**Build Your Political Literacy Skills for Advocacy**

<http://www.webjunction.org/events/webjunction/build-your-political-literacy-skills-for-advocacy.html>

**Event Description**: Advocacy efforts to sustain funding for your library are crucial in the best of times. Challenging times call for new ways to engage and activate advocates for your library. Level up your political savviness by taking lessons from successful campaigns. Whether or not you have a library ballot measure on the horizon, learn how to put these proven techniques to work for your library funding requests. Explore innovative options to energize, focus and build your skills and confidence. You’ll come away with actionable tips and tools to market your library to garner a wide base of support from your community constituents.

Presented by: **John Chrastka** and **Carrie Andrew**

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| **What are your goals for viewing this webinar?** | |
| **Personal Goals** |  |
| **Team Goals** |  |
| **What Activates Voters and Advocates?** | | |
| In reviewing the factors that activate voters or advocates, consider your own experience, and what you’ve seen happen in your community, and circle those factors that you think resonate the most.  VOTERS:   1. A Reason to Vote 2. Mobilization 3. *Personal Contact with Candidate\** 4. *Culture/Tradition/Habit of Voting\** 5. Trust in Government (pro or con) 6. Decided to Vote 7. Weather/Access to Polls   ADVOCATES:   1. An Identified Need 2. Personal Motivation 3. *Experience of the Issue\** 4. *Prior Success as Advocate\** 5. Institutional Reputation 6. Made a Pledge 7. Ease of Access to Tools | | |
| **Five Questions Practice** | | |
| Using these five questions with a family member or friend, practice the process for identifying potetntial advocacy team members in the community.   1. Why is the library important to you, personally? 2. What is your favorite reason to use the library? 3. Who does the Library serve? 4. Why is the library important to those people? 5. What will new funding do to serve those communities? | | |
| **Librarian as Candidate** | | |
| How does the idea of "the librarian as candidate" - where you have to share your vision - line up with your experience of successful advocacy?What kind of changes would you need to make to how your strategic plan is written for it to be the "candidate's book"? | | |
| **Community Systems and Partnerships: Library as Cause** | | |
| Identify five systems that already exist in your community, or statewide, that align with libraries. Where are your natural partnerships? Consider those organizations, boards, commissions, and agencies that share a common cause or concern, for your constituents. For each, identify which of these causes align with their focus: economic development; early literacy/early childhood; grade-level reading; housing; food security; immigration; safety; or others.  1.  2.  3.  4.  5. | | |
| **Library Awareness Campaign** | | |
| Explore WebJunction’s resource, [Advocacy in Action](http://www.webjunction.org/explore-topics/advocacy-in-action.html), to plan and execute a successful library awareness campaign in your local community. The campaign includes these five phases:  * [Plan Your Campaign](http://www.webjunction.org/explore-topics/advocacy-in-action/plan-your-campaign.html) * [Create Awareness](http://www.webjunction.org/explore-topics/advocacy-in-action/create-awareness.html) * [Generate Engagement](http://www.webjunction.org/explore-topics/advocacy-in-action/generate-engagement.html) * [Encourage Action](http://www.webjunction.org/explore-topics/advocacy-in-action/encourage-action.html) * [Sustain the Momentum](http://www.webjunction.org/explore-topics/advocacy-in-action/sustain-the-momentum.html) | | |
| **Action Plan:** (include next steps, who, when, etc.) | | |
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