**Advocacy 101: When Advocacy Becomes Second Nature** <https://www.webjunction.org/events/webjunction/advocacy-101.html>

**Event Description**: If advocacy is a scary word to you, this webinar may change your feelings about it. Advocating for increased support for your library is an action that promotes the library’s success and contributes to your own enhanced ability to do your job well, with improved resources. Join us for this webinar to help your library begin to build advocacy into your everyday routines. Learn about inexpensive ideas and activities, how to tap into the Friends of the Library and other groups, and how to figure out what matters to “them” (i.e. funding partners, community, grantors). Before you know it, you will be advocating like a natural.

A webinar presented in collaboration with the [Association for Rural & Small Libraries](https://arsl.info).

**Presented by:** **Lisa M. Shaw**, Rural & Small Libraries Specialist, Maine State Library, and Chair, ARSL Advocacy Committee; and **Kate Brunner**, Children's Services Manager, Pine River Library (CO), Regional Literacy Specialist, Southern Region at the Colorado State Library, and Member, ARSL Advocacy Committee.

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| **What are your goals for viewing this webinar?** |
| **Personal Goals** |  |
| **Team Goals** |  |
| **Getting Started** |
| What advocacy work is your library already doing?What are your biggest lessons learned when it comes to advocacy? |

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| **Sharpen Your Ax** |
| “If I had eight hours to cut down a tree, I would spend six hours sharpening my ax.” – Abraham LincolnBeing prepared for those everyday opportunities to advocate for your library is well worth the time! Here are some suggestions:* Make eye contact with people when you meet them or when they’re speaking; it is very impactful. It can also be very hard if you are naturally shy or introverted. A good trick to try when they are speaking is to ask yourself: “What color are their eyes?”
* Carry business cards with you. (You can make some on a printer if need be – just something with your name, library, and contact information.)
* Thank a policy maker or funder by email or letter for something they have done – even if it’s not library-specific.
* Pick a story or two from your library – some way that a person was helped or a problem solved – and be ready to tell it in 30 seconds.
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| **Asset Inventory and Mapping** |
| Take inventory of your current offerings, community agencies, and opportunities.What *non-library-specific* association, group, or community meetings could you attend? (For example, is there a broadband coalition, an opioid task force meeting, housing, planning, or other “issue” meeting that you could attend just for the purposes of listening?) What are community, regional, state, or national newsletters (such as ICMA, Aspen Institute, NAMI) could sign up for that would better inform you of issues that intersect with your library’s work? Do they have a low- or no-cost meeting or summit you could attend? (When you first start out, some people might ask: “What is the library doing here?” A good answer is always: “We’re here to listen and see if there are ways we can help.”) |
| **Advocacy in Action** |
| Explore WebJunction’s resources, [Advocacy in Action](https://www.webjunction.org/explore-topics/advocacy-in-action.html), to take steps towards creating a local library awareness campaign: [Plan Your Campaign](https://www.webjunction.org/explore-topics/advocacy-in-action/plan-your-campaign.html)  [Create Awareness](https://www.webjunction.org/explore-topics/advocacy-in-action/create-awareness.html)  [Generate Engagement](https://www.webjunction.org/explore-topics/advocacy-in-action/generate-engagement.html)  [Encourage Action](https://www.webjunction.org/explore-topics/advocacy-in-action/encourage-action.html)  [Sustain the Momentum](https://www.webjunction.org/explore-topics/advocacy-in-action/sustain-the-momentum.html) |
| **Daily Acts of Advocacy** |
| Kate shared some of her library’s “daily acts of advocacy” in the webinar, including bookmarks, displays, and library card sign up at community events. Brainstorm some of the daily activities your library could add to your everyday advocacy efforts:1.
2.
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| **Action Plan:** (include some simple next steps, along with who, when, etc.) |
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