

CREATE A CAMPAIGN DISPLAY

Make sure your campaign “speaks local.” Although you can use the templates offered by WebJunction, be sure to include local facts, stories, and numbers. With just a few hours of research and discussion, some computer time, cardboard, scissors and glue, you can be on your way to starting the library funding conversation in your community.

- Before you begin, take time to think about what is most important to the public, so that the display will make sense—and be relevant and interesting—from their perspective.
- Develop up to three key messages. What are the main points that you want people to retain after looking at the display? Too much information can dilute the message.
- Statistics are helpful. Do some research and gather data that backs up your key messages. Remember, the public may not know a lot about how many people use the library’s computers, how many books are checked out weekly, etc., so this is your opportunity to provide context for funding needs. (Try to include at least one local story that can ‘lead-in’ to the numbers!)
- Get people’s attention: Develop simple, catchy headlines, coupled with lots of colors and graphics that draw the public’s attention.
- Charts, graphs and images – for example, to illustrate sources of funding -- can help tell your local funding story much better than paragraphs of text.
- Keep the text brief and simple; and make sure charts, graphs and images are labeled well.
- Explain how funding works. We know that most people do not understand public library funding—especially since it varies so much from community to community—so give the public context about how it works locally.
- Design the display to be fit for travel. A tri-fold design allows for easy set-up and transport.
- Place the display in an area that will catch people’s eye.
- While you are at it, why not also create a simple document that provides additional details about local library funding?

