

IT'S EASY TO ENGAGE POTENTIAL HOBBYISTS AT

# *YOUR LOCAL LIBRARY!*

A MESSAGE FROM BOB MELLOR

**When I first became an ANA District Representative, I thought about ways to engage my local community beyond coin clubs.** I wanted to reach the general public in an informal setting to talk about numismatics, so I held a regular outreach session at my local library to gauge the response.

Where I live, there are 17 branch libraries and 345 library employees. I approached the library's senior management and offered to provide a service to the community by furthering numismatic education in my role as a District Representative of the American Numismatic Association. Unsurprisingly, they had no idea what numismatics even meant, so the education began immediately! Fortunately, they welcomed my idea and allocated a monthly recurring time slot at the library for me to test it. The library provided support by posting the CoinTalk meeting on their online calendar, which appears on a wide screen TV at the circulation desk of every library in the county.

**The library provided me with a full size conference room for the meeting and charged me NOTHING!**

**I have had a great response from folks in my community,** many of whom have joined local coin clubs, national clubs and the ANA due to my outreach. I ordered Show Kits from the ANA and used the materials to engage my audience. People are surprised to learn of these educational opportunities!

We hold a 2.5 hour session on the fourth Tuesday of each month to engage anyone and everyone who wants to come and talk, learn and commune about numismatics. I would grade it a success. Consider reaching out to your local libraries and see what you can set up with them.