



www.webjunction.org/explore-topics/advocacy.html • LOCAL LIBRARY AWARENESS CAMPAIGNS

CAMPAIGN MARKETING PLAN

A written plan will help you and your team organize activities and promotions, and successfully implement your overall campaign. While your plan is not set in stone, fill it out completely to document tangible goals and accountability for you and your staff. By putting your plans for advertising, events, public relations efforts, etc., on paper, you can easily view an overall picture of your campaign, allocate funds and staff appropriately, and make adjustments as needed as your campaign is underway.

It doesn't have to be complicated. Simply spend a little time researching free and for-fee advertising options and local events, and brainstorming community partnerships and in-library concepts. Lastly, discuss your ideas with your staff, develop key goals, and then summarize in a written plan.

CAMPAIGN GOALS

Identify your campaign goals for your library and community. These will serve as the core focus of your campaign. Remember, change takes time so plan to run your campaign for at least 6 to 12 months to make a lasting impact.

What outcomes and impacts do you wish to accomplish?

Advocacy-related goals

- Increase community support
- Connect with the community
- Improve library advocacy skills
- Improve staff marketing skills
- Lay the foundation for a future millage / levy / bond / referendum / measure

Projected timeline: _____

General awareness goals

- Raise awareness about the breadth of library services

Are there specific areas on which to focus? (e.g. workforce resources, databases, genealogy, language, etc.)

- Promote the library and draw in more patrons
- Attract younger patrons
- Other _____

Ideal campaign dates:

Launch _____

Conclude _____

IDENTIFY YOUR AUDIENCE

Focus on community leaders—that is, members of the community whose opinions and actions tend to influence others—as a specific target audience. This group can directly and indirectly help you promote your campaign and maximize the educational value of the campaign. These prominent members of the community are well-respected individuals who are part of the local leadership (either formal or informal positions of leadership) and often speak out about important issues. Remember, all campaign communication and materials should refrain from making any political endorsements or statements.

Who are the community leaders you want to reach?

Decision makers

e.g. city or county elected / appointed officials

Local business owners / Leaders / Influencers

e.g. community / civic groups, Rotary, Kiwanis,
Lyons Club, Chamber of Commerce

Education Leaders

e.g. school board, administrators, PTA, PTO,
college/university personnel

Local Celebrities

e.g. local radio and TV on-air
personalities, sports stars

Magazines and newspaper editors, local bloggers and authors

Simply someone whose opinion you and other community members trust

LAUNCH PLANS

Getting your staff onboard, excited and trained is essential. A fun way to start this process is to organize an internal launch. Ask staff what they geek or are passionate about, and allow those interested to get their photo taken for a poster to create a display that pairs the poster with library resources about their passion. You can use the posters and displays as a “Coming soon” promotion within the library prior to your official launch.

As you are ready to move your campaign into the community, plan an informal press conference or a party for launch. Invite influential members of the community, local businesses and organizations, and the media. Consider holding the launch outside of the library at a community venue (e.g. community festival or fair, a park, mall, downtown area or perhaps a sporting venue to attract the most attention and reach those who are less aware and may not be coming to your library on a regular basis.

Internal launch plans:

External launch plans:

ADVERTISING AND PUBLICITY CONSIDERATIONS

Although all staff should know about and be able to speak to the campaign, identify one primary point of contact for campaign publicity-related activities and a second person to serve as a backup to this spokesperson.

Who are your library's primary and secondary contacts for speaking to the media?

1. _____

2. _____

How will you advertise your campaign and spread the word in your community?

Your budget may be limited, but don't give up! Your library Friends group may offer to support advertising costs, and media outlets may offer free or heavily discounted ads to the library. As your campaign gets underway and begins to generate interest, you may find more willingness to financially support your campaign.

Social Media

For suggested pre-written posts that you can use on social media, see:

<http://www.webjunction.org/documents/webjunction/advocacy-in-action/sample-social-media-posts.html>

Facebook

You Tube

Twitter

Tumblr

Flickr

Other

Print: Newspaper / Magazines / Newsletters / Programs & Bulletins

Local newspaper

Corporate and business newsletters

Lifestyle & entertainment publications

Programs & bulletins

Other

(e.g. church, museum, theatre, school)

Online

- | | |
|-----------------------------------------------------------------------------------------|-------------------------------------------------------------|
| <input type="checkbox"/> Library website | <input type="checkbox"/> Corporate and business newsletters |
| <input type="checkbox"/> Programs & bulletins
(e.g. church, museum, theatre, school) | |
| <input type="checkbox"/> Other | |
-

Television *(Consider using pre-produced compilation videos or :30 videos)*

- | | |
|--------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Local news and/or program features | <input type="checkbox"/> CATV |
| <input type="checkbox"/> Paid Spots | <input type="checkbox"/> Closed-circuit
(e.g. locally produced government or educational channels) |
| <input type="checkbox"/> Public Service Announcements (PSAs) | |
| <input type="checkbox"/> Other | |
-

Radio

- | | |
|----------------------------------------------------------------|-------------------------------------|
| <input type="checkbox"/> Program features | <input type="checkbox"/> Paid spots |
| <input type="checkbox"/> News / weather / traffic sponsorships | <input type="checkbox"/> PSAs |
| <input type="checkbox"/> Radio Remotes / appearances | |
| <input type="checkbox"/> Other | |
-

Outdoor and Out of Home (OOH)

Billboards

Bus wraps / Train podium signage

Lamp post signage

Park benches, building murals

Banners

(e.g. sporting events – ballparks, soccer fields)

Other

TARGETED EVENTS AND ACTIVITIES

Taking part in local events is instrumental in introducing your awareness campaign and educating the public about library funding and local needs. Use the opportunity to get involved with events normally not represented by the library. Surprise your community and they will take notice.

Community-focused events to target for educating the public about your awareness campaign

Date: **Event:**

_____	_____
_____	_____
_____	_____
_____	_____

In-library events / program tie-in opportunities for sharing your awareness campaign

Date: **Event:**

_____	_____
_____	_____
_____	_____
_____	_____

External events that offer opportunities to share your awareness campaign

Consider events to be hosted by friends, on local college campuses, at schools, in other venues, not directly run by library personnel.

Date: **Event:**

_____	_____
_____	_____
_____	_____
_____	_____

IDENTIFYING AND TELLING TRANSFORMATION STORIES

Your library transforms people's lives every day—from the person who finds employment using the library's job-seeking services, to the young entrepreneur who is able to access the necessary information and resources to start a small business. Inspirational anecdotes about specific people who benefited from the library will powerfully illustrate your library's vital role in the community. We encourage you to use your local campaign as an opportunity to not only find these stories, but to also develop creative ways to put them out in the public eye. Talk to your staff, your volunteers, your board and other internal stakeholders, and your patrons. You could send out a call for stories via your newsletter or social media, or even ask your local newspaper to help.

Seeds for story ideas:

Found a new job, received a GED or online education, supported a hobby, started a new business, learned how to use the internet and make connections, etc.

Story #1 _____

Story #2 _____

Story #3 _____

Story #4 _____

Story #5 _____

BUDGET CONSIDERATIONS

It is possible to run a successful campaign entirely on in-kind donations, but if you do have a budget for the campaign, do take time to prioritize and plan your expenses.

Outreach / Events

Booth costs /parade entry fees \$ _____

Food (open house, parties) \$ _____

Raffle items \$ _____

Supplies

Geek / passion boards & pens \$ _____

Printing (fliers, posters, stickers) \$ _____

Staff tees, buttons, hats \$ _____

Advertising

Phase 1 – Create Awareness \$ _____

Phase 2 – Generate Engagement \$ _____

Phase 3 – Encourage Action \$ _____

Phase 4 – Sustain the Momentum \$ _____

Total Advertising \$ _____