

# Doable Action: Advocacy Made Simple

Groundwork for All  
Librarians, Library Types,  
and  
Stakeholders



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# Part I: Driving the Advocacy Express



*Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.*

*-Margaret Mead*

# Advocacy is a process

- Find likeminded individuals/groups
- Gather information
- Build relationships
- Build a plan: short-term & long-term
- Carry out advocacy strategies
- Follow up
- Assess and repeat

# Identify Key Decision Makers

Local



State



National



# Local Decision Makers

- City Council/City Administration
  - School Board/Administrators
  - County Commissioners Court
- University Board/Administrators

# State & Federal Level Who represents me?

<http://www.fyi.legis.state.tx.us/Home.aspx>



# National Level

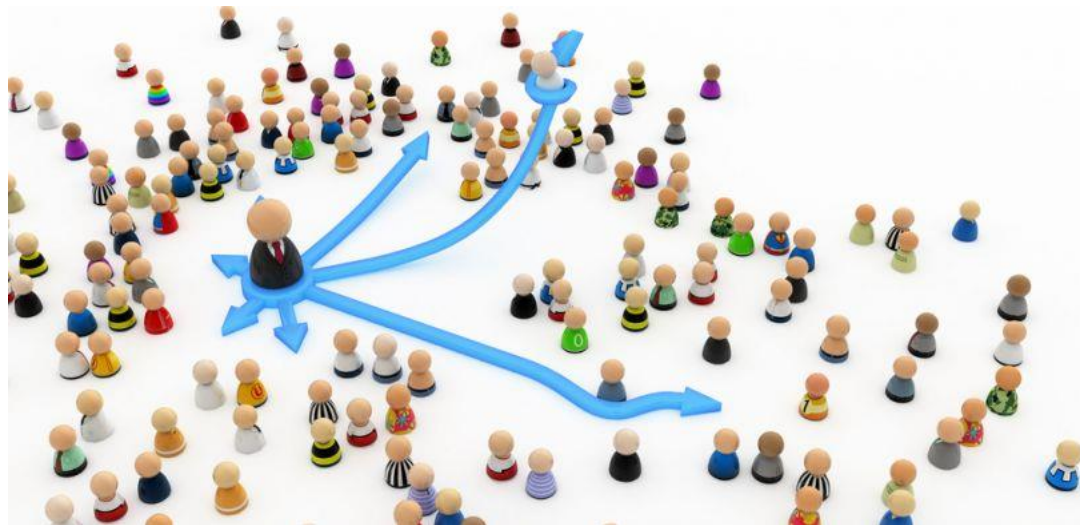
## Who represents me?

House: <http://www.house.gov/representatives/find>

Senate: <http://www.senate.gov>

# Who has influence?

- ▶ Friends
- ▶ Colleagues & Business Associates
- ▶ Affiliated Organizations
- ▶ Community Leaders





# Get Involved!!!

- ▶ Participate in campus committees
- ▶ Join a service club
- ▶ Serve on nonprofit boards
- ▶ Be active in your Chamber of Commerce

# Be recognized!!



Yes, I remember. You're the librarian.

# Prepare!

- ▶ Preparation=Confidence
- ▶ Know your target audience
  - What are their pet projects?
  - What is their background?
  - What committees do they serve on?

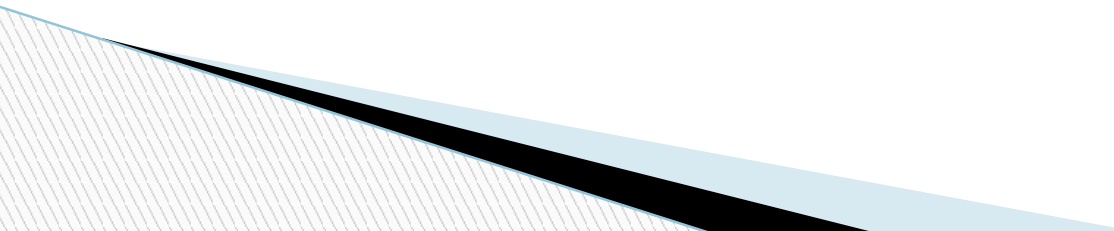
# Prepare some more!

- ▶ **Write your elevator speech**
  - Introducing yourself
  - Telling the “Why” for your library
- ▶ **What’s your story?**

# Have your answers ready!

1. Why do we need libraries? Isn't everything available online?
2. How does the library support digital learning?
3. Can't people just download ebooks?
4. You say libraries need money, but what about x? Which would you think is more important?

# Empower and Collaborate

- TLA Snapshot Day & Libraries Powered Up Day (September 15)
  - Encourage participation in the process
  - Include your Friends, Advisory Board, customers, and any other supporters
  - Team up with other libraries
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Questions?  
.....Answers?

**Thank you!**  
**Go forth and advocate!**  
**[www.txla.org/advocate](http://www.txla.org/advocate)**