



## **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.*

### **Set Goals**

Library advocacy should be tied to the library's overall goals and ongoing public awareness program. To mount an effective advocacy campaign, you must have an action plan with a clear goal and objectives. You must have a clear message and speak with a unified voice.

Using ALA's national campaign materials can make your job easier and strengthen the voice of libraries and librarians nationwide on education, copyright, and other issues that will shape the future of library and information services. These materials can be easily adapted for use by different types of libraries at the state and local levels. Having an advocacy action plan can save you time and energy. It will also give you a "bigger bang for your buck" by helping you use your resources more efficiently. You will, of course, need to prepare a budget that identifies how much money you will need to accomplish your goals, and where the money will come from.

But before you put your plan on paper, you must know exactly what it is you want to accomplish. Do you want to pass a referendum? Increase the library budget? Or do you want to pass a new law or policy on the state or local level? Are you trying to defeat a particular piece of legislation? What will it take to make it happen? Once you have identified your goals, you are ready to organize.