



Application to participate in the ILF-CYPD *Pitch This!* Challenge

Do you have a great idea to advance services for children or teens in your library? Propose it in our “*Pitch This!* Challenge.” Selected finalists will be allowed up to 4 slides and 4 minutes to propose an innovative project to increase engagement or to improve services in your children’s department, teen department or school library. Attendees will vote on the spot using their mobile devices (or paper ballots). The winner will be granted funds (up to \$400) by ILF to implement their strategy by spring 2018. We know that children, teen and school librarians are experts at making great things happen on a shoestring budget.

What kinds of innovative projects? The future of Indiana’s libraries depends upon active engagement of young patrons—children, teens, students and their families. The goals are to *grow our under 18 population as active patrons* and/or *improve services to our under 18 population, especially those who under-served (children with disabilities or special needs, minorities, disenfranchised, etc.)*. **ALL** types of libraries are eligible to participate with all types of innovative proposals.

How to propose a project – Review criteria and then complete and submit the application no later than 7/28.

Questions? Contact Lucinda Nord, exec@ifonline.org, or Tisa Davis, tdavis@ifonline.org, or 317-257-2040, with additional questions.

Complete this application in about 1 page total text or graphics
DEADLINE: 7/28/17

Proposer Name (If selected as a finalist, who will present during the CYPD Conference?)

Proposer Contact Info (email, phone)

Proposer Library (name of institution)

Library Type (school, public, academic, special)

Proposed Tweet (<140 characters) or News Headline (After your activity, what is the tweet or news headline about what happened?)

Proposed Project - Describe your proposed project in 1-2 short sentences for each of the 6 questions.

1. What is a quick summary of your proposed idea about how you will use funds to support an innovative or collaborative initiative/project that increases engagement by children, teens, students? (What is your intended outcome? What do you seek to accomplish?)
2. Who is the target audience? (Which age group or under-served population?)
3. Why? (What is the need?)
4. How? (How will you get it done? How will funds be used to support your activity?)
5. When? (When will you do this?)
6. How will you know it worked? If not, how will you use it to improve in future?

I agree to the stated criteria below.

- Any current ILF member may submit a proposal of an idea about how his/her library will use funds to support an innovative project that increases engagement or improves services. Note that engagement will reflect the type of library.
- Proposals must be submitted by July 28. A sub-committee of the CYPD leadership will select the finalists to advance to ***Pitch This! Challenge*** at the CYPD Conference.
- If selected as a finalist, the proposer must attend the **CYPD Conference on Monday, August 28**, and must have the support, or the ability to obtain support, of his/her library (school, public, academic, special) to implement the proposed project.
- If selected as a finalist, the proposer agrees to present 4 slides in less than 4 minutes that describe the proposal at a CYPD Session.
- If selected as a finalist, the proposer agrees to allow photos, quotes and stories for use by ILF in print and electronic materials.
- If selected as the winner, the proposer agrees to implement the program and provide a report to ILF no later than 7/15/2018, for possible inclusion in ILF reports and future promotions.

Proposer Name Signature

Date

Submit via email no later than July 28 to Tisa Davis, tdavis@ifonline.org with "Pitch This!" in the subject line.
Email Tisa for a Word version.

ILF anticipates awarding the funds immediately after the conference for implementation between September 2017 and June 2018.