SET the Stage to Build and Tell Your Library Message and Stories
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!
Your Library Message: The “Big Picture”

- Libraries transform lives
- Libraries transform communities
- Libraries are essential to lifelong learning
- Libraries are a smart investment—and an incredible value for your tax dollar
- Libraries are first responders— for those needing information and assistance
- Libraries are vital to a robust recovery
- Libraries are “bigger than a building”
Your Local Library Message

• What is unique and special about your library?
• What are your local library’s issues?
• How is the library making a difference in your community?
• How has the library served your community during the pandemic?
• How will your library help drive the recovery?
• What are your goals and plans?
• Are you looking to add services, hours?
• Are you looking to expand or renovate?
• How will these plans make a difference in your community?
Data is important

but data—and stories—are even more powerful!
Remember...

The best advocates for change are those people who can tell a story that moves people to action...and you are the one who knows those stories best.
Build your story—ask yourself:

- Give me the problem
- Give me a library intervention
- Give me a happy ending
- Give me one fact
- Give me a real person
- Give me a “phrase that pays”
Capturing those stories

- Have a place for library patrons to write, text or email their library experience
- Learn how to capture stories yourself
- Encourage people to share photos (with permission of course!)
- Post stories and photos on social media
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Successful Advocacy Needs a Plan

1. Set your goals and key issues: What are you advocating for?
2. Who is the audience you are advocating to?
3. Develop your talking points

4. Communicate your message: newsletters, social media, emailing, press releases, presentations
5. Who is going to deliver the message?
6. Build your network: Who are your key advocates to help you with your messaging?
Remember... You Are Not Alone!

- Illinois Library Association, www ila org advocacy
- American Library Association, www ala org advocacy
- Reaching Across Illinois Library System, www railslibraries info
- Illinois Heartland Library System, www illinoisheartland org
- Illinois State Library, www cyberdriveillinois com/ departments/library/
- Illinois Association of School Library Educators (AISLE), www aisled org
- Consortium of Academic and Research Libraries in Illinois (CARLI), www carli illinois edu
Thank you!

Questions? Answers?