



YOUR VOICE COUNTS

Anyone can speak up for your libraries—your voice counts! People who are passionate about providing access to information, literature, and lifelong learning have always been at the heart of the American library movement. This is true now more than ever, and citizens must use their voices to ensure our library legacy remains viable and fully funded. Library advocacy doesn't have to be complex; it can be as simple as telling others—at the grocery store, student union, bank, post office, or parties—why you value your library.

Getting Organized

1. **Define goals and objectives.** Identify your desired outcomes, such as: new legislation, more funding, greater visibility.
2. **Assess the situation in targeted areas based on your objectives.** Identify barriers, opposition, strengths and potential supporters.
3. **Identify critical tasks.** Important areas include:
 - Establishing a steering committee
 - Developing a budget
 - Recruiting volunteers
 - Coordinating of activities with the American Library Association and your state association
 - Fundraising
4. **Develop a communication plan.** Critical elements include:
 - Defining the key message
 - Targeting key audiences
 - Identifying communication strategies and resources needed
5. **Develop a work plan with tasks, assignments and deadlines.** Monitor your progress regularly.
6. **Document and evaluate results.** This is how you learn to do it better next time.