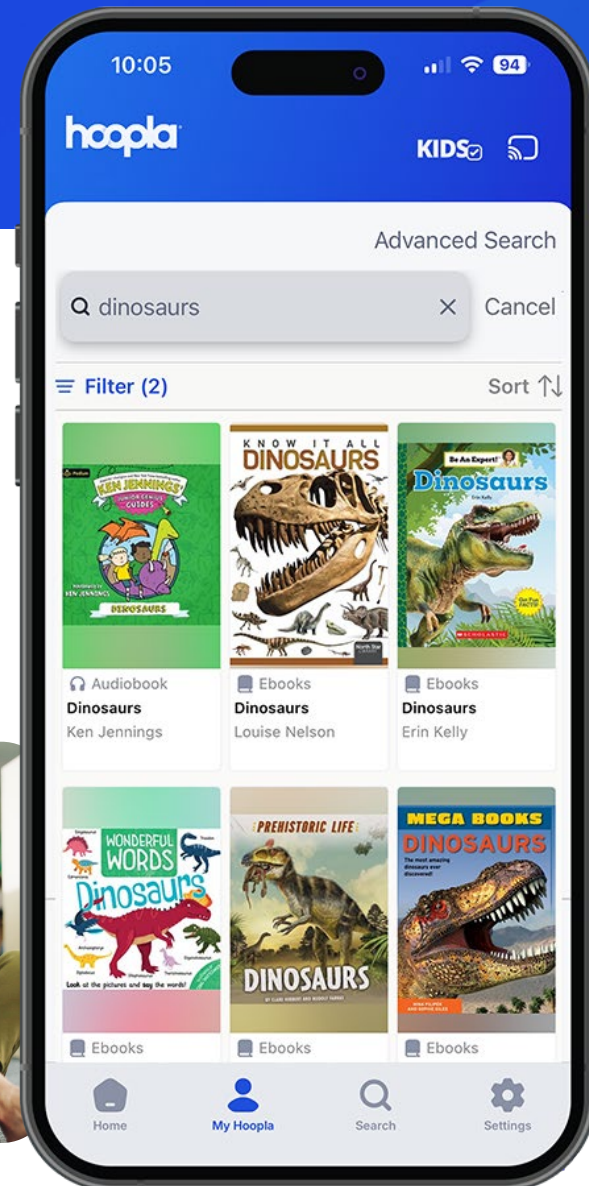
The Shift: From Features to Impact

Don't market digital access alone



Pair digital access with funded physical initiatives

Position access as an impact and reach multiplier

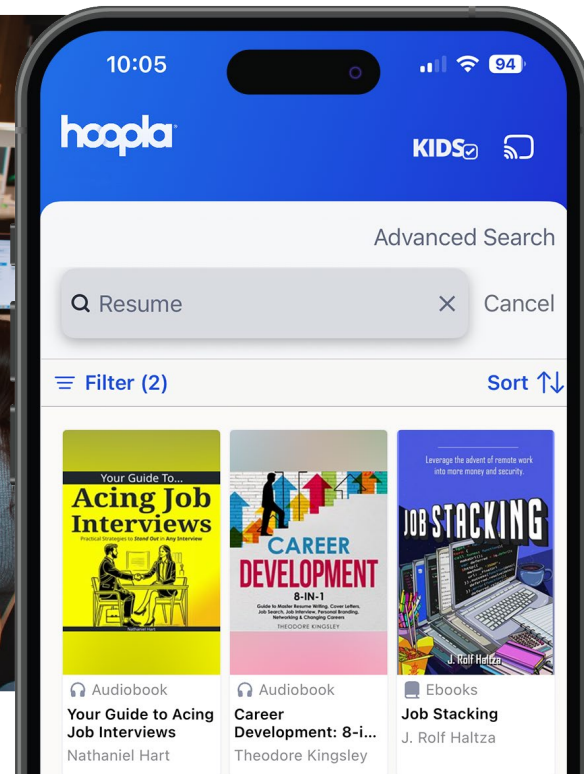


Example: Physical Program + Digital Extension

Digital access
extends
engagement
beyond the
event

Physical
program serves
as the fundable
anchor

Outcome
framing
emphasizes
continuity
and reach



Positioning Digital Access
for Support

Example:
**Homebound
& Isolated
Community
Members**

**Outreach and
accessibility
initiatives are highly
fundable**

**Digital access
removes barriers to
ongoing use**

**Reinforces equity,
independence, and
inclusion**



Positioning Digital Access
for Support

Key Takeaways & Opportunity

1

Funders fund outcomes, access, and equity

2

Digital access helps libraries clearly show the why behind their work

3

Start with one program and one intentional digital extension

Questions?

Thank you for joining us!

- Questions: email **tsmiley@midwesttapes.com**
- Recording will be available on the Hoopla Hub in the coming days, under webinars **<https://library.hoopladigital.com/webinars/>**
- Follow up survey
- Certificate of attendance will also be available on the Hub
- Next webinar – May 21 – From the Theater to Your Branch : Summer Movie Preview & Physical Media Insights



Vibrant Libraries

BREAKROOM

ELECTRICAL ROOM