



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 about what your library and/or community is experiencing, is fine.)

Start with:

Our job is much more than giving people access to information. What we do not only transforms lives, but it also helps improve the entire community. Libraries are a sound investment that puts dollars back into the community by helping small businesses and civic organizations, getting people back to work, and providing vital resources for everyone in good times and in bad. The public library influences the growth of this community and we need your support!

Follow-up with:

- Studies connect communities with thriving public libraries to lower unemployment, higher property values and less crime. In our community, we've seen _____

_____.
- People often consider the public library when choosing a place to live. We have seen ____ growth. In 2009, we gave out _____ new library cards.
- The local/state unemployment rate has never been higher—at _____ there's a great deal of people looking for work.* We estimate that we have _____ people per _____ who come in specifically to use job-related resources. (*Please check that this statement is accurate for your local area and state.)
- Many small businesses and civic organizations rely on the library. The money they save using the library is often reinvested in their businesses, which is a win-win for the community.
- We help people start small businesses all the time—in fact, we estimate about _____ per week.
- The need for job-related resources is great. As a result, we've added _____

_____ and it's not nearly enough! Patrons tell us every day that without our services, they wouldn't have anywhere to go to look and apply for jobs.
- Many people in our community are cutting their expenses (including Internet subscriptions) due to financial concerns. We support patrons in good times and in bad.
- We are a community hub and a valued destination. In fact, we hold _____ programs every week and community organizations hold approximately _____ meetings here each week. We also circulated over

_____ materials in 2009, and our patron base (the number of library cards we give out) has grown by _____ percent. Get your geek on. Show your support. geekthelibrary.org. If you want to provide more information about how you help job seekers, mention:

- Most job seekers have to use the Internet to search and apply for jobs.
- We provide fast connections and personal support to help job seekers be more effective.
- In addition to job-seeking services and resources, we also support entrepreneurship, retraining and continued education needs.

Sum up the conversation with:

We've been helping people find jobs, reeducate themselves and rebuild their lives for decades, but our role has never been more important. Individuals, small businesses, civic organizations, schools, etc., all rely on the public library. What we do affects the growth and well-being of this community. But we are struggling and need your help. Support us. Support this community.