



START THE CONVERSATION

Use these Talking Points as a tool for initiating a timely funding conversation in your community. Be sure to include any local or library statistics. (Remember, you don't have to have hard numbers; an accurate approximation or general statement about what your library and/or community is experiencing, is fine.)

Start with:

Our job is much more than giving people access to information. What we do not only transforms lives, but it also helps improve the entire community. One of the most important roles we play right now is getting people back to work. When the unemployment rate rises, job seekers depend on the public library for support. Without our job-related services and resources, many active job seekers wouldn't have anywhere to go. Now, more than ever, our community needs the public library, and we need your support!

Follow-up with:

- The local/state unemployment rate has never been higher*—at _____ there's a great deal of people looking for work. (*Please check that this statement is accurate for your local area and state.)
- My library has seen a _____% increase in patrons coming in specifically for job related resources. We often have a _____ wait to use computers.
- We estimate that we have _____ people who come in to use job-related resources every week.
- Our staff is deluged with job-related questions every day. They spend approximately _____% of their day answering these types of questions and providing job search assistance.
- Many people in our community are cutting their Internet subscriptions due to financial concerns and come to us as a free and dependable source for online job searching. We estimate that our computers are used for job searches _____% of every day.
- The days of looking for employment opportunities in the newspaper and sending a résumé via the mail are gone. Most jobs allow applicants to apply only online.
- Many skilled workers who were let go from long-term jobs and older people reentering the workforce lack computer skills. We help them with training opportunities, printed resources and personal one-on-one assistance.
- The need for job-related resources is great. As a result, we've added _____
_____ and it's not nearly enough!
- Patrons thank us every day for helping them look for and get back to work. Many say that without us, the process would have been much more difficult—if not, impossible. (If you know of a local

story about someone your library has been able to get back to work, be sure to mention it!). If there is an opportunity, mention:

- Most job seekers use the Internet to search and apply for jobs.
- We provide fast connections and personal support to help job seekers be more effective.
- In addition to job-seeking services and resources, we also support entrepreneurship, retraining and continued education needs.

Sum up the conversation with:

We've been helping people find jobs, reeducate themselves and rebuild their lives for decades, but our role has never been more important. Not being able to meet the needs of job seekers has real and significant consequences—for individuals and our communities' bottom line. And, as you know, while we always do the best that we can with the resources we have, our role as a community job center is expensive. This community relies on us and we want to be able to keep meeting its needs—especially when it comes to helping its members get back to work. Please support the public library.