

Doable Action: Advocacy Made Simple

Public Libraries

Rallying Supporters

Empowering Friends

Presented by:

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“The mission of librarians is to improve society through facilitating knowledge creation in their communities.”

The Atlas of New Librarianship

“Profound changes in technology, demographics, connectivity and more mean that functions are also changing, and it is the ability to change in the direction of current and future service that will spell success or disaster (or an uncomfortable stasis). That ability to change and anticipate is a product of a worldview.”

The Atlas of New Librarianship

CHANGES:

PUBLIC LIBRARY SERVICE

ECONOMIC CLIMATE

POLITICAL CLIMATE

ADVOCATE

- To Recommend, To Be In Favor of
- A Person Who Pleads on Behalf of Another

Oxford Universal Dictionary

ADVOCACY --

Is Based on ACTION

To ADVOCATE YOU MUST ACT:

Write Letters, Make Phone Calls,

Get the Word Out, Visit with Elected Officials

What is our message?

To Elected Officials?

To the Library Board?

To the Friends Group?

Build Influence & Support

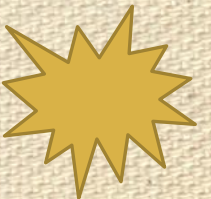


Develop Strategic Relationships



Arm yourself with Strong Supporters

Cultivate Legislators and Other Powerbrokers



Make your “Friendships” Count

➤ Elected Officials Love to be Asked to “Help”

PR Campaigns

Attend Events

Letters of Support

Your **MUST DO** List

- Formulate One Clear Message
- Discover what is important to your community and **BE THAT!**
- You can't do it allDo what you do the **BEST**
- Be open to Change.....

“worldview of librarianship not founded on materials, but outcomes and learning.”

The Atlas of New Librarianship

Cultivate Legislators and Other Power Brokers

- Helpful Hints:
 - Start before they are elected
 - Remember your Introduction – Opening Statement - Handshake- Eye Contact – Smile
 - Carry One Message: Libraries are Important - Your Library is Important - ESENTIAL
 - Always VOTE
 - Follow up after Election and Throughout the year not just during legislative session (Most quality time is NOT in Austin)
 - Find Who They Have Appointed to Committee or Commissions....Find Those People Who Already Have a Relationship or Have Their EarMake Them Your Friend!!

MARKET YOUR LIBRARY



DON'T BE SHY

MAKE SURE YOUR LIBRARY IMPRESSES

MARKET YOURSELF

ARTICULATE AND SHARE YOUR SUCCESSES

AND YOUR NEEDS

FOCUS ON POSITIVES (PEOPLE LOVE

WINNERS NOT WHINERS)

How are you Perceived in your Community?

- ✓ Speak UP
- ✓ Speak Articulately
- ✓ Sell Yourself
- ✓ Look Professional
- ✓ SMILE

**LEARN TO
WORK A ROOM**

Helpful Hints For Working the Room

- Introduce Yourself
- Greet Everyone
- Firm Handshake
- Eye Contact
- SMILE
- Be Prepared – Know Your Message

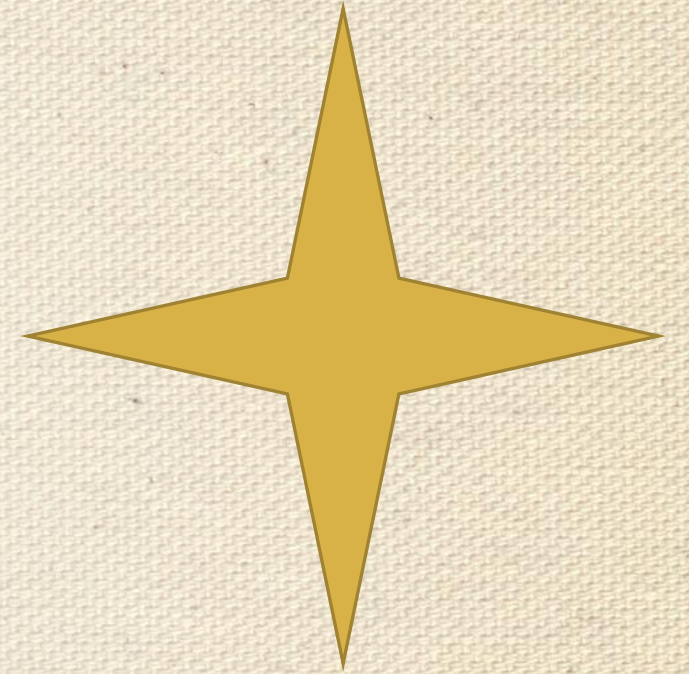
Greetings:

How do you introduce yourself?

Could be your most important minute!

First Impressions Count!!!

Have you done your
homework?



What do you hope to accomplish?



Are you prepared?

Do you have your:

Business Cards?

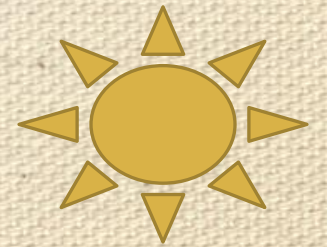
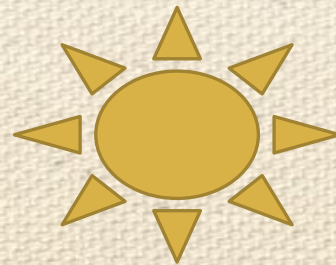
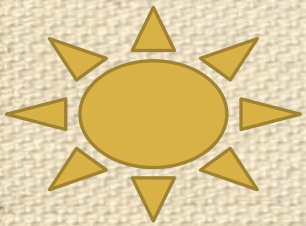
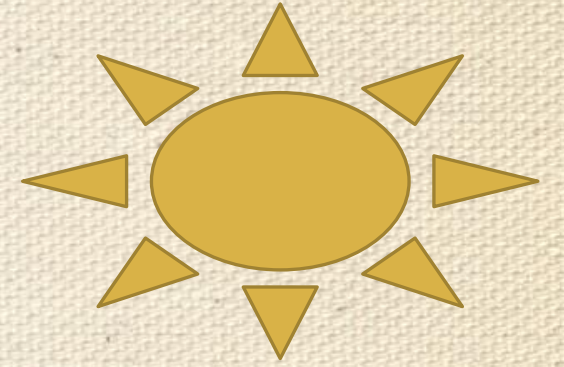
Introduction ready?

Things to Remember:

Smile

Always be pleasant

Use Humor Often, But Use It Carefully



You Can Be the Difference

Remember Always:

- Be A Good Salesperson
- Know Your Facts - Be Prepared
- Know Your Library
- Know Your Community
- Know Your Audience

A FEW HINTS:

- Don't be too Chatty
- Stay on PointLibraries
- Be Cheerful and Pleasant
- Avoid Politics
- Get to Know Their Staff
- Never Complain or Embarrass
- Always Be Honest and Ethical
- Be Helpful and Accommodating
- Be Their “GO TO Person”

HINTS....HINTS....HELPFUL HINTS

- Be A Risk Taker
- Be Prepared and Knowledgeable
- Know Your Worth
- Libraries Deserve to be Well Funded
- Don't Be Bullied, but Don't Bully
- Hold People Accountable
- Don't Be a whiner
- Never Say You Are Over Worked (No One Cares!!!!)

Be Tenacious!!!!!!!

Never Give Up!!

There is always **Help**:

TLA – Staff

TLA – Website www.txla.org Advocacy Tools

www.txla.org/take-action

Fellow Librarians

TLA – Leadership

We Can Do It!





WHAT ARE YOUR
THOUGHTS??

QUESTIONS???