



Webster
Public
Library

Webster Public Library | 980 Ridge Road | Webster, NY 14580 | P 585.872.7075 | websterlibrary.org

Foundation Proposal

Project Leader(s) Linda Liddle

Date 11/3/2022

1. Describe in detail the purpose of the proposal. To give our Library bags a refresh and update our logo.
2. Describe how this proposal supports our brand. Currently, many of our bags have been retired from circulation and those remaining have our old logo.
3. Describe who the proposal would benefit.
This will benefit the entire library & patrons and staff
4. Detail exact costs of the proposal.
\$1037.50 for 250 bags
\$170 for 250 tag holders) \$1207.50 total
5. Outline as much as possible the timeline of the proposal.
As soon as proposal is approved, the order will be placed. We will begin using them immediately and cycle out
6. Which departments are affected by this proposal? Are they aware and supportive of any old this proposal? Circulation and Reference staff are both bags. excited about this proposal
7. Describe in detail how this project will be marketed.
The new bags will be promoted on social media, in-house, and do much of the marketing themselves.