

MESSAGE ► STRATEGY ► RESULTS

COMMUNICATION SERVICES

SINCE 1984

Library Advocacy: The Unquiet Zone

Creating a New Culture
In Connecticut's Libraries
Brought to you by



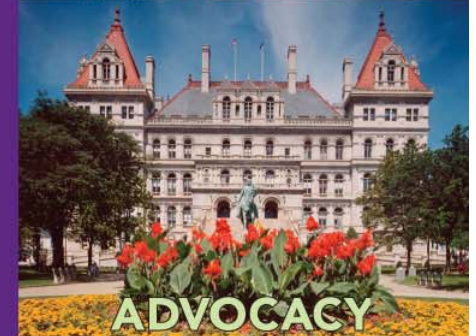
Connecticut Library Consortium

Savings, Education & Collaboration for Connecticut's libraries since 2003

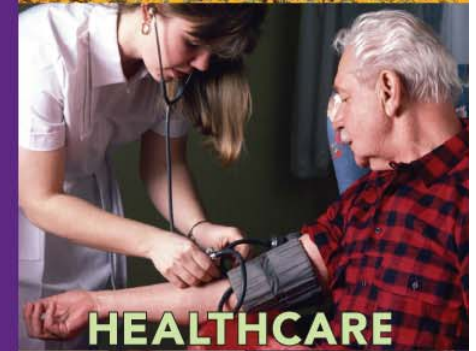
BRANDING
STRATEGIC
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MARKETING
GRAPHIC DESIGN
and WEB DESIGN



LIBRARIES



ADVOCACY



HEALTHCARE



NOT-FOR-PROFIT

MESSAGE : WHAT YOU SAY > STRATEGY : HOW YOU SAY IT > RESULTS : THEY SPEAK FOR THEMSELVES!

Who You're Working With

- Libby Post, President
Communication Services
- 2015 marks ten years working with
libraries throughout the country
- Work with Library Associations, United for
Libraries
 - ALA Committee on Library Advocacy
- Win ratio of over 80%

Giving Credit Where It Is Due

- Thanks goes to
 - CLA
 - CLC
 - Association of CT's Library Boards
 - Friends of Connecticut Libraries
 - CT State Library
- ALA's Library Advocate's Handbook
- Experience gathered working as an advocate for over three decades

What's the Diff Between Advocacy & Lobbying?

- Advocacy: affecting some aspect of society—in our case, the government about how budget cuts will affect our communities
- Lobbying: Specifically about influencing legislation—in our case, asking state reps to restore funding

What's the Diff Between Grassroots and Direct Lobbying

- Grassroots: getting general public to contact the legislature—in our case, outreach to our patrons to go online and send email or make phone calls to state reps
- Direct: contacting the legislature or other government officials to influence outcome—in our case, the state budget

What's the Diff Between Coalition Building & Public Engagement?

- Coalition Building: getting other individuals and organizations to work on a common goal—in our case, restoring the budget
- Public Engagement: getting other individuals and organizations educated on your issues so they join your coalition—in our case, all the groups supporting this effort, Municipal governments, patrons

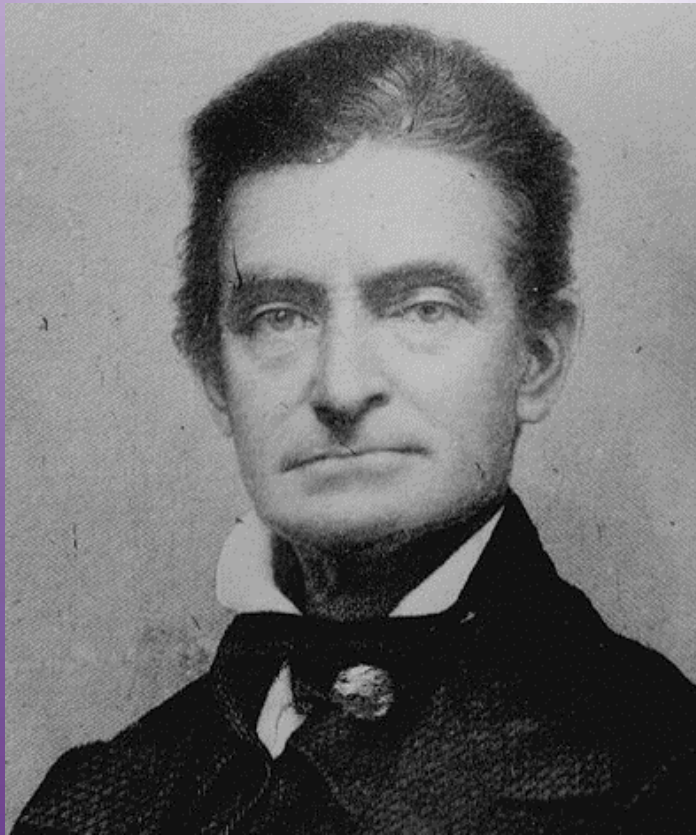
You Can Do Both

- Not for profit organizations with budgets of \$500,000 or less can spend up to 20% of budget on lobbying
- Can spend as much as you want on advocacy, public engagement, coalition building

Let's Get Started!



Some Advocates We've Known



- John Brown
 - Leading Abolitionist
 - Anti-Slavery Advocate

Some Advocates We've Known



- Eleanor Roosevelt
 - First Lady
 - Human Rights Advocate

Some Advocates We've Known



- Eunice Kennedy Shriver
 - Founder of the Special Olympics
 - Disabilities Advocate

Some Advocates We've Known



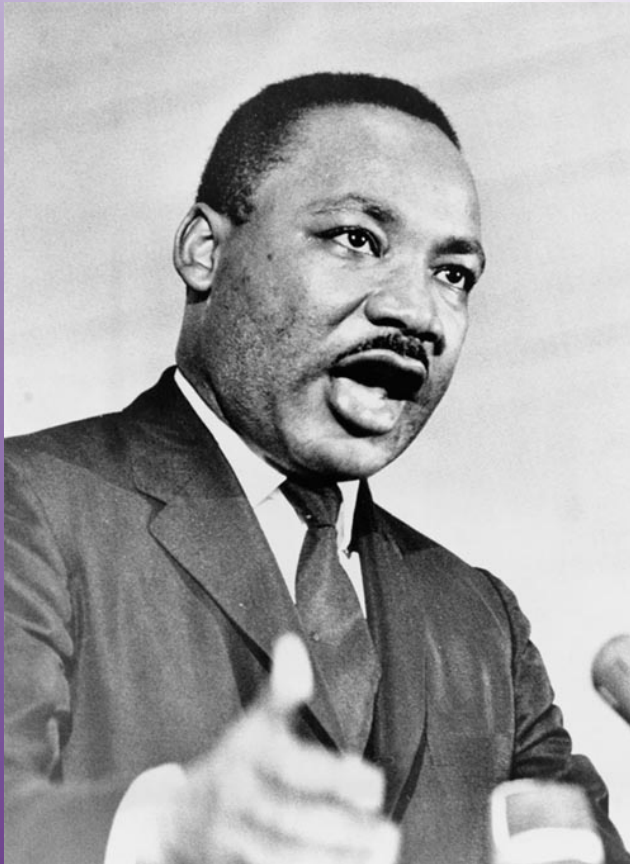
- Cesar Chavez
 - President, United Farm Workers
 - Migrant Workers Advocate

Some Advocates We've Known



- Marian Wright Edelman
 - President, Children's Defense Fund
 - Children's Rights Advocate

Some Advocates We've Known



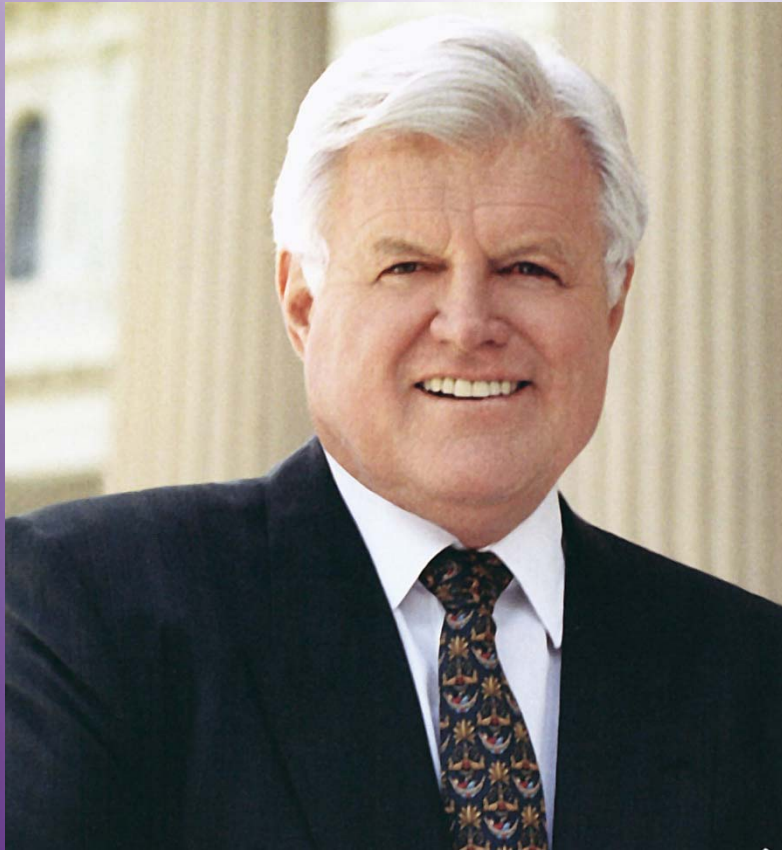
- Dr. Martin Luther King, Jr.
 - President, Southern Christian Leadership Council
 - Civil Rights Advocate

Some Advocates We've Known



- Harvey Milk
 - Martyred San Francisco Supervisor
 - Lesbian and Gay Rights Advocate

Some Advocates We've Known



- Ted Kennedy
 - U.S. Senator
 - Health Care Reform Advocate

Some Advocates We've Yet to Meet



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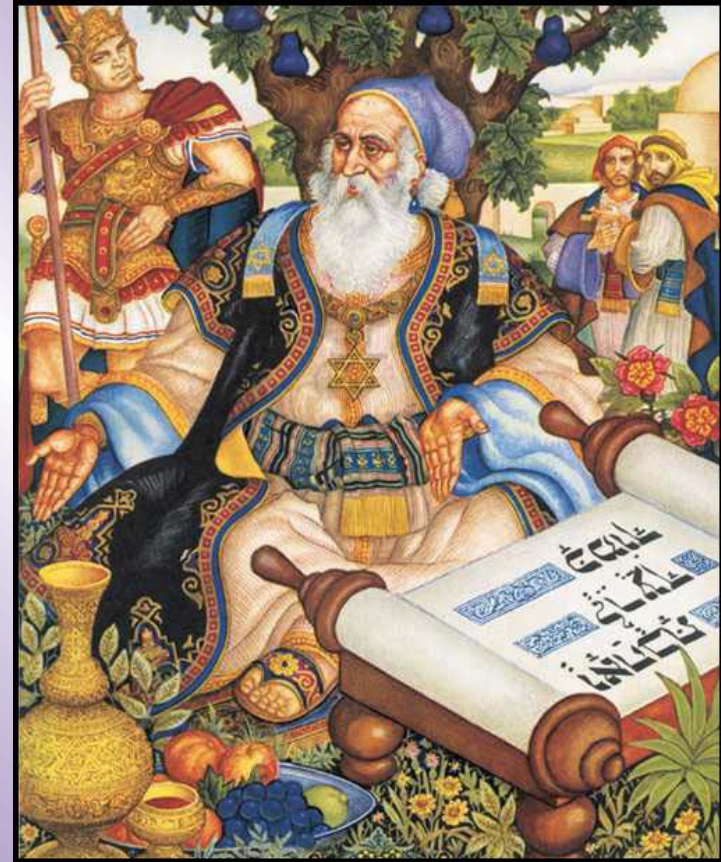
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Planning, Promotion & Collaboration for Connecticut's Libraries since 2002



Why Be An Advocate?

- “If I am not for myself, who will be for me? And when I am for myself, what am 'I'? And if not now, when?”
– Hillel



Why Be An Advocate

- If we don't stand up for libraries, who will?
- If we do stand up for libraries
 - Our staff will
 - Our trustees will
 - Our patrons will
 - Our community leaders will
 - Our elected officials possibly will (if we make it politically safe for them)

Why Be An Advocate?

- Stand up for what you believe in
 - Frame the debate and determine the message
- Express your passion about libraries
- Become a leader
- Organize supporters
 - Allow them to express their passion as well
- Develop strategies
- Execute and analyze

What Is Advocacy All About?

- Taking action to impact an issue
 - Why you want to take action?
 - What do you want to accomplish?
 - How can you be best prepared?
 - What resources will you need?
 - Who will lead?

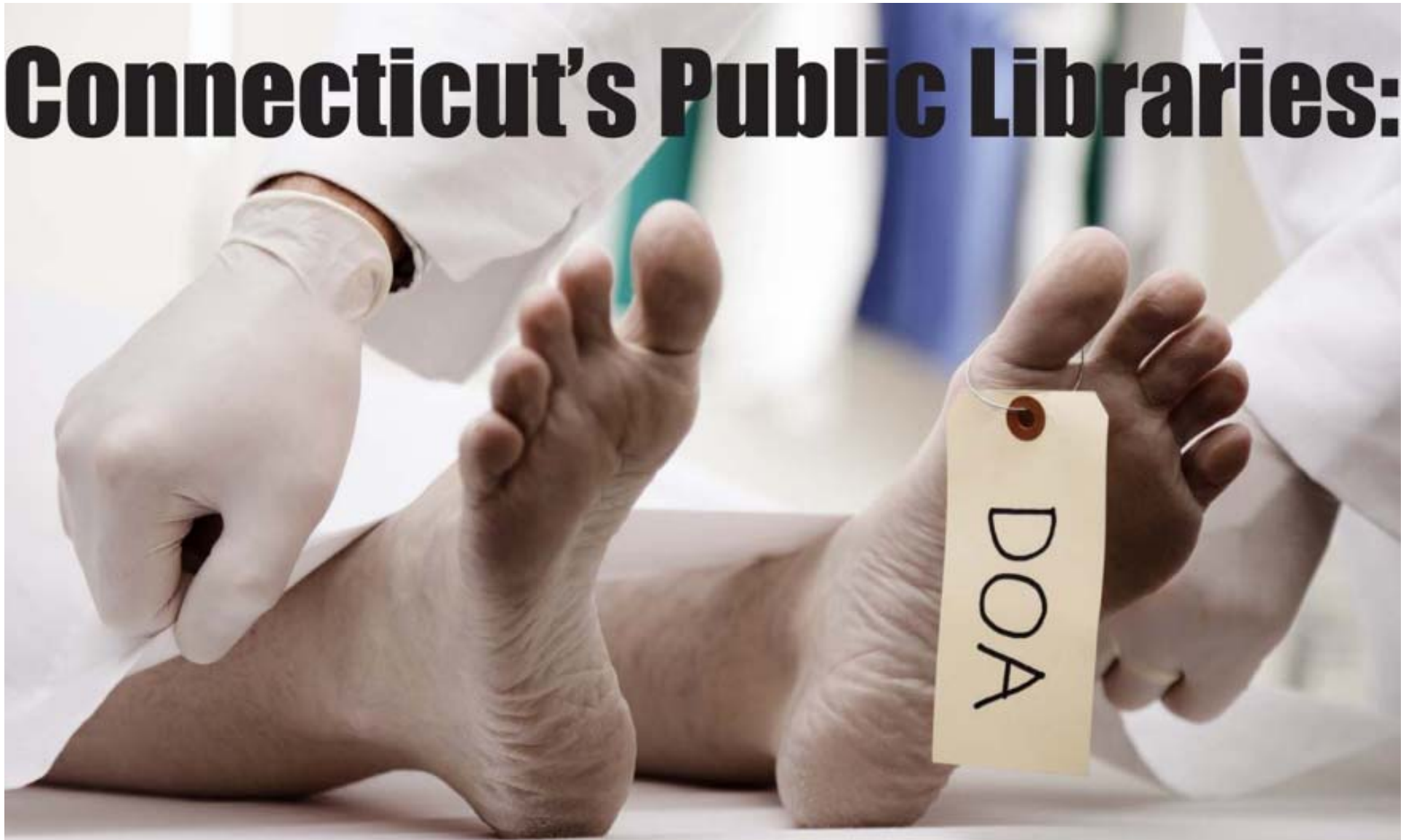
What Is Advocacy All About?

- Advocacy comes alive as a campaign
 - Effective message that moves people to action
 - Series of tactics based on message and resources
 - Clear attainable goal
 - Internal goal
 - External goal

CLA's Advocacy Campaign

- Governor's Budget zeroed out funding for
 - Connecticard
 - Cooperating Library Support Units (CLC)
 - Grants to Public Libraries

Connecticut's Public Libraries:



In the Governor's Proposed Budget!

CLA's Advocacy Campaign

Rally To Save CT Libraries
Speak Out for Library Funding!

Calling Library Staff, Librarians, and Library Supporters of All Ages and Types!

- Wednesday, April 15
Noon – 1:00 p.m.
- Location – State Capitol in Hartford

It is time to get loud about the proposed cuts to critical library programs.

If you care about libraries and library funding, please join us for this critical rally & press conference. We need you to show your support NOW!

Invite your library users, Friends groups, Boards of Trustees, community groups and anyone who uses library meeting rooms or resources.

SAVE CONNECTICUT LIBRARY FUNDING!

Sponsored by

Connecticut Library Association

For more information: www.ctlibraryassociation.org

- It's time to stand up for our libraries
- If we don't do it, no one is going to do it for us
- We have the tools
- We have the passion
- We have the facts

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CLA's Advocacy Campaign

- Begin with outreach to your patrons
- Give out bookmarks at circ desk

Speak Out for Our Libraries.
STOP THE BUDGET CUTS!

SAVE
CONNECTICUT
LIBRARY
FUNDING!

Tell your state rep that \$2M for Connecticut's Libraries will **Save Us All Over \$75M Annually.** Restore Funding to *Connecticard*, the Connecticut Library Consortium Cooperating Library Service Units (CLC) and Grants to Public Libraries.

SAVE
CONNECTICUT
LIBRARY
FUNDING!

Go to:
www.ctlibraryassociation.org
and click on **CLAdvocacy!**
Email your state rep today!

For more information: **www.ctlibraryassociation.org**

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CLA's Advocacy Campaign

- Put posters up by public computers asking folks to go to www.ctlibraryassociation.org and send a message to their state reps
- Put flyers and posters about the 4/15 Rally at the Capitol up around your library

CLA's Advocacy Campaign

- Put the Red state graphic in your email signature with a note about the rally on 4/15
- Include info in your library's email blasts
- Copy and paste the rally flyer into your email and send it out far and wide with an ask for folks to come and/or go to the CLA site and send an email to their state reps

CLA's Advocacy Campaign

- Use your Facebook, Twitter, Pinterest and other social media pages (the library's and your own personal one) to promote the campaign
 - Red state graphic with link to CLA page
 - Rally flyer with link to CLA page
- Put the information on your library's website and ask others to do the same

CLA's Advocacy Campaign

- What else can you do to get the word out?
- Let us know in the chat box and we'll report out a little later

What We're Asking For

- Remember this? Governor's Budget zeroed out funding for
 - Connecticard
 - Cooperating Library Service Units (CLC)
 - Grants to Public Libraries
- Asking for \$2M
 - \$1.25M for Connecticard
 - \$500,000 for CLC
 - \$250,000 for Grants to Public Libraries

From Coordination to Chaos



Get Your Book at Any Library
Coordinated Services
Urban Library Programs and Services



**Library Doors Closed to Neighbors
Lose taxpayer savings through
coordinated services
Urban Library Patrons Lose Out**

Connecticard Talking Points

- CT residents will no longer be able to borrow from any public library in CT
- Library's will shut their doors to their neighbors
- Taxpayers lose due to Connecticard cuts. They saved \$68M in 2014 by borrowing and not buying 4.5 million items

CLC/Cooperating Library Support Unit Talking Points

- Formed by the merger of four units, CLC will no longer be able to save taxpayer dollars through coordinated services and purchasing efficiencies
- Taxpayers will lose \$7.1M annually because of CLC cuts.

Grants to Public Libraries

Talking Points

- Cutting these funds hurts the people who need their library the most—CT residents who live in urban areas
- This funding helps those libraries, already under financial strain, to continue to provide important literacy services (reading, financial and digital), access to government services and much more

Eliminating Statutes

Talking Points

- Not only zeroing out funding but eliminating the statutes providing for these programs
- Throw the state in chaos.
- Some libraries may close.
- Access will be restricted.
- Near impossible to re-establish

**Remember
Your
Library Is
Not an
Island
Onto Itself**





It's the hub
of your
community
with incredible
opportunities
to build your
base of
support.

For more information

- www.ctlibraryassociation.org
- Your regional rep
- CLA and other organizational leadership
- **Get involved in the Leg Committee**
 - Contact Carl Antonucci
 - P: (860) 832-2097
 - antonucci@ccsu.edu



We just have
to commit
and work
together!

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Friends of
Connecticut
Libraries



CT State Library
Preserving the Past. Informing the Future.