



Offering millions of titles and products, Amazon.com is most likely the country's most popular online retailer and largest seller of books. The website offers libraries a unique opportunity to reach donors and receive donations easily and efficiently.

CREATING WISH LISTS

<http://www.amazon.com/gp/help/customer/display.html?ie=UTF8&nodeId=897204>

An introduction to Amazon Wish Lists, including links to related topics

<http://www.amazon.com/gp/help/customer/display.html?ie=UTF8&nodeId=13837531>

Extra information for nonprofits looking to create a wish list on Amazon

<http://webjunction.org/63/articles/content/447787>

Tips and planning ideas on WebJunction Illinois

- Keep your wish lists updated and populated! Add and delete items as wishes change or as the library purchases materials. An empty or small list may indicate to browsers that you are not interested in or do not need their donations.
- If you are the list's administrator, but do not have the authority to make decisions about acquisitions, be sure to add only items to the list that are approved to be added to the collection.
- Have a thank you plan! Acknowledge the donor in multiple ways (privately and, with permission, publicly) and allow the donor to be the first to check out the material.
- Provide the exact shipping address via Amazon, so items are sent automatically where the library wants them to arrive.
- Include your website address on your Amazon Wish List and link people back to your online presence.
- Create sub-lists for each department to assist donors in finding the perfect giving opportunity.

AMAZON WISH LIST EXAMPLES FROM LIBRARIES

<http://www.amazon.com/gp/registry/registry.html?ie=UTF8&type=wishlist&id=ICBDXSKBJL72>

Driscoll Catholic High School Library in Addison, Illinois, uses an Amazon Wish List to supplement its collection.

<http://www.amazon.com/gp/registry/registry.html?ie=UTF8&type=wishlist&id=DR08RER4C7BJ>

Leech Lake Tribal College Library in Cass Lake, Minnesota, created separate lists for books, audio materials, and DVDs. Look to the middle of the left column to link to each.

<http://www.amazon.com/gp/registry/registry.html?ie=UTF8&type=wishlist&id=29EOX41WSQDCE>

To rebuild its collection after its Hurricane Katrina losses, Mississippi's Biloxi Library created a wish list with replacement selections.

<http://www.amazon.com/gp/registry/registry.html?ie=UTF8&type=wishlist&id=AT1EKL683VGA>

ALS member Beardstown Houston Memorial Library in Beardstown, Illinois, uses the Amazon Wish List to fill gaps in its collection.

http://www.amazon.com/gp/registry/wishlist/6OZC8UHS861F/ref=cm_wl_rlist_go

Southeast Elementary School Library in Sycamore, Illinois, created 14 lists by topic to assist donors looking to donate specific types and genres of materials. Look in the left column for a directory of the lists and topics.

<http://www.amazon.com/gp/registry/registry.html/102-3776277-8192112?ie=UTF8&type=wishlist&id=9ROLWLC9YVWR>

Wisconsin's Kiel Public Library goes beyond books and A/V materials and includes supplies and technology requests on their list.

PROMOTING YOUR LIST

<http://ccb.lis.uiuc.edu/wishlist.html>

University of Illinois' Center for Children's Books provides step-by-step instructions for donors and gives them a preview of the custom book plate their donations will bear.

<http://www.rodmanlibrary.com/rpl/libserv/amazon.html>

Not only does Rodman Library of Alliance, Ohio, offer instructions and acknowledgement, they allow potential donors to subscribe to an RSS feed that lets interested parties know when the list is updated.

<http://library.kcc.hawaii.edu/libraryinfo/wishlist.php>

Kapi'olani Community College Library in Honolulu, Hawaii, promotes its list, along with other support activities, on its website and offers readers the chance to comment on the list.

<http://pfplreaders.blogspot.com/2007/02/librarys-wish-list.html>

New Jersey's Phillipsburg Free Public Library posted a story and a link to their list on the library's Book Lovers' Blog. Note the readers' ability to provide comments, as well as the librarian's explanation of which books make it on to the wish list.

http://library.ci.glendale.ca.us/amazon_wishlist.asp

Glendale Public Library of Glendale, California, provides readers of its website with pictorial directions on how to access its audio book wish list and also encourages donors to enter Amazon via the Friends of Glendale Public Library vendor link in order to increase the value of their donation at no extra cost.

<http://lexicon.ci.anchorage.ak.us/wishlist/index.asp>

Offering a simple request and a link, Anchorage Public Library of Anchorage, Alaska, created separate lists for several of its branches, allowing donors to choose their preferred location.

<http://www.melrosepubliclibrary.org/amazon.htm>

From its webpage, Massachusetts's Melrose Public Library gives donors direct links to its separate adult, young adult, and children's Amazon wish lists and informs possible donors that they will receive a recognition letter from the library.

<http://www2.murrieta.k12.ca.us/tovashal/jkatz/wishlist.htm>

The librarian at Tovashal Elementary School Library in Murrieta, California, created a Birthday Book Club. Parents, family, and friends can purchase a book from the library's wish list. The student is honored at a weekly school assembly, and a bookplate is placed inside the book to commemorate his or her birthday or special occasion.

<http://lewiselementary.org/support-lewis/lewis-library-wish-list/>

By placing the "Buy" buttons directly on its webpage, the Meriwether Lewis Elementary School Library in Portland, Oregon, gives donors quick and easy access to purchasing books from Amazon for the library's collection.

<http://www.epchs.k12.il.us/Library/index.htm>

ALS member East Peoria Community High School of East Peoria, Illinois, features a graphic linked to its list front and center on its webpage and keeps its list updated with new additions.

- Give them reasons to give! Suggest donations as part of birthday, anniversary, graduation, and retirement gifts. Allow donors to remember friends and family with specific memorial selections.
- Put a note and a request in your print newsletters and e-newsletters.
- Ask that information about your Amazon list be mentioned in or as a side bar to an informational article promoting your library, its collection, and/or programs.

<http://www.alliancelibrarysystem.com/CEpdf/amazonflyer.pdf>

<http://www.alliancelibrarysystem.com/CEpdf/amazonbookmark.pdf>

<http://www.alliancelibrarysystem.com/CEpdf/amazonflyerholiday.pdf>

<http://www.alliancelibrarysystem.com/CEpdf/amazonbookmarkholiday.pdf>

Create customized flyers and bookmarks promoting your library's Amazon wish list.