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INFORM AND EMPOWER LIBRARY STAFF

Introduce library staff to your key campaign talking points—make sure they understand the objective of your campaign and the specific role they'll play.

Start with informational meetings and be sure to include staff from all branches, volunteers, and support group members, if appropriate.

- Discuss objectives and key messages you'll use to educate your community about the need for library funding and support.
- Share your ideas for creative and educational materials to support your campaign.
- Review marketing/public relations materials and any other tools and resources to help staff become comfortable with the language and messaging.
- Brainstorm ideas about how to make the campaign relevant to the local community.
- Ask staff to engage their networks, consider any personal community connections, and whether they have any special skills, such as writing, photography, or public speaking that might benefit the campaign.
- Provide direction and determine protocol for answering questions from the public and the media:
 - Who are the main points of contact and how should they deal with direct questioning?
 - What is the most important information to mention?
 - Where can they find additional information, if needed?
 - How should they engage patrons and the general public?
- Schedule future touch points to ensure you are consistently keeping staff well-informed about the campaign and are providing fresh tools they need to make an impact.

Remember, staff usually appreciate important communications, marketing and advocacy learning opportunities, and the skills gained will support your local campaign now, and will continue to benefit your organization in the future.