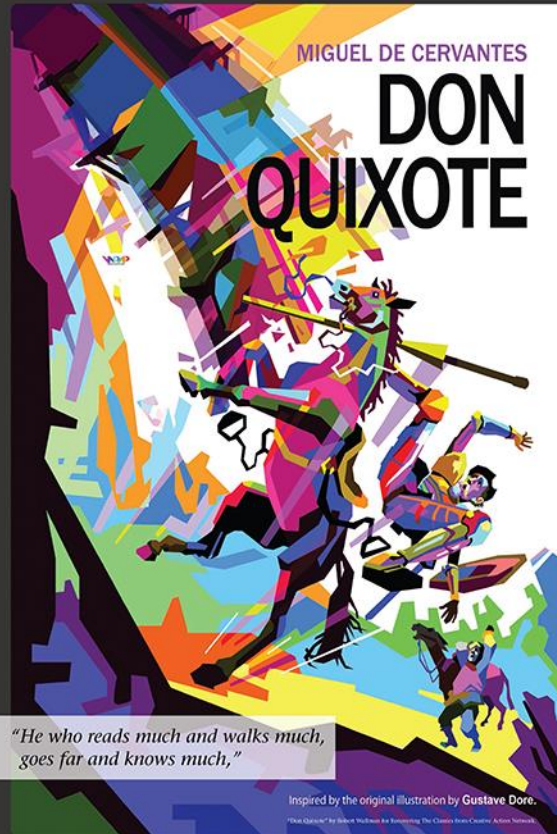


Fine Amnesty Program

January 3 – February 14, 2017

San Francisco Public Library's Fine Forgiveness Program

January 3 – February 14, 2017



WE WANT YOU BACK

Return your overdue items January 3 – February 14 to have your library fines forgiven.
Todas las multas de la biblioteca perdonadas por los artículos devueltos 3 de enero - 14 de febrero.
所有图书馆罚款原件1月3日 - 2月14日退还物品



Fine Amnesty

Program & Goals

- All fines removed for returned items: January 3 through February 14, 2017 (6 weeks)
- Fines removed for previously returned materials.
- San Franciscans can reconnect with their library.
- Eliminates barriers for 55,000 library card holders with excess fines (\$10.01) on their records.
- Provide access & ensure equity for all, many who need library services the most!

San Francisco Public Library

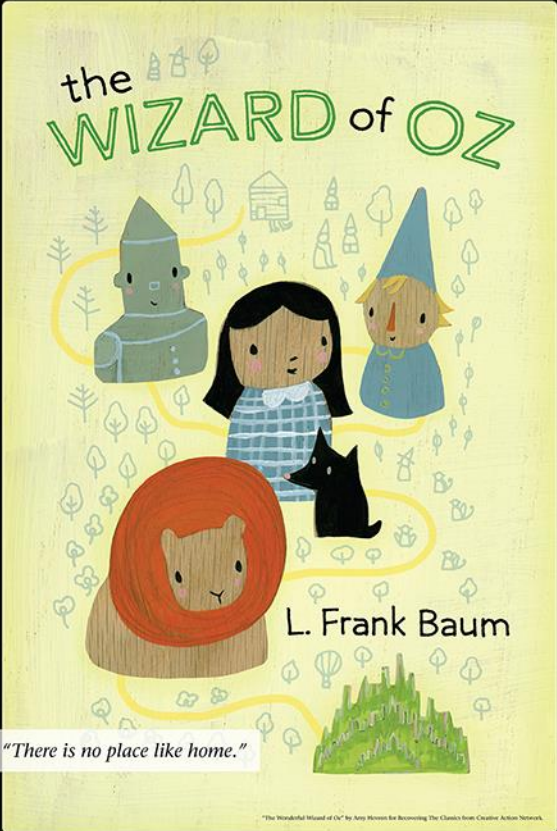
COMMUNITY PROGRAMS & PARTNERSHIPS

Fine Forgiveness Raffle

*Drop off your overdue items in person
to enter a fine forgiveness raffle*

- Sign up for email or text notification for your Library account
- Sign up for the Library's eNewsletter
- Follow us on Social Media
- Volunteer at the Library
- Sign up for Hoopla
- Visit a new branch
- Attend a library program / View a Library exhibit
- Browse the SF Historical Photograph Collection

San Francisco Public Library's Fine Forgiveness Program
January 3 – February 14, 2017



WE WANT YOU BACK

Return your overdue items January 3 – February 14 to have your library fines forgiven.
Todas las multas de la biblioteca perdonadas por los artículos devueltos 3 de enero - 14 de febrero.
所有图书馆罚款原件1月3日 - 2月14日退还物品

San Francisco Public Library
FRIENDS of the
SAN FRANCISCO PUBLIC LIBRARY
CREATIVE ACTION NETWORK
RECOVERING CLASSICS
sfpl.org/fineforgiveness
#SFPLfineforgiveness #manyhappyreturns

San Francisco Public Library

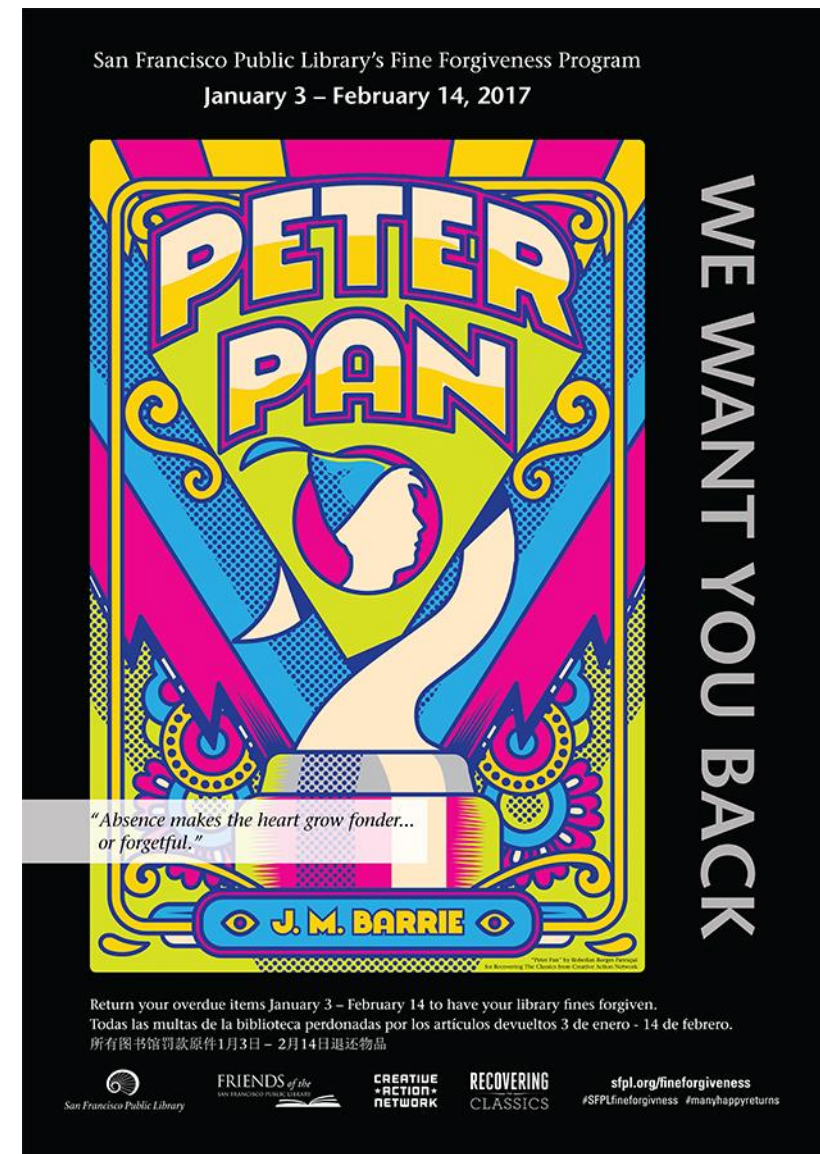
COMMUNITY PROGRAMS & PARTNERSHIPS

Fine Amnesty

Promotion & Marketing Plan

*San Francisco Public Library's
Fine Forgiveness Program
Jan. 3 – Feb. 14, 2017
“We Want You Back”*

- Transit Shelters
- Posters
- Banners outside Branch Libraries
- Bookmark / Game Board / Raffle Ticket
- Social Media
- Radio Public Service Announcements
- Earned Media Attention



San Francisco Public Library

COMMUNITY PROGRAMS & PARTNERSHIPS

San Francisco Public Library's Fine Forgiveness Program

January 3 – February 14, 2017

DRACULA

BRAM STOKER

"Come freely, go safely and leave
something of the happiness you bring."

Return your overdue items January 3 – February 14 to have your library fines forgiven.
Todas las multas de la biblioteca perdonadas por los artículos devueltos 3 de enero - 14 de febrero.
所有图书馆罚款原件1月3日 - 2月14日退还物品



WE WANT YOU BACK

Fine Amnesty

Artwork Partnership with

CREATIVE★ACTION★NETWORK

RECOVERING^{THE}CLASSICS

San Francisco Public Library

COMMUNITY PROGRAMS & PARTNERSHIPS