READY SET ADVOCATE

Three-Module Library Advocacy Training Package

MODULE THREE

ADVOCATE by Putting Your Plan into Action and Make Advocacy a Part of Your Everyday Actions
Introductions
Part of the Illinois Library Association’s sustained program of advocacy training for library staff, trustees, friends, and other supporters.

A three-module program that provides the skills you need to become a successful advocate for your library.

Each online module corresponds to a section in the ILA Library Advocacy Tool Kit, which contains additional tip sheets and links for libraries of all types and all kinds Tool Kit of library supporters.

Based on the best practices of other successful training programs such as the ALA “Advocacy Boot Camp,” other state association programs, and best practices from other groups.
• **Module One:** Getting READY to understand advocacy and the role it plays in your library

• **Module Two:** SET the stage to build and tell your library story/message

• **Module Three:** ADVOCATE and act now!
Putting Your Advocacy Plan into Action

- Promote your library—sharing your message
- Network—build your advocacy network
- Be social
- Make the library a destination
- Know your elected officials
- Get involved in the library profession
Library Advocacy Is for ALL Types of Libraries

Each individual library—whether public, academic, school, or special—serves a unique community.
Include directors, managers, frontline, full-time and part-time staff, and volunteers. Effective staff and volunteer advocates:

- Understand their library and their community
- Know the mission of the library and its goals
- Know what services the library is offering
- Know what is happening in the library and in other departments
- Get engaged when they are offered advocacy training opportunities
- Understand and can communicate the library’s issues and message
- Understand the difference between advocacy and lobbying
You know your patrons.

They know their communities.

**Remember...**

The best advocates for change are those people who can tell a story that moves people to action...and you as a frontline staff member are the one who knows those stories best.
Building Your Advocacy Network: Remember... You Are Not Alone!

Let your community members, library trustees, and library friends take action with you!

And don’t forget...

- Teachers
- Faculty
- Parent Groups
- Students
- Service Organizations
- Community Leaders
- Chamber of Commerce Members
- Who Else???
Building Your Advocacy Network: Community

• Defining your “community:” Each individual library—whether public, academic, school, or special—serves a unique community

• Share your library’s message and stories
  – In person
  – Through mailings and newsletters
  – Through local media
  – Through social media
  – At the front desk

• Engage your community
  – Open forums
  – Invite them to coffees to talk about library programs, ideas, and issues
Library trustees are powerful advocates for libraries. Their voice, presence, and actions can raise the library’s profile among decision makers and community stakeholders.

Effective library trustees:

- Are confident and know the mission and vision of the library they are serving
- Work with library leadership to understand key library issues and concerns
- Know what their library is doing and planning
- Attend community and library functions
- Are strong voices for the library, all the time
- Embrace library advocacy as a key duty in their trustee role
Do Your Elected Officials Know You?
Do They Know Your Library?

• Know who they are and what they are doing
• Don’t assume they have a library card and are library users
• Share your library message and stories with them
• Send them mailings and invite them to sign up for the library’s e-news

• Attend the ILA Library Legislative Meet-ups
• Invite them to your library for a tour or to host an informational coffee
• Visit their office and get to know their key staff members
• Attend their events
• Get together with your neighboring libraries and host a Legislative Meet-up
Advocacy Resources: Advocacy Is for Everyone Involved with the Library!

- **Library trustees**
  Advocacy for Trustees
  https://www.ala.org/united/advocacy

- **Library directors**
  Eight Steps to Getting Started
  https://www.ala.org/advocacy/sites/ala.org.advocacy/files/content/advleg/advocacyuniversity/frontline_advocacy/INTRO.Eightstepstogettingstarted.pdf

- **Frontline library staff**
  23 Advocacy Tips for Frontline Employees
  https://www.ala.org/advocacy/sites/ala.org.advocacy/files/content/advleg/advocacyuniversity/frontline_advocacy/frontline_public/23things.pdf

- **Library Friends groups**
  United for Libraries Resources
  https://www.ala.org/united/friends

- **Library supporters**
  I Love Libraries
  http://www.ilovelibraries.org/get-involved
Advocacy Resources: Advocacy Is for All Types of Libraries!

- Public libraries
  Public library advocacy
  https://www.ala.org/pla/advocacy

  My Public Library Is...
  https://www.mylibraryis.org/get-started/public

- College and university libraries
  Academic library advocacy
  https://www.ala.org/advocacy/frontline-advocacy-academic-libraries

  My Academic Library Is...
  https://www.mylibraryis.org/get-started/academic

- School libraries
  School library advocacy
  https://www.ala.org/advocacy/frontline-advocacy-school-libraries-toolkit

  My School Library is...
  https://www.mylibraryis.org/get-started/school

- Special libraries
  Special library advocacy
  https://www.ala.org/advocacy/frontline-advocacy-corporate-government-and-other-libraries

  My Special Library Is...
  https://www.mylibraryis.org/get-started/special
Remember... You Are Not Alone!

- American Library Association, www.ala.org/advocacy

- Illinois Association of School Library Educators (AISLE), www.aisled.org
- Consortium of Academic and Research Libraries in Illinois (CARLI), www.carli.illinois.edu