Geek the Library

What do you geek?

About the libraries…

- About two-thirds serve communities with **populations under 20,000** people
- **85%** are in **rural areas**
- Two-thirds had total campaign **budgets less than $500**

86% of staff reported a very positive or positive overall impression of the campaign
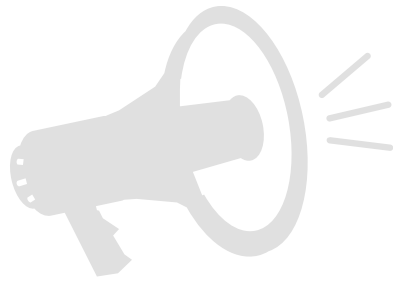
"The professional quality of the materials and the website [was brilliant]. Being able to use the materials and posters – it was incredible."

What changed? Outcomes of the campaign

Advocacy Capacity

Library staff more *frequently,* more *skillfully*, and more *confidently* engage in advocacy, PR, and partnership development.

They plan to apply new skills in future work.

Library Resources

Little opposition to **voter measures**

Successful **fundraising** campaigns

Public Support

Primary contacts reported:

- **82%** saw increased social media activity
- **68%** saw increased patron comments
- **39%** saw increased visitation
- **36%** saw more stable funding
- **29%** saw increased website activity

Staff were about twice as likely to have observed community members showing **support for the library generally** than **support for library funding specifically**

Now what? Considerations for moving forward

How to keep the focus on what the library can do for you?

"It was informative to see what happened when we shifted the focus from 'here's what the library does' to 'what are you into?'"

"If we want the community to recognize the library as a community center, we have to be the center of the community."

How to sustain partnerships?

"The bar has definitely been raised. There is a certain pressure that I feel."

How to keep the momentum?

"We are constantly being pulled into both the little and the big picture stuff. It is easy to get focused on the menial tasks. But while doing that, we need to have a plan for the bigger picture "

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