Expanding the One City One Book Idea
- MLA 2019 -
Our Team

Leslie
- School partnerships
- YA book selection & distribution
- Author visit

Chase
- Website & social media
- Print pieces
- Video/Photos
- Marketing

Therese
- Onsite programming
- Budgeting
- Timelines & scheduling
When Saint Paul Reads Brave
Our goals for 2019

• Engage 5,000 residents and 20+ partners
• Raise $50,000
• Increase awareness of the issues related to housing in Saint Paul
Partnerships, Growth & Logistics
2013
2 Schools
170 YA books

2019
40 Educators
20 Community organizations
3360 YA books
605 Adult
435 Youth
Meg Medina
5,748 views of Meg’s “hello” video posted Fall 2018
Read Brave is a really good way to get people talking about issues.

Read Brave showed me books that I wouldn’t read and made me realize there are good books out there.

We should have two books and author visits a year.

Meg Medina is authentic and what you could say “woke” about today’s society.

The most meaningful part of Read Brave was talking to others about housing & the problems and feeling connected.
Sponsorship

- Reaching our goals required supplemental funding from a major sponsor
- Working with The Friends to create a sponsor brief
- Incorporating the sponsor's ideas and perspective in marketing materials
MARKETING & COMMUNICATIONS
Creating an identity
When Saint Paul Reads Brave
Displays in branches
Engaging the public in branches on the theme with interactive activities
Display ads
Email marketing

SPPL uses Mailchimp to for email marketing
Guerrilla Marketing

400 copies of “Burn Baby Burn” were wrapped and distributed around St. Paul.
Successes and challenges
So Many Books Given Out!

- 4,000+ copies of *Burn Baby burn*
- 1,000+ copies of *Evicted*
- 700+ copies of titles for kids
Read Brave Storytime
Over 100 people came to hear Mayor Carter read “Shelter” at Highland Park Library
Rethinking Eviction

More than 40 landlords and others came to Sun Ray Library to learn about resources to keep tenants in their homes.
Brave Art
30+ youth created art around what home means to them
Createch

Teens could tell their stories around home housing insecurity in Saint Paul—using 1970s technology.
Care Brave
More than 85 people created personal care kits at Dayton’s Bluff and Highland Park libraries.
Meg Medina comes to town
February 2019

Returns
April 2019
Evaluation

We asked staff to fill in the blanks:

I wish _______________________
I wonder _______________________
I liked _______________________
What if _______________________

Keep In Touch

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