

Because Advocacy Never Stops: New Tools for Taking Action

August 13, 2015

WebJunction and Public Library Association

Today's Presenters



Ava Ehde
Manatee County
Public Library, FL



Lance Werner
Kent District
Library, MI



Barbara McGary
James V. Brown
Library, PA



Mary Lou Carolan
Wallkill Public
Library, NY



Cathay Keough
Delaware Division
of Libraries and
Delaware Library
Association, DE



Mary Hirsh
Public Library
Association

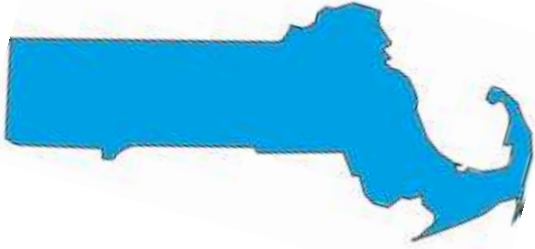


Julie Meredith
Clarkston
Independence
District Library, MI



Anna Shelton
OCLC
WebJunction

Advocacy Successes



Funders stepped forward to keep the library open on Sundays.

Shrewsbury Public Library



New library construction underway, funded in part by winning voter approval of a temporary tax.

Wasilla Public Library



Library foot traffic increased by 27%.

Homer Township Public Library



New donors contributed nearly 30% of funds raised in a recent appeal.

Wayne County Library Alliance



5-year millage won, just days away from closing the library doors.

Troy Public Library (MI)

Got local Art Center, Historical Museum, School District, and Chamber of Commerce to sign on as grant partners. **Partnerships have been formed and strengthened.**

I really enjoyed this course and your training. I think it's a really good tool for focusing on what's needed to **plan for the future.**

I recently presented our needs to a **local community foundation.** We received approval for up to \$30,000 in materials!

We find widespread support for the library system in the community, corporate levels, and the legislature. I think these advocacy efforts are helping us **turn that support into funding dollars.**

[We] ... gained a vastly **increased respect for the library** and what it means to have one.

Turning
THE Page 

**SUPPORTING LIBRARIES,
STRENGTHENING COMMUNITIES**

What is Turning the Page?

Training curriculum designed to give library staff, trustees, and supporters the **SKILLS** and **CONFIDENCE** needed to successfully advocate on behalf of their library.

Evolution



2008

2012

A screenshot of the 'Turning THE Page' website interface from 2008. The page has a yellow and orange color scheme. On the left is a navigation sidebar with buttons for 'Courses', 'My Work Plan', 'Help', and 'Back to ALA'. Below these are three status indicators: 'Course not yet started' (white circle), 'Course started, but not completed' (half-filled circle), and 'Course completed' (blue circle). The main content area has a 'Welcome!' heading and a paragraph explaining that six courses must be completed for credit. Below this is a 'Progress Meter' showing a line with five circles, where the first circle is filled and the others are empty. The 'First Course' is 'Getting Started'. Under 'Elective Courses', there are eight options, each with a radio button: 'Follow Me (Librarian-focused)', 'It's All About You (Librarian-focused)', 'Make It Memorable (Librarian version)', 'Public Perceptions of Libraries', 'Creating Your Library Story', 'Building Relationships', 'Show Me the Money', and 'Staying on Track'. The 'Final Course' is 'What's Next?' with a radio button.



Turning the Page Outcomes

- **8 out of 10** attendees said TtP training was **beneficial or extremely beneficial** in helping them overcome barriers to advocating for their library.
- Participants rated the **helpfulness** of work session content an average of **4.35 out of 5**.
- **98%** of Opportunity Online grantees made the required funding match
- Online & in-person attendees **achieved learning objectives** at similar rate ([online](#))
- **Two-thirds** of in-person attendees **referred colleagues** to the online training ([online](#))
- **Achieved short-term advocacy outcomes** at same rate as original participants ([2.0](#))
- Attendees **engaged colleagues** offline to support efforts ([2.0](#))

While all that was happening...



Turning the Page: Supporting Libraries, Strengthening Communities



SUPPORTING LIBRARIES,
STRENGTHENING COMMUNITIES

[USING THE CURRICULUM](#) • [CURRICULUM SESSIONS](#) • [PUTTING ADVOCACY INTO PRACTICE](#) • [OTHER LANGUAGES](#) • [ABOUT](#)



PUBLIC LIBRARY ADVOCACY:
TOOLS & RESOURCES FOR LIBRARY ADVOCATES



Welcome to *Turning the Page: Supporting Libraries, Strengthening Communities*! Whether you are planning an advocacy training for your public library or library system or you are a seasoned library advocate looking for ideas and inspiration, this site offers an advocacy training curriculum and resources that can help. The training curriculum is designed for the public library community – librarians, library directors, library staff, and partners – to help effectively advocate for funding, policies, and other support that will allow libraries to continue to meet the needs of their communities. The curriculum and the other resources on this site are free to use and to share.



WHAT IS THE ADVOCACY TRAINING CURRICULUM?

The curriculum is an advocacy training program that is customizable. It includes an Advocacy Training Implementation Guide – a recommended read before diving into the curriculum – and a set of 15 training sessions that each includes a trainer script, PowerPoint presentation, and handouts. An Advocacy Action Plan Workbook accompanies the training so participants can develop an advocacy plan for their library in real-time.

[CURRICULUM SESSIONS AND MATERIALS](#)

WHERE DO I START?

Great question. Anyone planning an advocacy training for their public library or library system should start by reading the Advocacy Training Implementation Guide. It provides an overview of the curriculum and advice from people who have used it. You can find the guide and more information on using the curriculum by clicking the link below.

[USING THE CURRICULUM](#)

WHAT RESOURCES ARE AVAILABLE FOR ADVOCATES?

Whether you are new to library advocacy or are looking for resources to help you conduct advocacy and measure your library's impact on the community, we have tools, guides, and case studies you can use.

[PUTTING ADVOCACY INTO PRACTICE](#)

The Curriculum

- 15 Sessions
 - 5 Core Sessions; 10 Mix and Match
 - Topics include Value of the Public Library; Defining Your Advocacy Goal; Developing and Strengthening Partners; Using Social Media for Advocacy; Using Impact Data for Advocacy
- Can be used in any combination
- Advocacy Action Plan

Training Package



SUPPORTING LIBRARIES,
STRENGTHENING COMMUNITIES

[USING THE CURRICULUM](#) • [CURRICULUM SESSIONS](#) • [PUTTING ADVOCACY INTO PRACTICE](#) • [OTHER LANGUAGES](#) • [ABOUT](#)

SESSION 2 : VALUE OF THE PUBLIC LIBRARY

(Core Session)

This is a core session of the advocacy training curriculum. It builds a foundation for the rest of the training by illustrating the value of the public library and its services to the community. It will motivate participants to be great advocates for their libraries.

For a full list of curriculum sessions and materials, click here.

- **SCRIPT** : This customizable training script recommends ways to make the content as relevant as possible. It also includes trainer talking points and suggestions for how to deliver the training and activities you could do.
[DOWNLOAD NOW](#)
- **POWERPOINT PRESENTATION** : This PowerPoint provides a visual component to accompany the script and help create an interactive, engaging session. It will help you keep participants' attention and the session on track.
[DOWNLOAD NOW](#)
- **HANDOUTS** : The handout for this session summarizes examples of how a library can have a positive impact on the community.
[DOWNLOAD NOW](#)

SESSION 1

SESSION 3

ADVOCACY TRAINING IMPLEMENTATION GUIDE

Before getting started with your advocacy training, download this guide to help you plan, staff, and implement your training program. It will help you customize each session and prepare for its delivery. It also provides tools for evaluating the success of your training.

[DOWNLOAD](#)

FULL ADVOCACY TRAINING CURRICULUM

Download all of the advocacy training curriculum sessions, scripts, PowerPoint presentations, and handouts.

[DOWNLOAD](#)

ADVOCACY ACTION PLAN WORKBOOK

Participants will complete sections of this workbook throughout the training. As a result, they will have built an advocacy plan by the end of the training that is ready to implement.

[DOWNLOAD](#)

POST-TRAINING GUIDE

This step-by-step guide will help training participants put their Advocacy Action Plans into action after the training program.

[DOWNLOAD](#)

Where do I get this amazing product?

- <http://publiclibraryadvocacy.org/>
 - Download all curriculum components
- <http://www.ala.org/pla/advocacy/turningthepage>
 - Link to new curriculum
 - List of PLA-trained facilitators
 - Access Turning the Page online

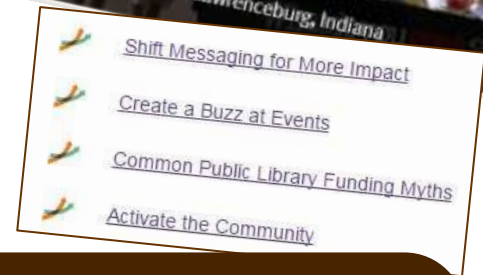
ADVOCACY IN ACTION

LOCAL LIBRARY AWARENESS CAMPAIGNS



Resources to help libraries:

- Conduct an awareness campaign
- Showcase the vital role they play in their community
- Educate the public about critical funding issues that libraries face.



"The campaign helped teach the community that the library is there for everyone. They see the library as a part of them and an important part of the community."

- Library Director

Geek the Library



What is *Geek the Library*?

Geek the Library is a campaign designed to highlight the vital role of public libraries and raise awareness about the critical funding issues many libraries face. This campaign was developed based on the research findings included in [From Awareness to Funding: A study of library support in America](#). This study, published by OCLC in 2008, found that increasing funding support for public libraries requires changing community perceptions.

With funding from the Bill & Melinda Gates Foundation, OCLC conducted a pilot campaign during 2009-2010 in partnership with nearly 100 public libraries in Georgia, Illinois, Indiana, Iowa and Wisconsin. The results of this pilot are documented in the report, [Geek the Library: A Community Awareness Campaign](#), and includes the finding that Geek the Library gets people's attention, raises awareness, and encourages action.

Advocacy in Action

1. Plan Your Campaign

2. Create Awareness


3. Generate Engagement

4. Encourage Action

5. Sustain the Momentum

Geek on the Web

 geekthelibrary.org

 [Facebook](#)

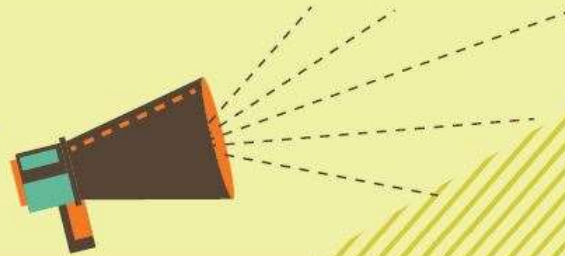
**PLAN
YOUR
CAMPAIGN**

1



**CREATE
AWARENESS**

2



3

GENERATE ENGAGEMENT

**5 SUSTAIN THE
MOMENTUM**

**ENCOURAGE
ACTION**

4



Advocacy

Overview

Advocacy in Action

Documents

News

Webinars

See Also

Economic Development Kit

Last Modified: 14 July 2015

Start the conversation about libraries and community development.



Economic Development Presentation (PPT)



5 Things to Say about Libraries and Economic Development (PDF)



Economic Development Talking Points (PDF)

START THE CONVERSATION LIBRARIES AND ECONOMIC DEVELOPMENT

Use these Talking Points as a tool for initiating a timely funding conversation with your community. Be sure to include any local or library statistics. (Remember, you don't have to have hard numbers; an accurate approximation or general statement is fine.)





www.webjunction.org/explore-topics/advocacy.html • LOCAL LIBRARY AWARENESS CAMPAIGNS



<http://oc.lc/advocacy>

Phases of Advocacy

1. Your Library Advocacy Goal

The Need

What are some of the needs in the community?
Example: Lack of access to the Internet and the opportunities available through online access.

What services could the library provide to meet these needs?

What is preventing the library from providing those services?

Plan & prepare



Examples of Impact Data

Digital Inclusion

Culture and Leisure

Education

Communication

Create awareness



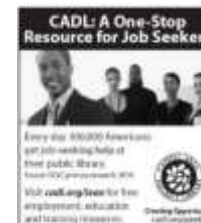
Social Media Reminders & Tips

- ✓ Speak their language
- ✓ Be personable
- ✓ Use visuals
- ✓ Keep it short
- ✓ Ask yourself: Would I share this?
- ✓ Have a plan and provide a call to action
- ✓ Make a commitment

Generate engagement



Encourage action



Advocacy Superstars





Plan & Prepare

Lance Werner

Kent District Library

Kent County, Michigan

The Playing Field



Advocacy Goal



Kent County Taxpayer's Alliance

- **Kent County Taxpayers Alliance opposes Wyoming schools asking voters again for \$53.1 million - *Grand Rapids Press, May 2013***
- **Kent County Taxpayers Alliance opposes Northview schools asking voters again for \$11.9 million - *Grand Rapids Press, May 2012***
- **Group sues Grand Rapids to force streets tax off May ballot - *Grand Rapids Press, March 2014***
- **Income tax opponents in Grand Rapids to launch campaign at Americans for Prosperity event - *Grand Rapids Press, February 2014***
- **The Rapid's loss at polls means end of Hudsonville's public transit efforts, mayor says - *Grand Rapids Press, February 2012***

The Headline

25
comments

45 percent tax increase? Kent District Library to settle on millage request



The Call



The Plan



The Meeting



The Campaign

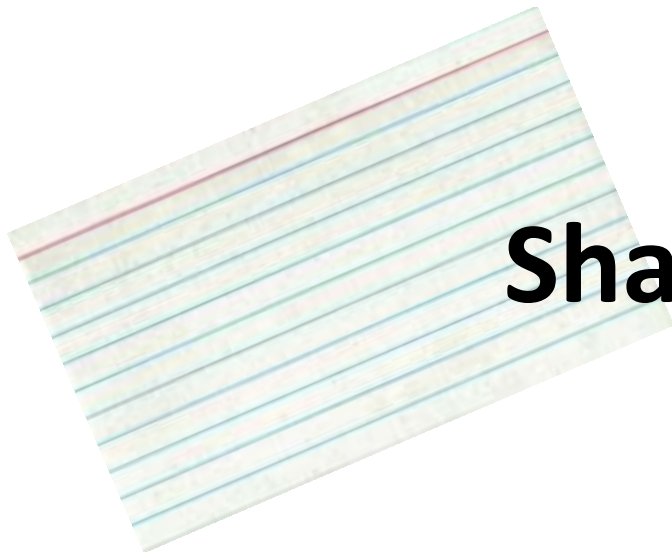


The Outcome



What About You?

- Do you know the group(s) or audiences that you need to craft your library's advocacy message for?
- Who are they?



Share in chat!

Plan & Prepare *with Passion*



Mary Lou Carolan
Walkkill Public Library
Walkkill, New York

How did we get here?



Be Audacious!

Advocate don't Abdicate.

The life of your library depends
upon it!

Size Does Not Matter!

- My library is 3,700 sq. ft.
- Located in the rural Hudson Valley area of NY
- Serving just under 6500 people
- I am the only full time staff person, 7 part-time staff
- People will support you if YOU believe



Wallkill Public Library
www.wallkillpubliclibrary.org

It All *Begins* With YOU!

Gather people around you who share your vision, believe in you, and see the benefits of the library to the community.

...But it's Not All *About* YOU!

- Leaders need followers
- Awareness campaigns need supporters
- Many hands make light work

You already have what you need to get started!



Easy-to-use tools and examples are available for you to customize your library awareness campaign

#1: Don't be Intimidated

- Create a team
- Work together to inform and empower your colleagues
- Cultivate pride for what your library does really well
- Plan your campaign launch and take the first step



#2: Build Buy-in

- Involve supporters and staff – meet, explain, and train!
- Reach out to area libraries, business and community leaders
- Help staff and supporters shift their perception of libraries and themselves
- Let people practice and find the right role



#3: Go Big!

- Plan to engage volunteers and community members
- At the beginning, look for ways to partner with other libraries



Geek the Library
Night with the Renegades

June 30 vs. Staten Island Yankees
enjoy post-game fireworks presented by...



Igeekrenegades

a portion of all fundraising packages purchased using the following information will benefit the Wallkill Public Library

Wallkill PUBLIC LIBRARY

Whatever you geek, the public library & the Renegades supports you. Join us for Geek the Library Night at Dutchess Stadium let us know what you *geek*. A portion of each fundraising package sold will benefit the Wallkill Public Library.

- \$15 GEEK FUNDRAISER INCLUDES:**
1. Renegades General Admission Ticket
 2. Renegades Hat
 3. Post-game FIREWORKS (\$22 (retail value))

Get Your **Geek** on at Dutchess Stadium

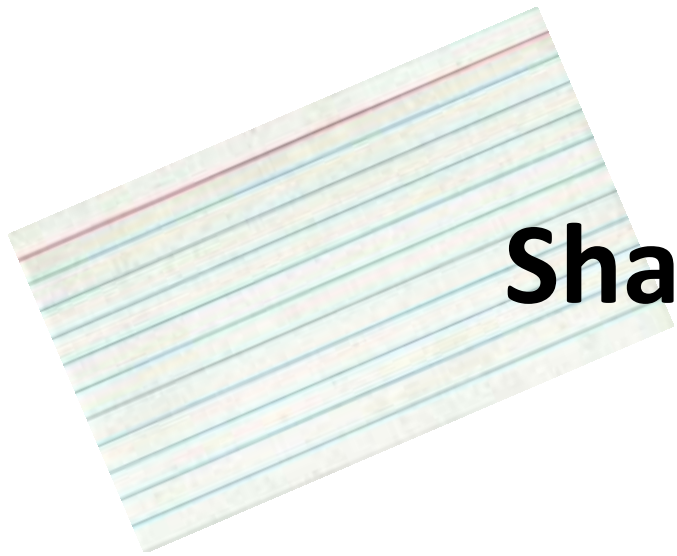
WEBSITE: GadesGroups.com
PASSWORD: wallpl

For questions or to purchase your FUNdraising package over the phone, contact:
Corinne Adams at corinne@hvrenegades.com
845-838-0094x217

geekthelibrary.org

hvrenegades.com

What's holding you back?



Share in chat!

Create Awareness



Ava Ehde

Manatee County Public
Library System, FL



Advertising: marketing

- Determine **where people go frequently** and be there
- Get **out in traffic**
- Be a **core participant** at community events
- Create **unique library events** to draw in new users
- Connect with **local Educational TV and cable**
- Create marketing and instructional **videos or digital slides**
- Host **contests** to inspire creativity

Manatee County Neighborhood Services

Manatee Library LOGO/MOTTO CONTEST

YOUR LOGO HERE

TWO CHANCES TO WIN!

The Manatee County Public Library system needs your help to design a new logo and a new motto for the library system! Create the winning design or write the winning motto, and you could win a Kindle Fire and have your artwork seen by millions!

Submit all designs and motto ideas at any of our library locations by June 30, 2012, and you could win one of two Kindle Fires donated by The Library Foundation. Prizes will also be awarded for other exceptional entries.

Headlines for contest will be featured in several of the Manatee County South Florida, or other nearby, newspapers and magazines.

Manatee County Neighborhood Services

POETRY SLAM! COMPETITION FOR TEENS

AGES 13 - 19

PRIZES!

THE MEMBERS OF EACH BRANCH WILL BE INVITED TO COMPETE IN ONE OF SEVEN BRANCHES

ADVANCE REGISTRATION IS REQUIRED!
(FULL RULES AVAILABLE AT LIBRARY)

BRAND RIVER BRANCH 77-0415
SARASOTA LIBRARY 65-02 AM - 12:37 PM

SOUTH MANATEE BRANCH 41-0451
SARASOTA LIBRARY 65-02 AM - 12:37 PM

ROCKY BLUFF BRANCH 72-4511
SARASOTA LIBRARY 65-02 AM - 12:37 PM

Manatee County Neighborhood Services

Learn to Love Public Library Services

Tell us how the Manatee County Libraries have saved you money and you could win a KINDLE FIRE!

ENTER OUR ESSAY CONTEST

ELIGIBILITY: Open to Manatee County residents, 18 years or older, with a valid Manatee County Library Card.

ESSAY LENGTH: 250 words or less, written in: "You're the Manatee County Library's Favorite Money!"

DEADLINE: All essays must be submitted by Friday, October 5, 2012.

PRIZES: 1st Place: Kindle Fire
2nd Place: \$50 Target Gift Card
3rd Place: \$25 Target Gift Card

ENTRY FORM: Please use a staff member for an official entry form.

DEADLINE: Entries must be received on later than Friday, October 5, 2012.
Prizes will be mailed October 7, 2012.

WHAT DOES THE LIBRARY MEAN TO YOU?
Draw a comic strip showing us what the library means to you! Be creative!

Learning
Researching
Focusing

WHAT DOES THE LIBRARY MEAN TO YOU?
Draw a comic strip showing us what the library means to you! Be creative!

I FEEL THAT MANATEE COUNTY PUBLIC LIBRARY IS A PLACE FOR A DIVERSE AUDIENCE OR CHILD TO BE.

MANATEE PUBLIC LIBRARY SYSTEM

THIS LIBRARY IS ALSO A PLACE TO MEET UP WITH FRIENDS, AND READ.

AND THE LIBRARY IS ALWAYS FRIENDLY AND ALSO...

HOME TO... MANA-CON!!!

WHAT DOES THE LIBRARY MEAN TO YOU?
Draw a comic strip showing us what the library means to you! Be creative!

Well, for the library, it's a place where you can find anything you need.

Reading with a friend is always my best friend.

And the library is always friendly and also...

Manatee County Neighborhood Services

VIDEO BOOK REVIEW CONTEST

BE A BOOK CRITIC!

Create and submit a video book review or book trailer no more than three (3) minutes in length.

Entries will be accepted from April 14 through July 31, 2012.

GRAND PRIZE: NOOK COLOR!

ADDITIONAL PRIZES WILL BE AWARDED FOR THE BEST VIDEO IN EACH AGE DIVISION:

10 AND UNDER - 11 - 17 - 18 AND UP

For more information and contest rules please contact any Manatee County Public Library

Page Turner

A Mystery Thriller Writing Contest

GRAND PRIZE: One ticket to attend an evening with Stephen King (July 20, 2012)

Winning paragraph will be published in the Stephen King novel program.

For additional information visit us at www.manateecountylibrary.org or call 888-746-3333 ext. 4506.

Advertising: Free Press

6 important steps to prepare to successfully conduct media outreach

- Determine the library news **story you want to tell**
- Prepare **media message points**
- Prepare **media materials**
- Identify a **library spokesperson**
- Conduct **outreach to media outlets**
- Follow-up with reporters and **monitor coverage**



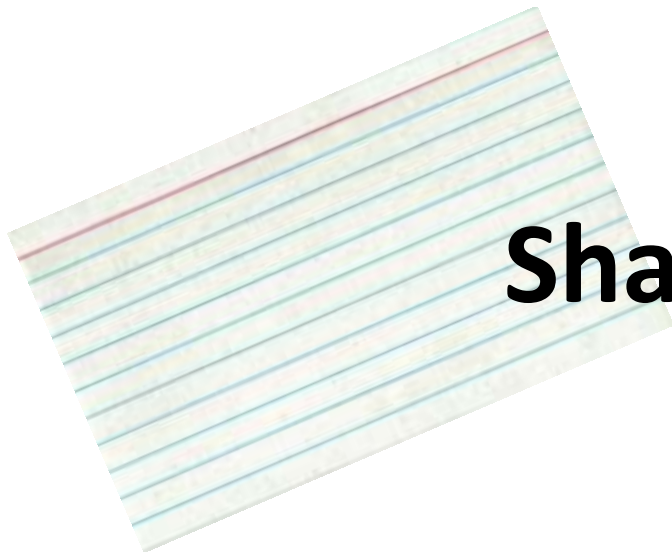
Discover and support individuals' passions

- Check out [Recognize and Target the Appropriate Audience](#) and [Create Awareness](#)
- Pursue **personal connections** which often bear impressive fruit
- Learn about the **passions of your supporters**, donors and elected officials
- Create strong advocates by **assisting them in their mission**
- Talk up new projects on social media and **encourage participation**
- Solicit **community service** by local businesses and sports figures

Build lasting connections

- Show your **enthusiasm**
- Get invited to **speak or serve** on community boards
- Take time to **visit with customers** informally
- Make staff and volunteers **informed advocates**
- Find new **outreach opportunities** (farmers markets, health fairs and other local venues)
- Feature **community faces**. Once you do the library will show up in the most interesting places.
- Encourage **creativity!**

What's the current community perception of your library?



Share in chat!

Encourage Action



Cathay Keough

Delaware Division
of Libraries and
Delaware Library Association, DE

Appreciation

Delaware Libraries and their staff

Delaware Library Association

Delaware Library Friends

Delaware Library Trustees

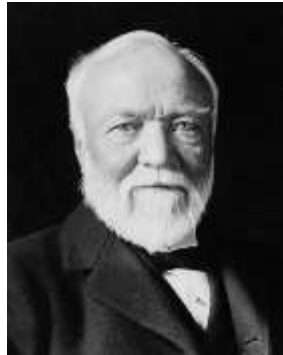
Delaware Library Administrators

...and all library supporters *everywhere!*



Why?

"There is not such a cradle of democracy on earth as the Free Public Library, this republic of letters, where neither rank, office, nor wealth receives the slightest consideration."



Andrew Carnegie (1835-1919)
Industrialist, Businessman, Entrepreneur and Philanthropist

The education of future and existing advocates

“Who?”

“Everyone who works in a library!”

But don't stop there...



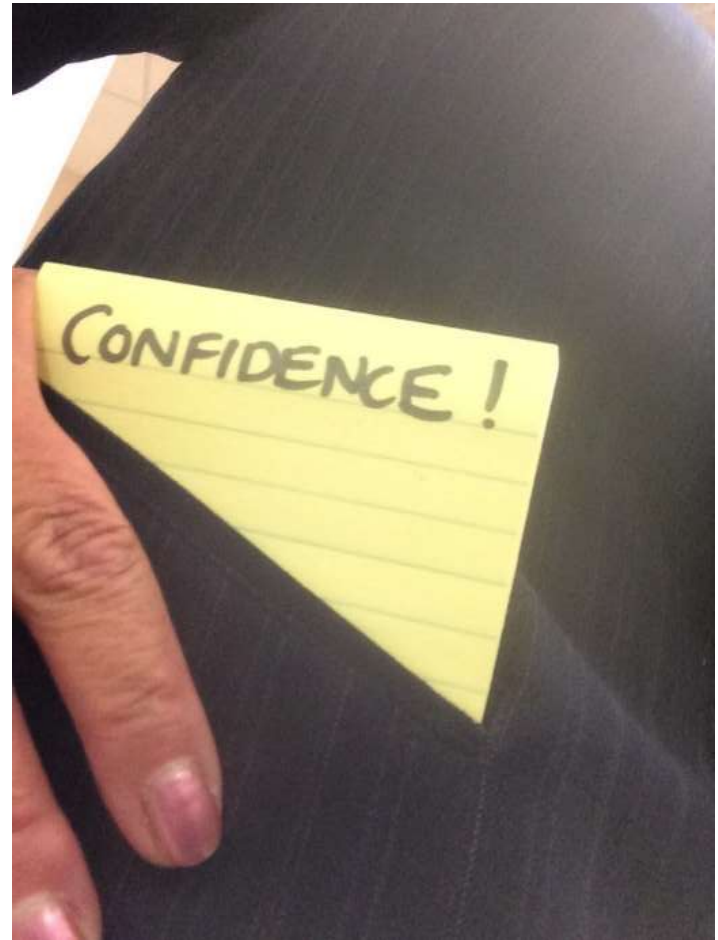
Share in chat!

Who can you reach out to, in order to help them learn advocacy skills?

Stakeholders are everywhere.

Be prepared.

Your Advocacy Plan is your
“pocket of confidence”



Who are your essential stakeholders?

Who are your
super supporters?

Who are your
probable supporters?



Share in chat!

Keys to the Plan



- How to create a short compelling story about your library
- Essential relationships and community partnerships
- How to tell the story of the library (parking lot speech)
- Types of stories that will make an impact

My chance



Image: <http://www.alifechangingjourney.com/take-a-chance/>

Meanwhile...



...make a buzz behind the scenes

It works!



Image: Legislative Hall, Dover Delaware

Keep at it!



- Collaboration
- Relationship building

It is a never-ending story

Our advocacy efforts do not end with this story.

We continue to learn new ways to promote libraries everywhere, for the future generation, for all.



Beyond Words Photo Winner, June 1999
Image: Library of Congress "Beyond Words" 1999 photo winner <http://www.loc.gov/loc/lcib/9907/beyond.html>

How do you keep the buzz alive year-round?



Image: About volunteerism <http://www.mvsc.co.uk/volunteering>

Share in chat!

Encourage Action



Julie Meredith

Clarkston

Independence

District Library, MI

People who are passionate about the library
want to help.

Empower them!

Prepare an elevator speech with some flexibility

- Know your **funding sources**
- List **critical improvements** that will be made
- Know your **key library services**
- Prepare real-life **story about impact**
- **PRACTICE, PRACTICE, PRACTICE**
- **Empower others** with this same skill – you can't do this alone!

Create a simple message & talking points

- Write a tagline and 4-5 easy-to-remember key points
- Provide a cheat sheet with a simple one sentence answer to each FAQ
- Provide to supporters to carry this message

Sometimes it is nice to have a quick reference guide. Here are cards you can cut out and give to staff, and keep with you for those impromptu opportunities to speak with members of your community.

5 THINGS TO SAY ABOUT LIBRARIES AND ECONOMIC DEVELOPMENT

1. Public libraries supply knowledge, hope and opportunities.
2. Public libraries directly affect the economic well-being of the surrounding community. Small businesses, for example, are started at public libraries every day.
3. Public libraries take an active role in helping improve both child and adult literacy—a role that has been connected with less crime and delinquency, and improved unemployment.
4. The need for materials and support services to help people find jobs, reeducate themselves and rebuild their lives is at an all-time high. For many, the public library provides the only free and accessible alternative to help them get back to work.
5. Research indicates that public libraries are a wise investment. Some studies reveal that for every dollar spent on libraries, more than four times that amount—if not more—is returned to the community.

Don't be afraid of a little opposition. It rallies supporters!

- Be aware of any naysayers in the community. Know what they are saying about the library.
- Have short, upbeat responses prepared to teach your library supporters.
- Stay positive! Encourage others to stay positive!

Connect with your community's thought leaders

- Identify your community's "movers & shakers" and empower them to lead the positive perception and support of the library
- Encourage them to share their story throughout the community about why they love the library







Brand your message & Make it easy to share

- Create branded resources to meet a variety of needs
 - Printed handouts, website, PowerPoints, PDFs, jpegs, ads, posters, etc.
- Make these resources easily available
- Encourage people to tell their library story to family, friends and neighbors

Start the Conversation Kit

by Advocacy in Action
Last Modified: 14 July 2015

-  Start the Conversation Presentation (PPT)
-  Start the Conversation Postcard Options (PDF)
-  Start the Conversation Talking Points (PDF)
-  5 Things to Say about How Libraries Support Jobseekers (PDF)



List your target audiences

- Create a list of all of the target audiences you would like to reach
 - PTO/PTAs, civic organizations, home owners associations, business owners, elected officials, teachers, parents...
- Identify someone in each group who is a library supporter and empower them with the library's talking points and branded resources



The screenshot shows a webpage with the following content:

Activate the Community

by Advocacy in Action
Last Modified: 14 July 2015


Now is the time to activate the public into taking action and engaging in the campaign. Give them something to talk about!

This is a community-driven program, and it's your job to empower the public to change the current downward funding trend.

Your community:

- Invite the public to become part of the awareness campaign by sharing their stories of how the library has helped them find a job, start a business, etc. Take photos and create a display or record short videos and feature on your Web site and your YouTube page.
- Recruit those who would be willing to speak to the media with you and encourage them to write letters to the editor.
- Remind the public to talk with local appointed and elected officials about the value of the public library to individuals and the community.
- Provide opportunities in the library and at events to learn more about specific local needs, and encourage your community to join the public library funding discussion.
- Create a campaign display in the library and at events, and ask the public to give their opinions. Once the display is full, document what was written and use it when you speak with the media and when you make presentations to local businesses or organizations.

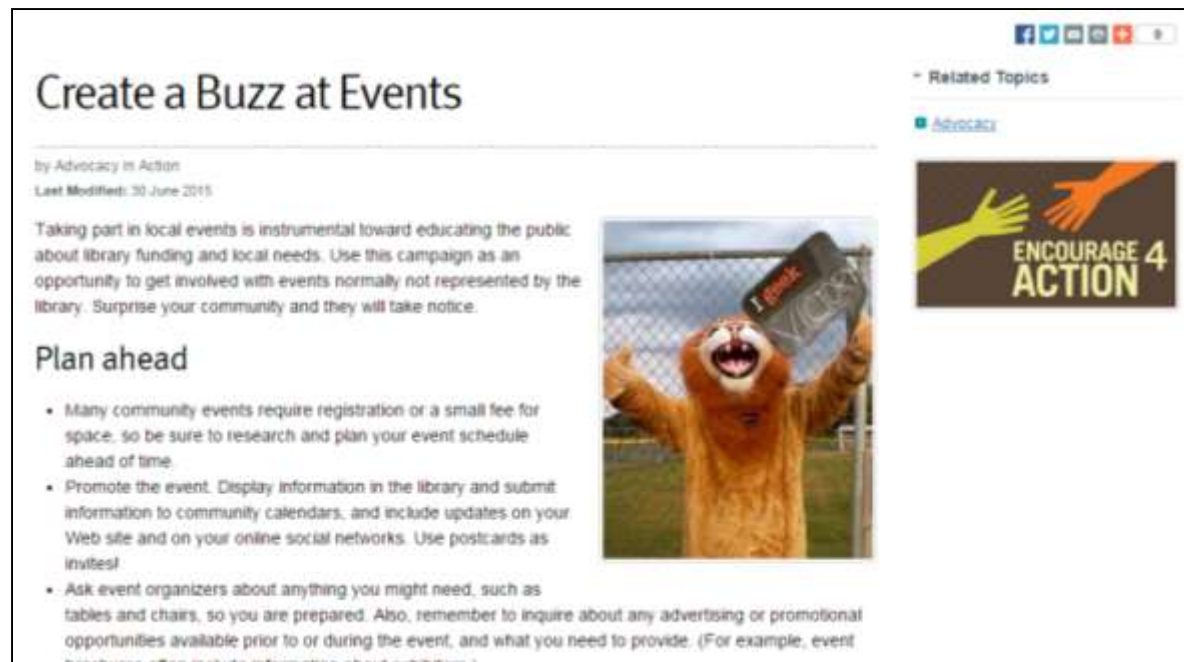
Related Topics: ADVOCACY



The graphic features two hands, one yellow and one orange, reaching towards each other. Below the hands, the text reads 'ENCOURAGE 4 ACTION'.

Identify ways to reach people

- Brainstorm all the ways and places you can spread your message
 - Websites, e-blasts, listservs, newspapers, social media, community bulletin boards, community gathering places, sporting events, local access television/radio...
- Identify someone for each pathway and empower them to spread the library's message



The image is a screenshot of a webpage. The main heading is "Create a Buzz at Events". Below it, the author is "by Advocacy in Action" and the date is "Last Modified: 30 June 2015". The text reads: "Taking part in local events is instrumental toward educating the public about library funding and local needs. Use this campaign as an opportunity to get involved with events normally not represented by the library. Surprise your community and they will take notice." Below this is a section titled "Plan ahead" with a bulleted list of tips. To the right of the text is a photo of a brown bear mascot holding a sign that says "ENCOURAGE 4 ACTION". In the top right corner of the webpage, there are social media icons for Facebook, Twitter, YouTube, and LinkedIn, and a "Related Topics" section with a link for "Advocacy".


Create a Buzz at Events

by Advocacy in Action
Last Modified: 30 June 2015

Taking part in local events is instrumental toward educating the public about library funding and local needs. Use this campaign as an opportunity to get involved with events normally not represented by the library. Surprise your community and they will take notice.

Plan ahead

- Many community events require registration or a small fee for space, so be sure to research and plan your event schedule ahead of time.
- Promote the event. Display information in the library and submit information to community calendars, and include updates on your Web site and on your online social networks. Use postcards as invites!
- Ask event organizers about anything you might need, such as tables and chairs, so you are prepared. Also, remember to inquire about any advertising or promotional opportunities available prior to or during the event, and what you need to provide. (For example, event brochures often include information about exhibitors.)



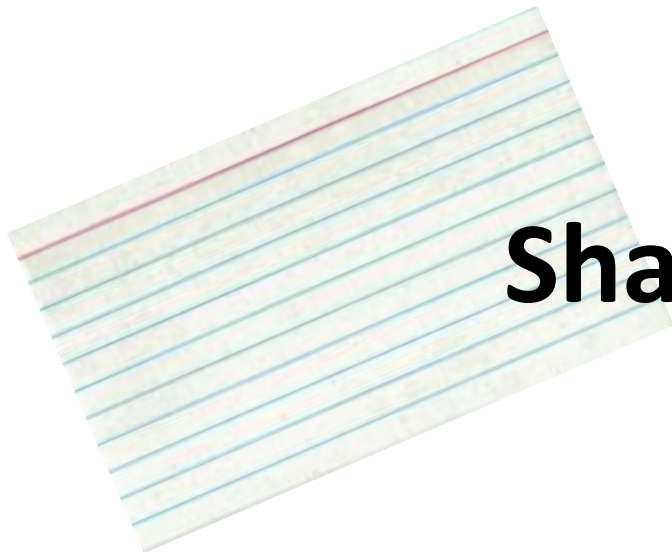
ENCOURAGE 4 ACTION

Related Topics: Advocacy

Things to think about...

- What percentage of the community would you estimate knows how the library is funded?
- What percentage of the library staff knows how the library is funded?...Can they explain it?
- What is a brief, positive way to respond to the statement “We don’t need libraries, we have the internet”?...Does the library staff know how to respond to that statement in a brief and positive way?...Do your other supporters?
- List five influential people in your community. Which ones will help promote the library?...How can you convince the others?...Who could help you convince the others?

What's your parking lot response to:
“We don't need libraries, we have the
internet”?



Share in chat!



Sustain the Momentum

Lance Werner

Kent District Library

Kent County, Michigan

Bodies in Motion Tend to Stay in Motion



Staff Training



What's Next



Sustain the Momentum
Or
Be Unstoppable!



Mary Lou Carolan
Walkkill Public Library
Walkkill, New York

There is Always Time for Advocacy

- Make it a priority
- Infuse it into everything you do
- Have fun with it
- In every instance ask yourself:
Who else needs to know about
this? Then let them know!

Expect More

- from yourself
- from your staff
- from your Board and Friends
- from your community





Elevate the discussion

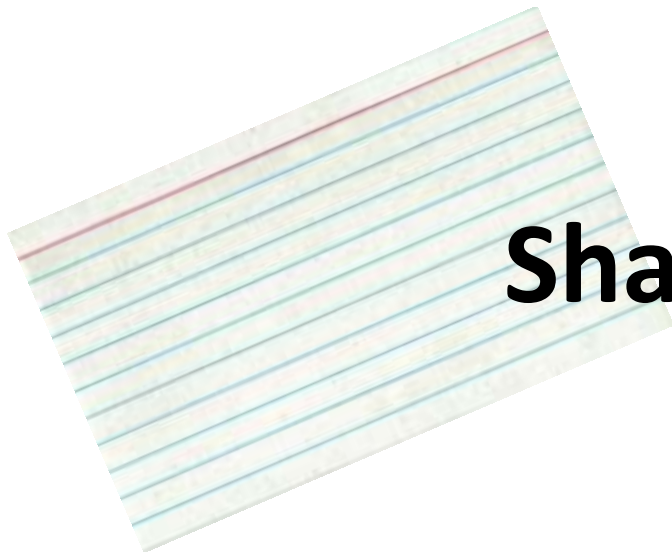
Help people to visualize what you imagine is possible.



“We don’t communicate with the community consistently enough, if we did, they would know what we are doing. We must give people a reason to pay attention.”

– Robert Hubsher

**What is one action you will take today,
based on what you learned in this
webinar?**



Share in chat!

Questions and Discussion



Share in chat!



Special thanks to our chat moderator,
Barbara McGary
James V. Brown
Library, PA

INCREASED FUNDING



Plan & prepare

Staff buy-in

Marketing plan

Defining advocacy

Value of the public library

Create awareness

Building personal connections

Creative advertising

Creating advocacy messages

Using library perception & impact data

Identifying target audiences

Generate engagement

Raise profile through events & media

Telling your library story

Building & sustaining partnerships

Media planning & outreach

Encourage action

Educate community on funding & supportive actions

Making a funding or policy request

Creating a library story

Putting advocacy plans into practice

ADVOCACY IN
ACTION

Turning
THE Page 
SUPPORTING LIBRARIES,
STRENGTHENING COMMUNITIES

Mash-up: Turning the Page curriculum and a Geek-like awareness campaign

Path #1:

- Do *Turning the Page* to **build essential skills**.
- Keep up momentum by applying those skills through a **library awareness campaign** modeled after *Geek the Library*.

Path #2:

- **Plan a library awareness campaign** modeled after *Geek the Library*. Document your campaign plan with the **Advocacy Action Plan workbook** from *Turning the Page*.
- Use the workbook to help you identify where you need to **brush up on critical skills** from the *Turning the Page* curriculum.



oc.lc/videocontest

Share your advocacy story!

- PLA and OCLC are sponsoring a video contest for US libraries
- 60-second video featuring your advocacy success
- Video submissions due by **September 14**
- Top three video submissions will win a Roku streaming stick for your library

