

Libraries Are a Worthy Cause

Defend YOUR library with
advocacy strategies that work


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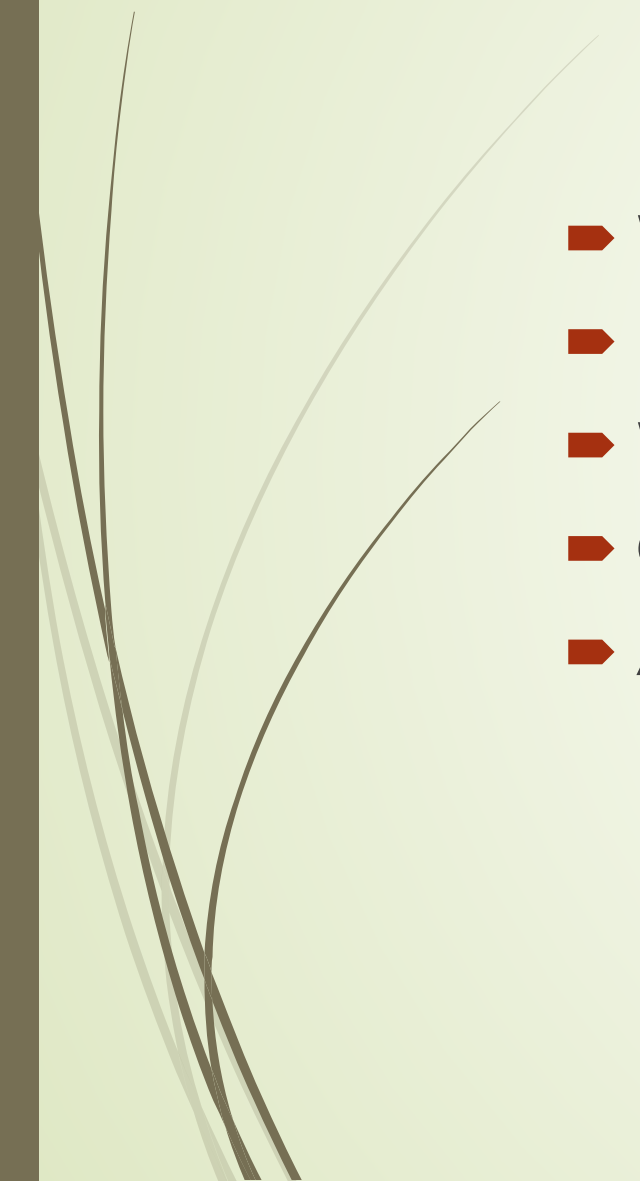


Advocacy 101

- What is it?
 - Why do we do it?
 - When should we do it?
 - How can we best advocate for the library?
- 



What do you hope to learn today?

- What is advocacy
 - Improve support for the library
 - Ways to build relationships
 - Overcome false perceptions
 - Anything else?
- 



What is advocacy?

- The act or process of supporting a cause or proposal (*Merriam-Webster*)
- The on-going process of building partnerships so that others will act for and with you, turning passive support into educated action for the library program (*ALA: <https://www.ala.org/advocacy/advocacy-public-policy>*)
- The act of turning passive support into informed action; persuading in favor of something, such as a cause, idea, or policy (*ALA: <https://www.ala.org/advocacy/state-local-intro>*)




Key points

- Building partnerships
 - Turning passive support into educated and informed action
 - Persuasion and influence
- 





Why do we do it?

- Maintain and increase support for the library
 - Demonstrate the value of the library to the community
 - Ensure a sustainable future for the library and community
- 



Think about:

- Why the library matters to YOU – what value does it bring to you?
 - What value do you see for the community?
 - How do values of the library profession fit with the goals of the community?
- 



Values: personal, profession, community

Personal

- Fairness
- Honesty
- Independence

Library profession

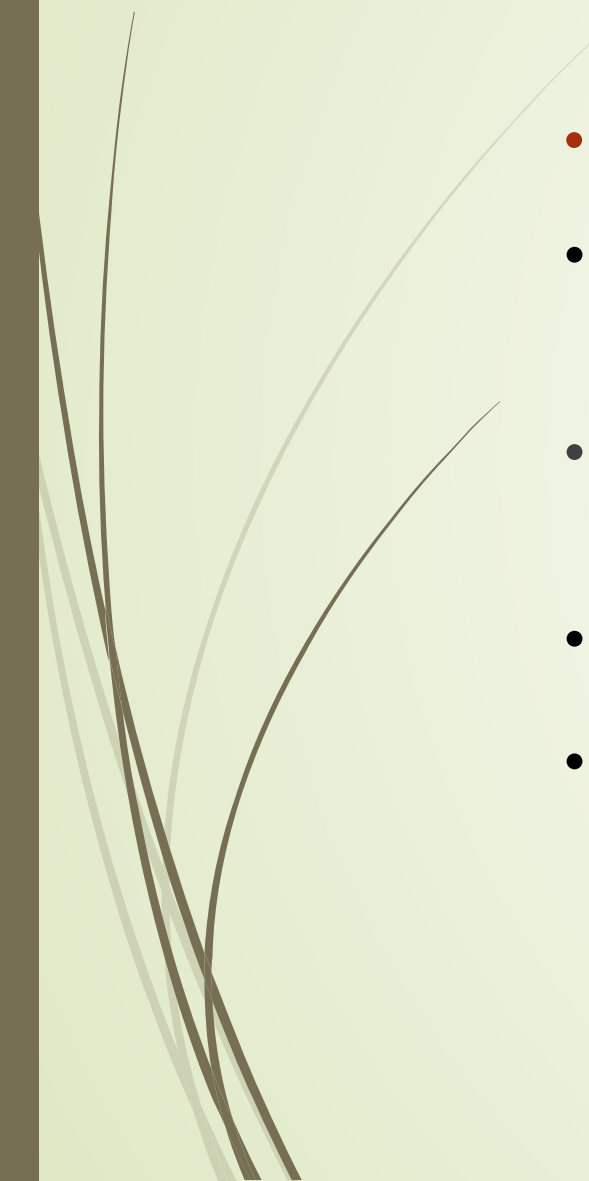
- Non-judgmental
- Access for all
- Freedom to Read

Community

Look at goals
and strategic
plan




But how can I do this?

- Think about your style
 - Prepare specific points based on your personal interests and values
 - Research stakeholders – tailor your message to their specific interests
 - Stories are powerful
 - Support with data
- 



Take 5 *(thanks to Colorado Association of Libraries)*

- Name 5 influential people
 - Identify 5 reasons to invite them to the library
 - Share 5 facts about how library supports community
- 



Let's practice!

Pick a persona and stakeholder . What is a positive, clear message?

Persona


- Young parent
- Rural family
- Job seeker
- Retired person
- Business owner
- College student

Stakeholder

- City official
- County commissioner
- Local representative
- State congressman
- Private funder



When should we do it?

- It's a year-round commitment!
 - Cultivating relationships happens “one coffee at a time”
 - Look for opportunities – think about various events and who attends
- 



Be prepared

- ▶ Find out who your elected officials are: <https://leg.mt.gov/legislator-lookup/>
- ▶ Watch bills of interest: [http://laws.leg.mt.gov/legprd/law0203w\\$.startup?P_SESS=20231](http://laws.leg.mt.gov/legprd/law0203w$.startup?P_SESS=20231)



Questions? Comments?

- ▶ Learn more! Join the session with Suzanne Reymer December 13 at 2 p.m.
- ▶ Survey link: <https://forms.office.com/g/ZQ5uw9Deg6>
- ▶ CE credit will be posted in ASPeN



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