



# Welcome!

**The webinar will begin at  
2:00 Eastern/11:00 Pacific**



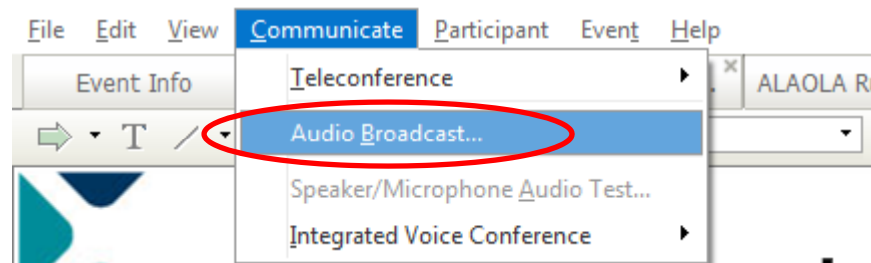
# Audio Tips

Today's audio is streaming to your computer's speakers or headphones.

**Too loud or soft?** Adjust volume level in the Audio broadcast box:



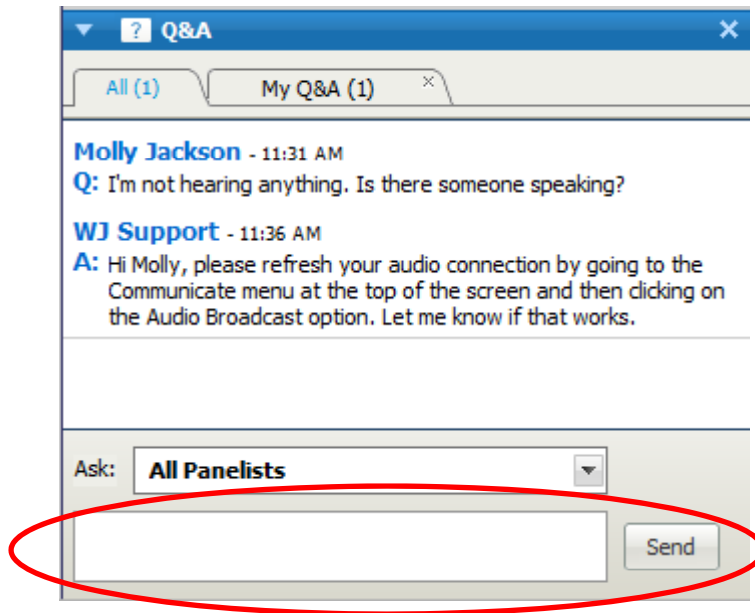
**Lost all sound? Hear an echo?** At the top of the screen, go to the **Communicate** menu and select **Audio Broadcast** to refresh your connection.





# Need Help?

Please post **technical support questions** into the **Q&A Panel**.



**Step 1:** Type the problem in the **dialog box**.

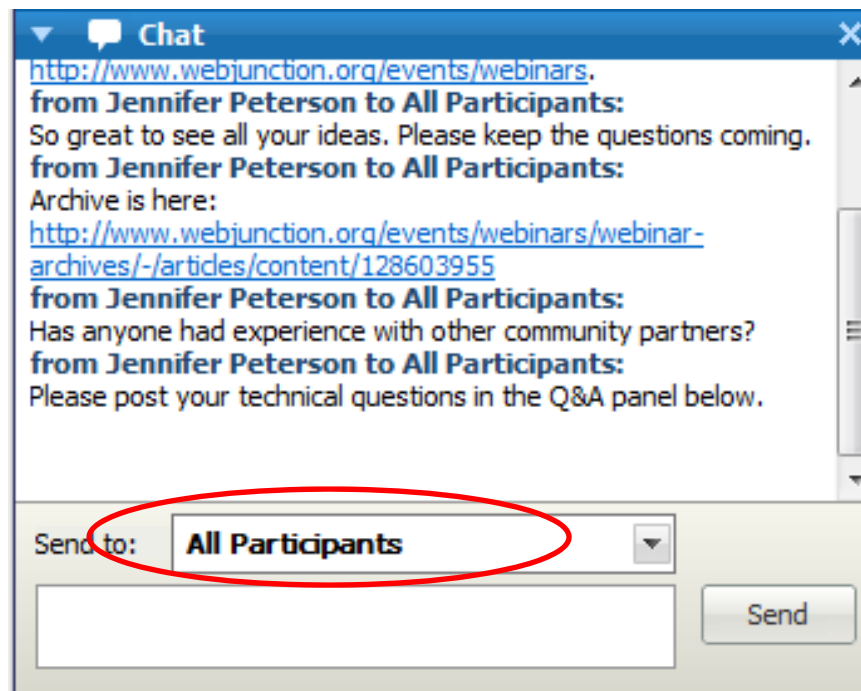
**Step 2:** Click **Send**.



# Chat Etiquette

Use **Chat** to talk with attendees and presenters about the topic.

Do not post technical questions to Chat.

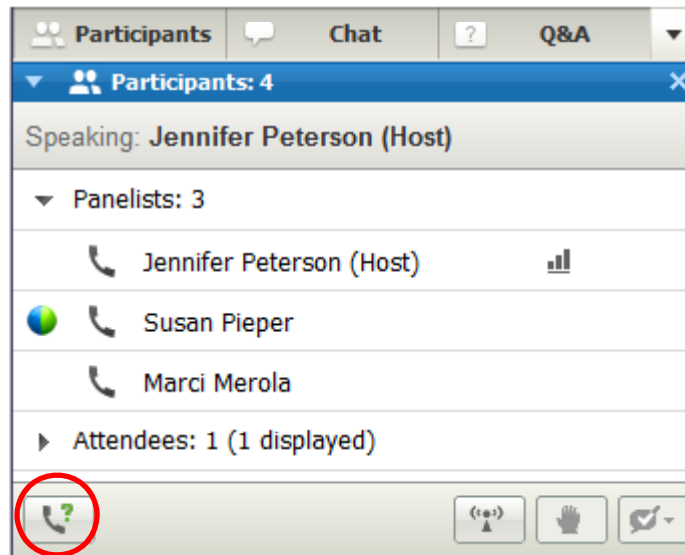


And if you're tweeting, use this hashtag: **#ruraltoolkit**



# Telephone Access

If you not able to listen via your computer, you may join by phone.



**Step 1:** Click on **Phone Icon** under the Participants list.

**Step 2:** Call the toll-free number provided.

**Step 3:** Enter the **Access Code** and **Attendee ID** provided.



# Customize your experience

Panels can be opened or closed by clicking on the panel name at the top of the column, or by using the X in the individual panel.

Hover over edge of panels to drag and resize.



The screenshot displays a webinar control interface with the following elements:

- Top Navigation:** Buttons for "Participants", "Chat", and "Q&A".
- Participants Panel:** A blue header bar with "Participants: 4" and a close button (X) circled in red. Below the header, it shows "Speaking: Jennifer Peterson (Host)", "Panelists: 3" (listing Jennifer Peterson (Host), Susan Pieper, and Marci Merola), and "Attendees: 1 (1 displayed)".
- Chat Panel:** A blue header bar with "Chat" and a close button (X). The chat area shows messages from "WJ Support to All Participants" with a "Hello!" and a welcome message. A "Send to:" dropdown menu is set to "All Participants", and a "Send" button is visible.



Remember to post to **Q&A panel** if you need technical assistance.

Other Technical problems?

**Contact WebEx support**

**Event Number: 718 138 493**

**Phone: 1-866-229-3239**



Co-Produced by:

**Jennifer Peterson**

WebJunction  
Community Manager

Produced by:

**Kendra Morgan**

WebJunction  
Senior Programs  
Manager





Thanks to the generous support of the following state library agencies, WebJunction offers webinar programs for free to all who wish to attend:

**Arizona** State Library, Archives and Public Records  
**Connecticut** State Library  
**Florida** Department of State's Division of Library and Information Services  
**Georgia** Public Library Service  
**Idaho** Commission for Libraries  
**Illinois** State Library  
**Indiana** State Library  
State Library of **Kansas**

**Maine** State Library  
**Minnesota** State Library Agency & Minitex  
**Missouri** State Library  
State Library of **North Carolina**  
State Library of **Ohio**  
Access **Pennsylvania**  
**Texas** State Library & Archives Commission  
Library of **Virginia**  
**Washington** State Library



## ALA Rural, Native, and Tribal Libraries of All Kinds Committee





# Today's Presenters



**Susan Pieper**  
Editor, Rural Library  
Services Newsletter  
Director, Paulding  
County Carnegie  
Library



**Marci Merola**  
Director of ALA Office  
for Library Advocacy



**Jennifer Peterson**  
ARSL Board Member,  
Chair, ALA Rural, Native,  
and Tribal Libraries of All  
Kinds Committee

# **Amplify your library's value to the community!**

**The Small But Powerful Guide to Winning  
Big Support for Your Rural Library**

**[ala.org/ruraltoolkit](http://ala.org/ruraltoolkit)**

Tips and tools you can use from the ALA Committee on Rural, Native and Tribal Libraries of All Kinds, the Association for Rural & Small Libraries and the ALA Office for Literacy and Outreach Services

# The Small but Powerful Guide to Winning Big Support for Your Rural Library

When Platte County, Wyoming, sought a librarian  
in the early 1900s, its advertisement read:

*"Must be able to get along with Western people, ride and drive,  
as well as pack a horse, follow a trail, shoot straight,  
run an automobile and be able to rough it whenever necessary."*

We suspect Mabel Wilkerson, who got the job,  
also had to keep her library afloat financially.

Some things don't change...

## © 2011

- 9 Steps to Success
- Hints for reaching people
- Winning friends and influencing decision makers
- Speaking successfully
- Making the most of media
- Building powerful partnerships
- Essential tools for advocacy--annual report, communication plan, fact sheets, etc.

## New to this revision

- Technology as an Advocacy Tool
- Technology and Advocacy: Data You Can Use

# Library is core. Every day.

- Job seeking
- Economic development
- Literate communities
- Life-long learning
- Enrich, entertain
- Access to technology, learning, knowledge
- Free
- Connect to others in the community

# Amplify value. Every day.

- “Who” is the library?
- Where are they?
- Make it easy for them to “be the library,” wherever they are.

# Digital frame

\*outside the library



Or placemats

# Table, stuff, message, people

\*outside the library



# Partner for impact

- Chamber of Commerce
- Workforce center
- State/County extension office
- Family Services Organizations
- Senior Centers
- School age care and enrichment programs
- Health agencies, doctors' office
- Community colleges
- Grocery store, lottery ticket counter
- Restaurants
- Parades

# Technology as an Advocacy Tool

- Website
- Social “satellite” sites
  - Facebook
  - Twitter
  - Flickr
  - YouTube

# Mancos Public Library (pop 1,260)

The screenshot shows the Mancos Public Library website. At the top, a navigation bar includes links for Home, Databases, Games & More!, MPL Info, Online Catalog, **Small Business Resources** (highlighted), Search..., and RSS Feed. The library's logo, featuring a green book icon and the text "MANCOS PUBLIC LIBRARY", is centered below the navigation bar.

On the left side, there are three sections: "MPL LEED Gold" with a circular award image, "MPL Photovoltaics" with a "Solar Stats" logo, and "Blogroll" with links for "Connect Safely", "Read, Kiddo, Read", and "Story Blocks". Below these is a "Games" section with a link for "Games for Kids".

The main content area features a "Facebook 101 Class" announcement. The text reads: "In this beginner class, we will cover most aspects of Facebook that you are likely to face each time you login. The goal of this class is to help you become a more confident user of social networking sites." The class details are: Date: Wednesday, December 2; Time: 5pm; Place: MPL Community Meeting Room. Specific topics include: Navigation, including status updates; Profile / Timeline; Privacy Settings; Applications; and Netiquette. The class is free, and computers will be available for use. A registration link is provided: "Register online below, or call us at 970.533.7600".

On the right side, there are social media icons for Facebook, Twitter, and Google+, a green button for "Reserve a Meeting Room!" with a "Cancel a Reservation" link below it, and a "Pages" section listing various library resources like Databases, Games & More!, MPL Info, Board of Trustees, Collections & Services, History of MPL, Interlibrary Loan (ILL), Policies, and Proctoring Guidelines. Below this is an "Online Catalog" section with a link for "Small Business Resources" (highlighted) and "MPL Public Events Calendar" (highlighted), which shows an event for Tuesday, December 6 at 1:00pm in the MPL Technology room.

A large orange callout bubble with a pointer to the "Reserve a Meeting Room!" button contains the text: "Always have a book cart with resources relevant to those using meeting room, with library card apps, newsletter, etc." At the bottom of the page, a small graphic shows a book cart with a sign that says "OK CLASS, PLEASE TURN TO CHAPTER 14 IN YOUR TEXT, PAGE 267, SECTION 3: MANAGEMENT".

# Mancos Public Library

facebook

Search

## Mancos Public Library

Library · Mancos, Colorado

**Information** [Edit](#)

**Address** 211 West First Street / PO Box 158, Mancos, CO 81328 · [Get Directions](#)

**Phone** 970.533.7600

**Website** <http://www.mancoslibrary.org/>

**Status** Open until 7:00 pm

**Hours**  
Mon - Thu: 10:00 am-7:00 pm  
Fri: 10:00 am-5:00 pm  
Sat: 10:00 am-3:00 pm

**Search Catalog**

**Events**

**Map**  
© 2010 Navteq © 2011 Microsoft

**About**  
Did you know you can search our Card Catalog from right here in Facebook? Just click the 'Search Catalog' link on the left side of this page, and enter your search!

**Likes and Interests**

**Likes**  
Target Tobacco Action Group, Fahrenheit Coffee Roasters, The Mac Ranch - 4 Corners, Library Research Service, Mancos Renaissance Faire, Back Alley Concepts, Mancos Valley Chamber of Commerce, Community COnect, MANCOS, COLORADO, Colorado

**About**  
Did you know you can search our Card Catalog from right here in Facebook?...

More

**188**

# Friends of the Mancos Public Library

*From the old ...*



*to the NEW!!*



Mancos Friends of the Library  
P.O. Box 844  
Mancos, CO 81328  
[contact@mancosfriends.org](mailto:contact@mancosfriends.org)

[Home](#) | [Building Project Donations](#) | [Englehart Prints](#) | [Book Donations](#) | [Minutes](#) | [Official MPL Website](#)

## **Mancos Library Building Project Donations**

Contributions made through the Google Checkout system go directly to the Mancos Public Library Building Fund. The library building project has received Enterprise Zone status from the State of Colorado and as such contributions of \$100 or more are eligible for a state tax credit.

For larger donations, the following categories have been established. Become a member of one of our designated "communities," which will be recognized on the Donor Wall in the Library Entrance. If you wish, you may fulfill your pledge over a period of three years. Contact library directory Patsy Smith for more information at 970-533-7569 or via email, [pdksmith@mancos.lib.co.us](mailto:pdksmith@mancos.lib.co.us).

\$500 - \$999  
The Long House Community

\$1,000 - \$4,999  
The Spruce Tree House Community

\$5,000 - \$9,999  
The Balcony House Community

\$10,000 – \$19,999  
The Cliff Palace Community

\$20,000 - \$49,999  
The Mesa Verde Community

\$50,000 and over  
The name you designate on a room

## RECYCLING RECEPTACLE - **\$250 SOLD!**

Invest in the health of our new gathering place! For a donation of \$250, you will receive donor recognition for a recycling receptacle.

If you would like to make one of these special donations, contact us at:

Phone: 970.533.7569

Email: [mancospl@mancos.lib.co.us](mailto:mancospl@mancos.lib.co.us)

111 North Main Street / PO Box 158

Mancos, CO 81328

(New: 211 West First Street)

### CASH CONTRIBUTIONS

Make a **\$25** tax-deductible donation.

Buy Now 

Google Checkout

---

Make a **\$50** tax-deductible donation.

Buy Now 

Google Checkout

---

Make a **\$100** tax-deductible donation.

Buy Now 

Google Checkout

---

Donate **another** amount.

Simply enter the amount you would like to donate in the box.

\$

Buy Now 

Google Checkout

# Somers Library, NY (pop 20,000)



## [Delicious Bookmarks](#)

Useful websites for information on a variety of topics such as books, government, health, homework, reference, travel and more.



## [Twitter](#)

Twitter is a social networking and micro-blogging service that allows its users to send and read other users' updates (known as tweets).



## [Facebook](#)

Check out the library's page on Facebook. Use the citation maker, check out what's going on at the library, do a PubMed search and more!



## [Flickr](#)

Check out the library's photos on Flickr, an online photo management and sharing application.



## [YouTube](#)

Check out the library's videos on YouTube, a place to discover, watch, upload and share videos.



## [Library Calculator](#)

What is your library worth to you? How much would you pay out-of-pocket for your library services? Calculate the library services you use per month.



# ADVOCACY NETWORK

# Communities Thrive @ Your Library

## Harford County Public Library

Find Books, Movies, Music

Research a Topic

My Library Card

Locations & Hours

Programs & Events

About the Library

Support the Library

HCPL Foundation

Friends of the Library

Volunteers

Communities Thrive

@ Your Library

Other Services

[Home](#) » [Support the Library](#) » Communities Thrive @ Your Library

### Communities Thrive @ Your Library

#### How much value does the library provide you?

We need you to tell your story about Harford County Public Library!

[What are Marylanders saying about public libraries? \(pdf\)](#)

To contact your local officials online, go to the Harford County Government website at <http://www.harfordcountymd.gov>.

Couldn't make it to the public budget hearings? Leave us a comment on [Facebook](#) or [Twitter](#), [via e-mail](#), or in person about what the library is worth to you!


#### Interactive Library Use Value Calculator

What is your library worth to you? How much would you pay out-of-pocket for your library services?

- Enter the average number of times per month you or your family use each service.
- Click "Calculate" to find the estimated retail value of your library use!

Monthly Use	Library Services	Estimated Retail Value
<input type="text"/>	Books Borrowed	\$ <input type="text" value="0.00"/>
<input type="text"/>	eBooks or Audiobooks Downloaded	\$ <input type="text" value="0.00"/>
<input type="text"/>	DVDs Borrowed	\$ <input type="text" value="0.00"/>
<input type="text"/>	Music CDs Borrowed	\$ <input type="text" value="0.00"/>
<input type="text"/>	Audiobooks on CD Borrowed	\$ <input type="text" value="0.00"/>



 Sign up for our e-mail newsletter!

  
powered by brainfuse

## MLA Capwiz Legislative Action Center

[Share your story about the value of libraries](#)

### Some Harford County Public Library Facts

- During tough economic times, people turn to libraries for an incredible array of free resources: books, eBooks, audiobooks, DVDs, CDs, computer use, and programs for all ages
- People searching for jobs are using the library to complete job applications, fax resumes, submit applications online, create email accounts, search health information and get tax information assistance and forms
- 1,635,011 customers walked through our doors last year
- 8,766,359 people made virtual visits to the library and used our website
- Our community borrowed 4,699,033 items from the library
- 156,269 babies through adults attended library programs
- Librarians answered 587,656 questions

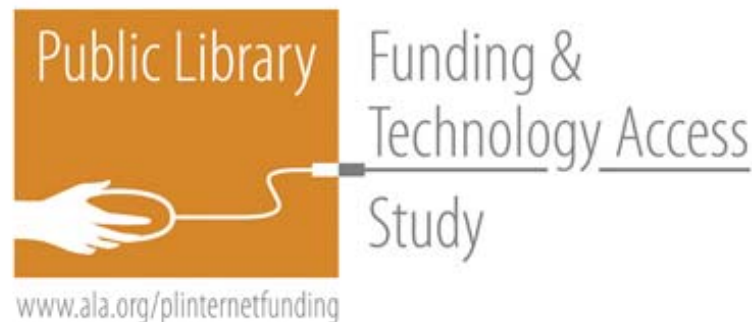
### Communities Thrive @ Your Library Videos

Below are a few of the latest Communities Thrive @ Your Library videos. See all of [our videos on YouTube](#).

#### Jeff from Bel Air



# Data You Can Use



“Opportunity for All: How the American Public Benefits from Internet Access at U.S. Libraries,”

## **U.S. Impact Study**

[cis.washington.edu/usimpact/](http://cis.washington.edu/usimpact/)

## **Public Library Toolbox**

[cis.washington.edu/usimpact/toolbox.html](http://cis.washington.edu/usimpact/toolbox.html)

“Libraries Connect Communities: Public Library Funding & Technology Access Study”

## **Funding & Technology Access Study**

[www.ala.org/plinternetfunding](http://www.ala.org/plinternetfunding)

## **Webinar Archive**

[2011 Public Library Funding & Technology Access Study](#)

[IMLS Public Libraries in the United States Survey Fiscal Year 2009](#), released October 2011

# The Small But Powerful Guide to Winning Big Support for Your Rural Library

## ala.org/ruraltoolkit

Tips and tools you can use from the ALA Committee on Rural, Native and Tribal Libraries of All Kinds, the Association for Rural & Small Libraries and the ALA Office for Literacy and Outreach Services

### The Small but Powerful Guide to Winning Big Support for Your Rural Library

When Platte County, Wyoming, sought a librarian in the early 1900s, its advertisement read:

*"Must be able to get along with Western people, ride and drive, as well as pack a horse, follow a trail, shoot straight, run an automobile and be able to rough it whenever necessary."*

We suspect Mabel Wilkerson, who got the job, also had to keep her library afloat financially.

Some things don't change...

- Browse online, download as PDF
- Ordering Printed Copies and other questions contact:

ALA Office for Literacy and Outreach Services

50 East Huron Street

Chicago, IL 60611-2798

800-545-2433, ext. 4294

[olos@ala.org](mailto:olos@ala.org)

# Demonstrate Value, Build Support

**Susan Pieper**

**Editor, Rural Library Services Newsletter  
Director, Paulding County Carnegie Library**

**[www.pauldingcountylibrary.org](http://www.pauldingcountylibrary.org)**

You and I wish you can see from the ALA Committee on Rural, Native and Tribal Libraries of All States, the Association for Rural & Small Libraries and the ALA Office for Library and Outreach Services.

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We suspect Mabel Wilkinson, who got the job, also had to keep her library afloat financially.

Some things don't change...

**If you build it they will come...**

**If you demonstrate value, you  
will build support.**

You need both you can see from the ALA Committee on Rural, Native and Tribal Libraries of All Kinds, the Association for Rural & Small Libraries and the ALA Office for Library and Outreach Services.

**The Small but  
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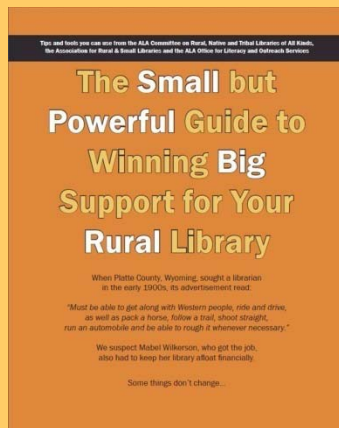
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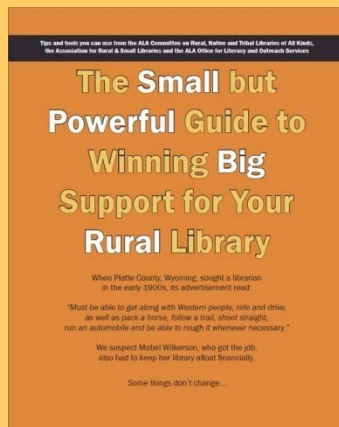
**Patrons will relate to the monetary savings they will see if they use their public library.**

**Challenging economic times provide an environment for small libraries to shine.**



# Tips for Demonstrating Value:

- Write down the \$\$ value for each item a person borrows.
- Utilize the resources such as “cost calculators” other libraries have created to demonstrate savings.
- Value is not always monetary. Value is also providing services that are relevant to patrons.



2009LibraryLevyInfo.htm

# How Much is Your Library Worth to You???

What is your library worth to you?  
 How much would you pay out-of-pocket for your library services?

- Enter in the left hand column the number of times **per month** you or your family use each service.
- Estimated retail value of each service will be calculated on the right.
- Total value of your library use is shown at the bottom of the worksheet.
- **Tip:** Tab between entries and do not use commas.

Value of Library Services

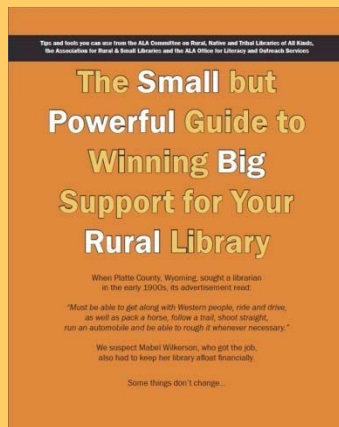
Input Your Use	Library Services	Value of Services
<input type="text"/>	Books Borrowed	\$ <input type="text" value="0.00"/>
<input type="text"/>	Paperbacks Borrowed	\$ <input type="text" value="0.00"/>
<input type="text"/>	Magazines Borrowed	\$ <input type="text" value="0.00"/>
<input type="text"/>	Movies (DVDs) Borrowed	\$ <input type="text" value="0.00"/>
<input type="text"/>	Audio Books Borrowed	\$ <input type="text" value="0.00"/>
<input type="text"/>	Items Borrowed from Other Libraries	\$ <input type="text" value="0.00"/>
<input type="text"/>	Meeting Room Use per Hour	\$ <input type="text" value="0.00"/>
<input type="text"/>	Adult & Childrens Programs Attended	\$ <input type="text" value="0.00"/>
<input type="text"/>	Computer Classes Attended	\$ <input type="text" value="0.00"/>

**Put a terminal at the circulation desk with the Cost Calculator loaded.**

## Values:

- \$20.00 per book
- \$15.00 per movie
- \$35.00 per book on CD
- \$20.00 per hour on a computer

*“If you had purchased the items you borrowed for free today, it would have cost you \$165.00!”*



## Paulding County Carnegie Library

Established 1916



Antwerp Branch Library  
Antwerp, Ohio  
Established 1991

Cooper Community Library  
Oakwood, Ohio  
Established 2000

Payne Branch Library  
Payne, Ohio  
Established 1996

# Vote FOR Your Paulding County Public Libraries



Over 60% of Paulding County residents have library cards



Over a thousand Paulding County youth participate in library programs such as Battle of the Books, Story Times, Summer Reading Programs, Reading Clubs, Teen Programs, etc.



The library system receives over 90% of its revenue from the State. This State funding has decreased by 31% in the last half of 2009 with additional decreases expected in 2010



Popular library services *include*: free public computers with high-speed Internet access, movies, best sellers, magazines, newspapers, children's services, genealogy research, etc.



## Only 21¢ a day!\*

\* For a 2.17 mil levy, based on a \$100K home, the cost of the library levy will be about \$76 a year.

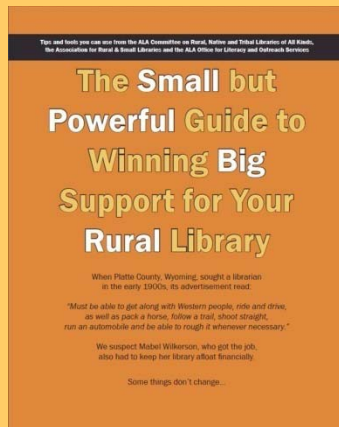
**Your Libraries: A great value! Your Libraries: A great value! Your Libraries: A great value!**

Pd. For by Paulding County Carnegie Library Levy Committee—PAC. Wm. C. Fast, Jr. Treasurer 13515 SR 114, Haviland, Ohio 45851

**Using catchphrases are important, but keep it consistent:**

*Libraries will get you through times of no money better than money will get you through times of no libraries.*

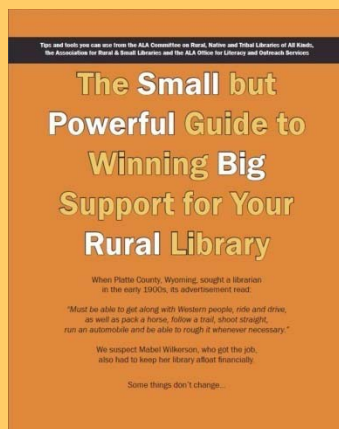
**Patrons (voters) need to be shown the value of the public library – not just inspired.**



**If you demonstrate value, you will build support. Elected officials will listen to voters. Participate in Snapshot Day.**

**Ask your users to e-mail/phone/notify their legislators to help preserve, maintain, or establish library funding.**

*Tip: Maintain and be ready to distribute a handout with the names, phone numbers, e-mail addresses, etc. of all state and local legislators for your service area .*





# Ohio Library Snapshot Day 2011

Group Pool Discussion 103 Members Map Join This Group

Search this group's pool

SEARCH

Slideshow



From Paulding County...



From Paulding County...



From Paulding County...



From Paulding County...



From Paulding County...



From Paulding County...



From Paulding County...



From Paulding County...



From Paulding County...



From Paulding County...



From Paulding County...



From Paulding County...

← prev

...

11

12

13

14

15

16

17

...

next →

(1,684 items)

### The Top Five Contributors

portsmouthpl (102) XUEdibleBooks (79) delawarelibrary (70) KSULib (66) Medina County (63)

### The Top Five Group Tags

2011 snapshot day ohio library [See all group tags](#)

<http://www.flickr.com/groups/ohiolibs-snapshotday2011/>

## **Real Life Example:**

- 1. June 2009 – on a Friday late afternoon – Ohio’s Governor held press conference announcing a dramatic cut in library funding.**
- 2. Libraries mobilized.**
- 3. Library supporters’ (patrons’) voices were heard so loud they crashed the capital servers and make the governor’s phone system go down. They were “heard”!**

LETTER TO THE EDITOR

This letter is being written to draw attention to the benefits of our Paulding County library and its branches in Oakwood, Antwerp, and Payne.

The benefits of a good library system in a county are many. Libraries provide us with current best-sellers, the latest mystery or novel, DVDs, videos, etc. as well as much needed newspapers and reference books—available to all at no cost! All one must do to access all of these materials—as well as use the computers and internet at the library—is to have a library card—available free of cost. Libraries save us money. We can borrow and return books there Monday through Saturday. Persons of any age—children through adults—may use the library. Libraries encourage reading, and literacy is so important to our society in this country.

We see many senior citizens visiting our library. They keep in touch with children and grandchildren and extended family who are far away via the internet. Don't know how to use it? Ask a librarian and they are happy to help you. Senior citizens also can access our weekly newspapers and many books that are available at the library. Reading keeps an older mind sharper.

As you may know, the Paulding County Library system—because of funding being cut by 31% from 2008—is not now able to purchase any new books, videos, DVDs, etc. Our libraries now are just holding their own. We need to improve this situation.

A 2.17 mill levy for operating our library system will be on the ballot this November 3rd. This levy, when it is passed, will generate \$650,000 for use by all four library branches in our county. A ho-

meowner of a \$100,000 home will pay just \$75.95 per year or only \$0.21 per day to support the library. Yes, times are tough. The economy is down. But please consider voting FOR our Paulding County library system. Show our students all over the county how important a library system is. For a few tax dollars, EVERYONE in our county can use our public library system, as my husband and I do all the time.

—Joanne "Joni" Arend

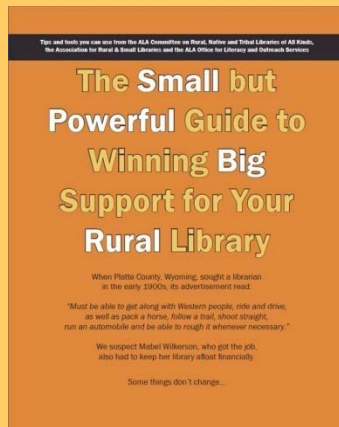
**This type of support is “built” and nurtured for years. It does not happen overnight.**

**Your library must show excellent service consistently in order to not only be of value, but build support.**

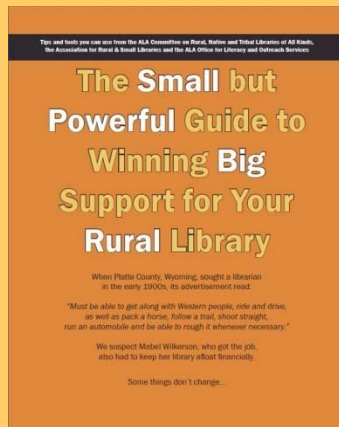
**Building Support also includes providing access to the information patrons need and are asking for. Your small library must stay relevant.**

**Libraries are beloved institutions that evoke feelings of warm fuzzies. But memories will not keep the doors open.**

**Beware of “self-check outs” or any process that eliminates one-on-one contact.**



**The modern public library should provide access to free public computers, high speed internet access, wireless capabilities, best sellers, recorded books in all formats, access to eBooks and a willingness to adopt new technologies.**



**The modern library should be a place that is welcoming and warm, with comfortable seating with electrical outlets for laptops and a possibly a pot of coffee or tea brewing.**

You need both you can see from the ALA Committee on Rural, Native and Tribal Libraries of All States, the Association for Rural & Small Libraries and the ALA Office for Library and Outreach Services.

### **The Small but Powerful Guide to Winning Big Support for Your Rural Library**

When Platte County, Wyoming, sought a librarian in the early 1900s, its advertisement read:

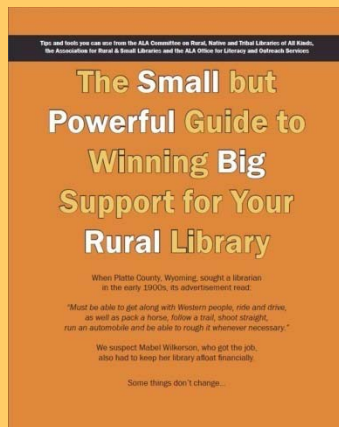
"Must be able to get along with Western people, ride and drive, as well as pack a horse, follow a trail, shoot straight, run an automobile and be able to rough it whenever necessary."

We suspect Mabel Wilkinson, who got the job, also had to keep her library afloat financially.

Some things don't change...

**The modern public library will provide access to the collection as well as online databases so patrons can request and obtain information electronically.**

**Your library will take advantage of any “application” for smart phones which will enable patrons to quickly access resources.**



### ONLINE ACCESS TO OUR NATION'S LAWS

How would you like to be able to read the current health care reform act, H.R. 3962: *Affordable Health Care for America Act* in its entirety? Probably overwhelming, but if you could read sections of interest, perhaps that task would not be as daunting. You can access this current House of Representatives resolution as well as all legislative information on the website, THOMAS, maintained by the Library of Congress.

In the spirit of Thomas Jefferson, THOMAS was launched in January of 1995, at the inception of the 104<sup>th</sup> Congress. The leadership of the 104<sup>th</sup> Congress directed the Library of Congress to make federal legislative information freely available to the public. Since that time THOMAS has expanded the scope of its offerings to include the following features and content: Bills & Resolutions, Activity in Congress, Congressional Record, Schedules and Cal-

endars, Committee Information, Presidential Nominations, Treaties, Government Resources, For Teachers, and a Help and Contact page.

This comprehensive online resource includes current activity as well as a searchable database of Bill summary and status. Citizens can search Bills based on key words or the Bill number. Also included are links to historic documents as well as teaching pages about the Supreme Court.

One of the largest searchable databases linked to THOMAS is the U.S. Code. The Office of the Law Revision Counsel prepares and publishes the United States Code, which is a consolidation and codification by subject matter of the general and permanent laws of the United States.

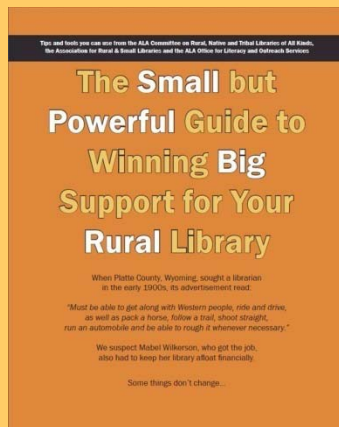
To access THOMAS, point your Internet browser to: <http://thomas.loc.gov/> or, visit any of your Paulding County Carnegie Library locations and access the site through library computers. For more information contact the library at 419-399-2032.

**Informing patrons of the information available via the library is one way to “Demonstrate Value”.**

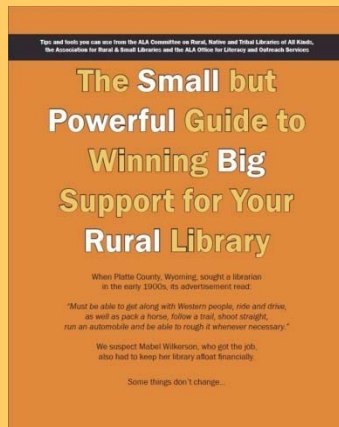
**The library is mentioned in the last paragraph.**

**The modern library staff will be knowledgeable about gadgets and gizmos and they will constantly be learning.**

**“We will not – can not – do not, do that” is not in our vocabulary.**

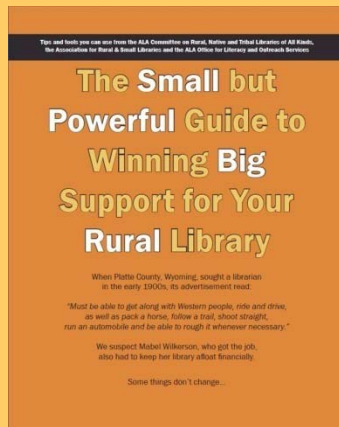


**When you build a solid foundation of modern library service – and when you demonstrate value of that service – then you will exist in an environment where patrons cannot imagine life without their small public library – that is when you have “Built” Support.**



**You may not see or know who your neighbors and friends are until you need them. Neighbors and friends will rally to help.**

**You will not know how much support you have built until the time comes to be vocal to save the small public library.**



**If you have done your job, a strong and solid base of support will come to your rescue – whether it is for expressing need for state funding, or passing a levy, or being a collective voice to funding agents. The support will be there.**

You need both you can see from the ALA Committee on Rural, Native and Tribal Libraries of All States, the Association for Rural & Small Libraries and the ALA Office for Library and Outreach Services.

**The Small but  
Powerful Guide to  
Winning Big  
Support for Your  
Rural Library**

When Platte County, Wyoming, sought a librarian in the early 1900s, its advertisement read:

"Must be able to get along with Western people, ride and drive, as well as pack a horse, follow a trail, shoot straight, run an automobile and be able to rough it whenever necessary."

We suspect Mabel Wilkinson, who got the job, also had to keep her library afloat financially.

Some things don't change...

From Your Paulding County Carnegie Library system:

# Thank You!



Thank you for  
supporting your  
Paulding County libraries!

## *Please Remember...*



Borrow library materials and  
save money! Use library  
computers and save money!



Visit your Paulding County  
libraries often. Make it a  
family habit!

**Your Libraries: A great value!**

Pd. For by Paulding County Carnegie Library Levy Committee—PAC.  
Wm. C. Fast, Jr. Treasurer 13515 SR 114, Haviland, Ohio 45851

## PAULDING LIBRARY LEVY PASSES BY 23 VOTES

Never let it be said that a single vote does not make a difference. Twenty-three voters cast votes to support funding for the Paulding County Carnegie Library system levy. After a nail-biting, finger-crossing two weeks, the official results of the November 3<sup>rd</sup> General Election was announced. The voters of Paulding County voted "For" the library levy by a margin of 23 votes, 3250 (For); 3227 (Against).

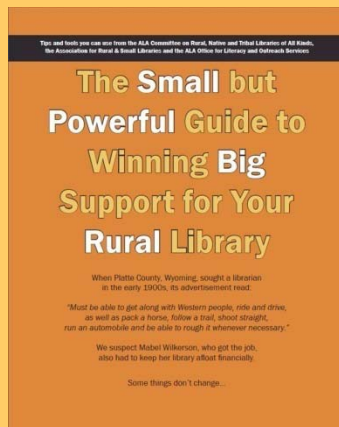
"This is fantastic, we actually have funds to keep from laying off employees and start the process of rebuilding our collection," exclaimed Wilma Mullins, Fiscal Officer for the library.

Library Director, Susan Pieper, concurs, "I am still in a bit of shock. We went direct-

**Demonstrate Value** – Demonstrate the monetary savings, the currency that is information, entertainment, etc.

**Build Support** – If you have effectively “Demonstrated Value” you will have created an environment of support.

**“Size does not matter.  
Quality Matters.”**

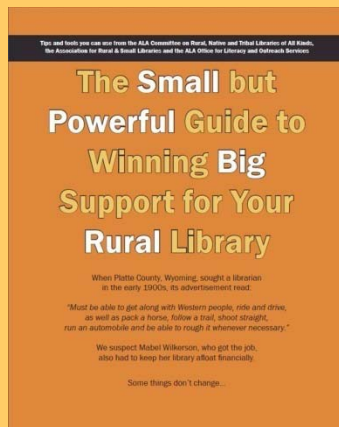


# Demonstrate Value Build Support

**Susan Pieper**

**Editor, Rural Library Services Newsletter  
Director, Paulding County Carnegie Library**

**[www.pauldingcountylibrary.org](http://www.pauldingcountylibrary.org)**



## Issues & Advocacy

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▸ Add It Up

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▸ State & Local Resources

▸ National Library Legislative Day (NLLD) 2012

▸ Why I Need My Library Video Contest

▸ Banned & Challenged Books

▸ Broadband & Telecom

▸ Copyright

▸ Diversity



## Resources

Information, courses and tools to help library advocates make the case at the local level.

### ▸ [Advocating in a Tough Economy Toolkit](#)

The following resources and tools, including news clips, op-eds, and statistics to help library supporters make the case for libraries in these times.

### ▸ [Add It Up: Libraries Make the Difference in Youth Development and Education](#)

Research and statistics to help advocates make the case for libraries at every stage of youth development and education.

### ▸ [Budget in the Crosshairs? Navigating a Challenging Budget Year](#)

This guide will help you prepare and plan for your library's survival and growth during tough economic times.

### ▸ [Coalition Building](#)

Best practices of successful library coalition building from around the country.

### ▸ [Cultivating Your Local Notables](#)

What's in a face? A toolkit for cultivating your communities local notables and celebrities for library advocacy.

### ▸ [Frontline Advocacy](#)

An Initiative of ALA President Camila Alire, this toolkit is designed to motivate, encourage, provide content, train, and educate librarians and library workers at the front lines in advocating for their libraries and their profession.

### ▸ [Frontline Fundraising](#)

Library fundraising takes place every day and at all levels of complexity. This *Frontline Fundraising Toolkit* covers the basics of annual funds, memorials and tributes, online giving and planned giving so you can design a fundraising effort that is perfectly suited to your library, your community and the resources of each.

### ▸ [Library Snapshot Day Primer](#)

Learn to organize a successful Library Snapshot Day in your state with this How-To created by the New Jersey State Library.

### ▸ [Making Budget Presentations](#)

Tools, examples and perspectives to make presenting a library budget easier, and to help make your budget presentations more compelling.

## Advocacy Clearinghouse



Advocacy tools and resource from ALA.

[More...](#)

## Advocacy Courses Online



Advocacy **webinars and more.**

## Advocacy Events



Programs at ALA and state conferences.

[More](#)

## Feedback

We want to hear from you!



Send us your feedback about Advocacy U.

[More](#)

## Issues & Advocacy

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- Broadband & Telecom
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- Diversity
- Emerging Issues
- Intellectual Freedom
- International Issues
- Library Funding
- Literacy

## Library Snapshot Day: A Day in the Life of Your Library



Library Snapshot Day provides a way for libraries of all types across a state, region, system or community to show what happens in a single day in their libraries. How many books are checked out? How many people receive help finding a job? Doing their taxes? Doing their homework? This initiative provides an easy means to collect statistics, photos and stories that will enable library advocates to prove the value of their libraries to decision-makers and increase public awareness.

Talk to others about Library Snapshot Day. Visit our [ALA Connect page](#) for information sharing, tips, questions and ideas!

### [Library Snapshot Day Webinar](#)

**NEW!** Learn how to implement Snapshot Day, as well as how to maximize photos, statistics and stories to make the case to decision-makers by [viewing](#) a recording of this webinar.

## Planning your own Snapshot Day?

If you're planning to host your own snapshot day, please help ALA make the case for what happens in libraries **across the country** in a single day! It's easy as 1-2-3.

1. **Let ALA Know!** If you are interested in hosting a Snapshot Day, or if you have already hosted one and would like to tell us about it, please contact [Marci Merola](#), Director of the Office for Library Advocacy, or [Michael Dowling](#), Director of the ALA Chapter Relations Office.
2. **Visit the Library Snapshot Day Primer** to get you started. If possible, **please use some or all of these criteria** as part of the information you gather. Although the main purpose of Library Snapshot Day is to help libraries at the state and local level, ALA would like to translate statewide results into national results that can be used for national media and advocacy efforts.
3. **Send ALA your results!** Please fill out this form ([Word document](#) or [PDF](#)) and

## Take Action



Contact your members of Congress and learn about legislation.

[Legislation Action Center](#)

## Take Action by State



**Take action for libraries your state!**

## District Dispatch



Federal updates from the Washington Office.

[Subscribe](#)

## Library Snapshot Day



Libraries around the country are participating in Library Snapshot Day. [Learn more...](#)

## Advocacy University



Resources, courses and more to help library advocates make the case at the local level. [More...](#)

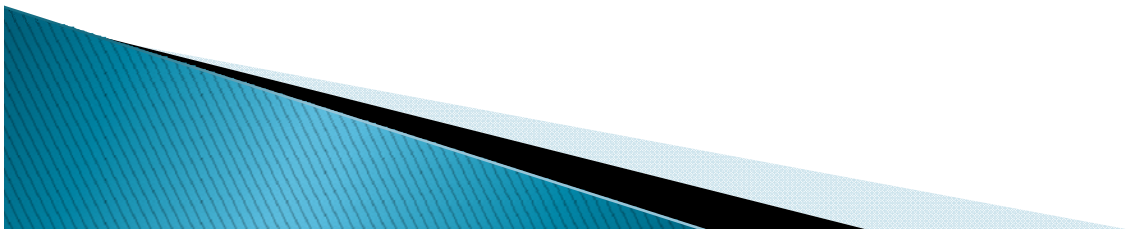
# Library Snapshot Day Webinar

Monday, December 19, 2011

2 p.m. – 3 p.m. CST

To register, visit:

<https://ala.ilinc.com/register/zwkxmzh>



## Issues & Advocacy

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  - > Advocacy University
    - + Add It Up
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- > Banned & Challenged Books
- > Broadband & Telecom
- > Copyright
- > Diversity
- > Intellectual Freedom
- > International Issues



## Frontline Advocacy

### Frontline Advocacy Toolkit

*ALA President Camila Alire wishes to thank the Neal-Schuman Foundation for its generous support of the Frontline Advocacy Initiative.*

*The Neal-Schuman Foundation is a not-for-profit corporation formed to aid, assist, and promote research and educational activities for the improvement of library and information services. For more information, contact [www.neal-schuman.com](http://www.neal-schuman.com).*

### Libraries: The Heart of All Communities



Camila Alire,  
2009-2010 President

Every day librarians and library workers around the country in public, school, academic and special libraries serve at the "front lines." They provide critical services to our respective communities. They are passionate about their jobs and have great stories that illustrate the value and the importance of their libraries. But they don't always have the opportunity or the specific and appropriate approach to convey that message to their users or to their friends and family at home.

2009-2010 President Camila Alire's initiative – Libraries: the Heart of All Communities – focuses on practical tools to help frontline library staff identify those opportunities to advocate for the value of libraries and their own value on a daily basis. The toolkits were created by frontline public, school, academic and special librarians with those specific audiences in mind.

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### Advocacy Clearinghouse



Advocacy tools and resources from ALA. [More...](#)

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Advocacy [webinars and more.](#)

### Advocacy Events



Programs at ALA and state conferences. [More](#)

### Feedback

We want to hear from you!



Send us your feedback about Advocacy U. [More](#)

## 52 Ways to Make a Difference – Public Library Advocacy throughout the Year

Dr. Camila Alire, President, American Library Association  
 Presidential Initiative Chairs, Patty Wong and Julie Todaro  
 September, 2009

Now more than ever ALL public library employees must understand their essential role in advocating on behalf of libraries and should be able to deliver powerful messages stressing the value of libraries to gain community support for library endeavors. This critical role includes understanding the importance of advocacy; a commitment to disseminating the information through the art of persuasion and influence; and creating and delivering messages using a variety of communication strategies. As a result, employees – at all levels within the organization – should be able to motivate customers to build institutional “grassroots” support for library initiatives and the library budget; assist library administrators in representing library interests in decision making venues; and build a cohort of supporters who will advocate for libraries in their own environments throughout the organization – from the frontline to the highest administrative level.

Becoming educated about how to effectively and clearly communicate the value of libraries, including the essential role libraries play in creating and maintaining literate communities, should be a priority for all public library staff. This list of 52 ways to advocate - one idea per week for an entire year - is a roadmap to help staff get started in putting into practice their role as library advocates. The list offers a general theme for each week followed by more detailed and/or practical suggestions. As a result of making time each week to read and reflect on just one idea for advocacy, library staff will sharpen their skills in this vital area. They will build an army of supporters and advocates inside and outside of the library who can and will speak out on behalf of the Library.

**Do we think you can do one each week?** Weeeeelllll, maybe not; however, public libraries with multiple locations could divide up activities...libraries could pick their 12 favorites and focus on one per month...departments of a library or employees responsible for certain areas could choose their areas (ex. youth librarian could choose activities specific to or relevant to youth)...libraries could integrate these ideas into strategic planning documents...library and community partners could split up activities (ex. the library could choose 12, the Friends could choose 12, etc.)...and we know there is so much already going on out there, libraries could pick those areas that build on their existing initiatives! **Every bit counts and there is no time like the present to get started on 52 weeks of advocating for public libraries!**

### 52 weeks of ideas for advocating for public libraries!

Your 52 themes!	Building your weekly themes...	Training, C.E., Professional Development	Look here!
1. Create sustained and continuous, positive, patron and library constituent involvement through frontline advocacy.	<p>Make sure your customers at the point of service from frontline employees, especially your dedicated customers, are aware of your resources and services as well as library needs and library funding - during good times and bad.</p> <p>At the point of crisis is not the best time to start advocating.</p>	<p>Pick a day this week and make a point to begin now by talking to individual patrons about the library's needs – no matter if you are in a crisis or not!</p> <p>Move those you serve from being skeptical toward becoming engaged performers, then passionate leaders and then loyal promoters and advocates.</p>	Start with ALA's President Camila Alire's website on frontline advocacy <a href="http://www.camilaalire.com">http://www.camilaalire.com</a>

## Issues & Advocacy

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+ Working with Govt. Officials and Legislators

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+ Coalition Building

+ Library Snapshot Day

+ Online Courses

> Federal Legislation

> Know Your Stimulus

> Library Advocacy Day

> Legislative Action Center

## Advocating in a Tough Economy Toolkit

*"During tough economic times, people turn to libraries for their incredible array of free resources, from computers to books, DVDs and CDs, for help with a job hunt or health information. The average annual cost to the taxpayer for access to this wide range of resources is about \$31, the cost of one hardcover book. In good times or bad, libraries are a great value!"*

2008-2009 ALA President Jim Rettig

msnbc.com [more video](#)

Libraries offer free relief from tough times

**Related:** Discuss this report on Newsvine

00:00 / 00:00

### Know Your Stimulus



Get applications, guideline webinars and more.

[Click here.](#)

### Slow Economy Fuels Surge in Library Use



Media coverage of libraries role during the current economic crisis. [View here.](#)

### ACRL Advocacy Resources



Tools to help you articulate the value of academic and research libraries.

[Find out more...](#)

### Press Center



Information for the media on the role of libraries in tough economic times

[View press kit](#)

### Share Your Advocacy Tips



How is your library

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Access

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## Advocacy & Legislation

### [Advocacy: Federal Legislation](#)

Take action on legislation that affects libraries across the country.

### [Advocacy Clearinghouse](#)

Tools and resources to assist you in advocating for your library.

### [Advocacy Events](#)

Upcoming opportunities to advocate for libraries and network with library advocates.

### [Advocacy University](#)

Resources, courses and tools to help library advocates make the case at the local level.

### [Federal Legislation](#)

Important legislation concerning the library community.

### [Frontline Fundraising](#)

Library fundraising takes place every day and at all levels of complexity. The *Frontline Fundraising Toolkit* covers the basics so you can design a fundraising effort that is perfectly suited to your library, your community and the resources of each.

### [Legislative Action Center \(Capwiz\)](#)

Updates on library-related legislation and direct contact with your legislative representatives.

### [Online Courses](#)

View grassroots advocacy webinars.

### [Our Authors, Our Advocates](#)

Authors are natural allies of libraries. Especially in these challenging times, they understand the key role that libraries and library staff play in the economic, social and educational fabric of our nation.

## Take Action



Contact your members in Congress and learn about legislation.

[Legislation Action](#)

## Take Action by State



Take action for libraries in your state!

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Federal updates from the Washington Office. [Subscribe](#)

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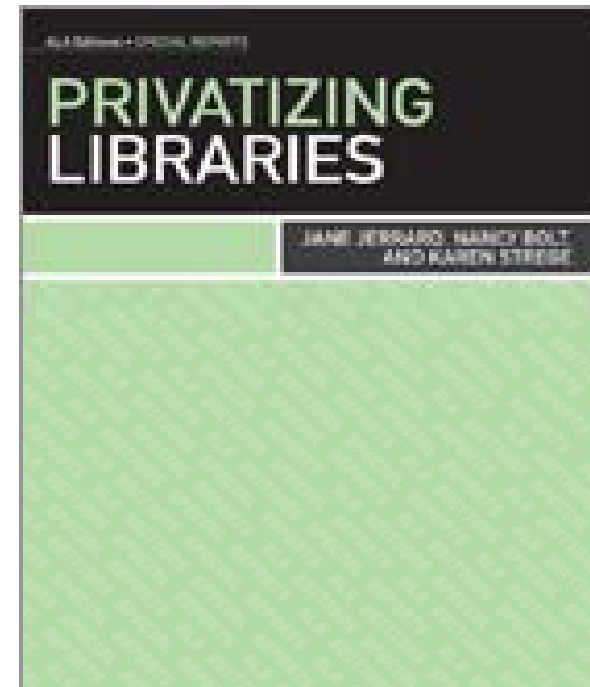
## Advocacy University

[www.ala.org/outsourcingandprivatization](http://www.ala.org/outsourcingandprivatization)

# KEEPING PUBLIC LIBRARIES PUBLIC

A Checklist for Communities Considering  
Privatization of Public Libraries

ALA American Library Association



*Coming in Spring  
2012 from ALA  
Editions.*

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[Get Involved](#)

[Library Quotes](#)

[Love Your Library](#)

[Our Authors](#)

[Take Action](#)

[Why I Need My Library](#)

## ACT NOW

On October 20, 2011 the Senate Health, Education, Labor, and Pensions (HELP) Committee marked-up the reauthorization of the Elementary and Secondary Education Act (ESEA). Unfortunately, the legislation that came out of committee did not include any language for school libraries. Please contact your two senators...

[Featured Stories](#)

[Library Showcase](#)

[News](#)

[Twitter](#)

### Cameroon Library Project

Kaitlyn Pruitt is a Peace Corps volunteer in Cameroon, West Africa. She is working on a project to bring books to kids in Cameroon. She took a few minutes out of her busy day to answer some questions from I Love Libraries. [Read more...](#)



### What People Don't Get About Working in a Library

by Derek Thompson, Senior Editor, The Atlantic

### Booklist Review of the Day



#### The Four Just Men.

Edgar Wallace (author) Bill Homewood (reader) June 2011. 4.5hr. Naxos, CD, \$28.98

(9781843794554). REVIEW. First published November 1, 2011 (Booklist). Fans of classic mysteries and thrillers will rejoice in Homewood's superb reading of Wallace's brief but dramatic tale (published in 1905), which pits the eponymous men against those invoking political injustice. The four wealthy Europeans warn Britain's foreign secretary that unless he removes support for an extradition bill (jeopardizing the safety of a Spanish activist who sought politic...

[Read more on Booklist Online...](#)

### Digital Library of the Week

The Nantucket (Mass.) Historical Association Research Library's **Historic**

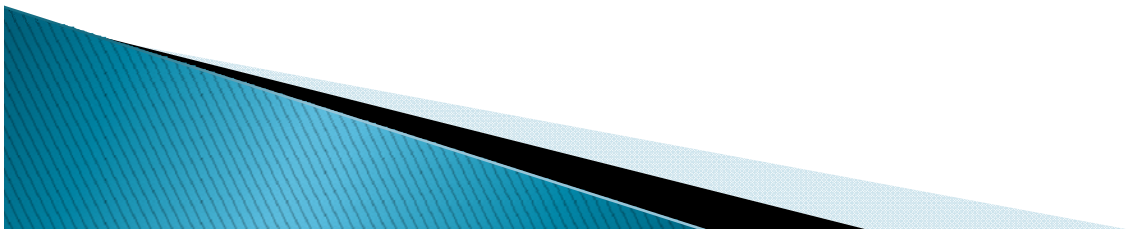
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# ALA Presidential Task Force on School Libraries

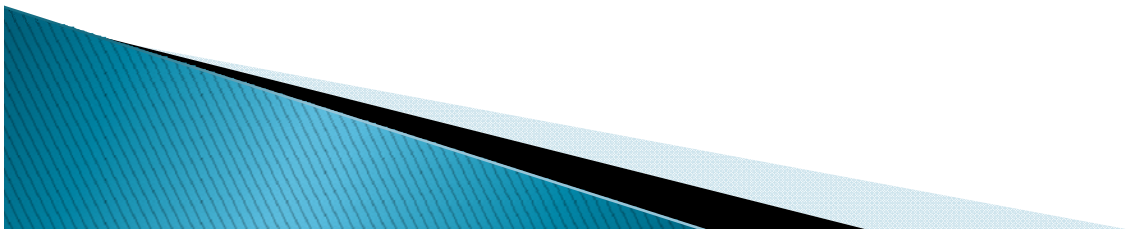
“To lead a campaign addressing the urgent need for advocacy for school libraries, and the impact of the de-professionalization and curtailment of school library instructional programs on students and student achievement.”

**ALA**AmericanLibraryAssociation



# ALA Midwinter Meeting in Dallas!

- ▶ “Mobilizing Community Support for Your Library: An Advocacy Institute Workshop” Friday, Jan. 20
- ▶ Empowering Voices, Transforming Communities Saturday and Sunday, Jan. 21–22
- ▶ Visit <http://www.alamidwinter.org/> or contact me at [mmerola@ala.org](mailto:mmerola@ala.org) for more information!



# ALA Office for Library Advocacy

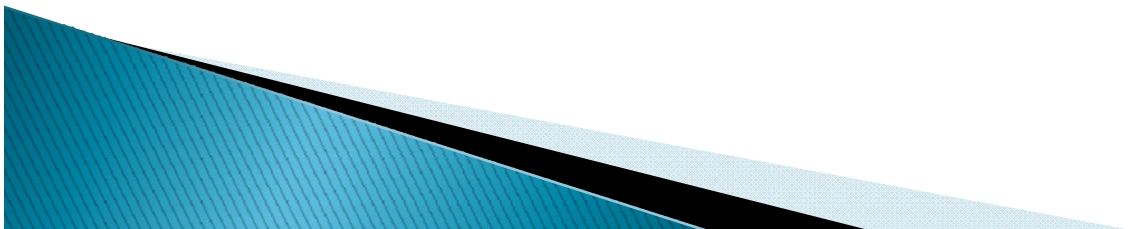
Marci Merola, Director

800-5345-2433, ext. 2431

Advocacy University:

[www.ala.org/advocacyuniversity](http://www.ala.org/advocacyuniversity)

**ALA**AmericanLibraryAssociation





# Stay Involved

On WebJunction

[webjunction.org/demonstrating-impact](http://webjunction.org/demonstrating-impact)

The Small But Powerful Guide

[www.ala.org/ruraltoolkit](http://www.ala.org/ruraltoolkit)

ALA Midwinter Rural Forum

Association for Rural & Small Libraries

[www.arsl.info](http://www.arsl.info)

Become an ARSL Member Today!

Receive quarterly e-newsletter

Get discount on Annual Conference (2012 NC)

Join us for more ARSL webinars