Lisa M. Shaw
Rural & Small Libraries Specialist, Maine State Library, and Chair, ARSL Advocacy Committee

Kate Brunner
Children's Services Manager, Pine River Library (CO) and Regional Literacy Specialist, Southern Region at the Colorado State Library, serving on ARSL Advocacy Committee
Advocacy 101: When Advocacy Becomes Second Nature

Lisa M. Shaw - Maine State Library
Kate Brunner - Pine River Library & Colorado State Library
What It Ain’t

Well, sometimes...
Lobbying and Advocacy
What It Is
“Maybe stories are just data with a soul.”
-Brené Brown
Start Collecting Your Library’s *Stories*

- Gather impactful images and quotes the same way you gather usage statistics.
- Keep a diary of the stories you hear or observe about and around your library.
Before

Honorable Council:
Please find attached this month’s usage statistics which tell you how many people visited the library and how many books they checked out but let’s be real you aren’t actually reading this report and frankly neither am I because it’s so many WORDS and NUMBERS with not a lot of context and the city manager is just going to ask you if you have any questions and you’ll either be all like “nope” or ask something already answered because you want to pretend like you actually read it even though we both know you totally didn’t.

After
Everyday Advocacy Happens in Formal Settings
In Their Own Words:

Tell YOUR story.

Put the data in writing.

Be sincere.

Be respectful.

Finish strong.
Make It Personal!

Ryan Fecteau
House District 11
Biddeford

McArthur Public Library
Director: Milt Creda
Library Email: reference@mcarthurlibrary.org
Phone: 207.284.9494
Website: www.mcarthurlibrary.org
Social Media: www.facebook.com/mcarthurlibrary
Hours: Mon. 9:30-9, Tue. 9-9, Wed. 9-9, Thu. 9-9, Fri. 9-5, Sat. 9-1, Sun. Closed

See: Sample Personalized Legislator Advocacy Document (pdf)
You, too, have an important voice!

“First they ignore you,
Then they laugh at you,
Then they fight you,
Then you win.”

[Ghandi’s model for change]

“Our greatest glory is not in never falling but in rising every time we fall.”

[Castiel – *Supernatural*]

lisa.m.shaw@maine.gov      lisa.mn.shaw@gmail.com
@LisaNeal19
https://www.linkedin.com/in/lisanealshaw/
Bayfield voters saying no to library mill levy

By Melanie Mazur Times Editor
Updated: Wednesday, Nov. 7, 2018 12:58 AM

Vote Yes 6A for our Pine River Library

2018 Mill Levy Campaign (or How I Use to Think About Advocacy)

Screenshot of 6 Nov 2018 article available in full here: 
https://durangoherald.com/articles/249337
What I Learned from 2018

Advocacy isn’t only for election years.

Advocacy isn’t only about the library.

Advocacy isn’t only about deficits.
How did I get started?
How can you get started?
Asset Inventory & Mapping

Inventory existing library activities & relationships

Map community resources

Colorado: a historical, descriptive, and statistical work on the Rocky Mountain gold and silver mining region. (1880) - Public Domain
Internal Inventory

Inventory pre-existing relationships - outreach partners, program/display partners, personal contacts of staff, etc.

Current efforts in these 3 areas (from Dr. Dipesh Navsaria, MPH, MSLIS, MD)

- Direct service work
- Legislative work
- Serving as community experts

For more on this topic, please see Dr. Navsaria’s 2019 presentation at the annual Colorado Libraries for Early Literacy (CLEL) conference, which is available here: https://3eb5774b-8797-472b-8efe-a12200b47e32.filesusr.com/ugd/afe171_1e5a5ea49afb43f2833bad9efe95b3e5.pdf
External Mapping

The Community Walk/Drive Around:

- Engage multiple volunteers of various backgrounds
- Helps you refresh your perspective on your library & community
- Participatory process also complements relationship building

Many thanks to the IMLS-funded, YALSA/ARSL Future Ready with the Library (Cohort 3) project, as well as, Linda Braun, & Carol Lo, for teaching me about asset mapping and the community drive around as tools for strengths-based community engagement.
Centering the Community
Look & Listen

Create open forum opportunities in the library & out in the community.

Offer an explicit invitation to the community to co-create and take co-ownership of their library.

Invite feedback from community groups about what they see as the biggest assets & challenges in the area.
Get a Seat at the Table

What groups, gatherings, & organizations are relevant to community-wide concerns or initiatives?

How can the library be a part of those conversations?
Daily Acts of Advocacy
“Did You Know?” bookmark series

Learning objectives for children’s/youth programming

Community bookshelves & “Patron Picks” displays

Library card registration at community events
Share & Tell Time

What advocacy work is your library already doing?

What are your biggest lessons learned when it comes to advocacy?
Our Contact Information:

Lisa Shaw - lisa.m.shaw@maine.gov
Kate Brunner - kate@prlibrary.org

Questions, Comments, or Feedback?