**Energize your base: Tips and tools to raise awareness and build support for library services**

**Event Description:** Explore ways to increase your community's awareness of library services and of how those services are changing lives.

**Presented by:** Karen Perry, Jamie Hollier, Linda Hofschire, and Jennifer Pearson

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| **What are your goals for viewing this webinar?** | |
| **Personal Goals** |  |
| **Team Goals** |  |

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| **Discussion questions: Library Videos** |
| **Review the** [**videos**](http://www.youtube.com/playlist?list=PLCE1B8F42CC5CDC8C) **created by the Bill & Melinda Gates Foundation. Do one of these videos describe how your library impacts individuals and communities?**  **Is there a communication with library stakeholders coming up where the video would help drive generate more interest or support for your library message?** |
| **Discussion questions: Geek the Library** |
| **What current advocacy you are doing for your library in the community? What effect has it had?**  **How can you empower staff to increase your library’s community outreach and advocacy-related activities?** |

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| **Discussion questions: Data Visualization** |
| **What do people not know about the library that they should? (stories, data, etc.)**  **What data, numbers, or stories do you already have that you could utilize in an infographic or data visualization to communicate the impact of the library?** |

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| **Action Plan** (include next steps, who, when, etc.) |
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| **NOTES** |
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