

Advocacy Resources & Ideas



Source:

<https://www.flickr.com/photos/volunteermatch/27677155485/>

Advocacy: Community Connections

- Talking up your library & getting others to talk up your library
- Talking Points you can use & get others to use on your behalf.
- Solicit Patron Stories to Share: How has the library changed your life? What do you love about the library?

Advocacy: Community Connections

- United for Libraries: Power Guide for Successful Advocacy: <http://www.ala.org/united/powerguide>
- Turning the Page Library Advocacy Training: <http://www.publiclibraryadvocacy.org/>
- Tribute: Library Patrons Expressing Love – Pierson Library: https://www.youtube.com/watch?v=xFwS4_cIIJo

Ideas for Working Together

Community Needs Assessment

Source:

<https://www.flickr.com/photos/airbnb/13915193802/>



Library Trustees and Selectboards can work together to assess the community – to turn outward and see what the community needs and how the library and the town can work together to meet those needs. Community Needs Assessments can help the Town create its overall Town Plan – and can help the library connect with institutions, organizations, businesses, and other community members to meet a range of needs.

Ideas for Working Together

Community-Wide Initiatives

Source: <https://www.flickr.com/photos/niallkennedy/9587071278/>



Involve the library in community-wide initiatives – ex: Town Plan, Community Celebrations, Community Revitalization efforts, Opioid Awareness or other Drug Taskforces, Block Parties, (and Town Meeting). The library is the one place where people from all parts of your community gather to access resources and see their neighbors – and socialize with the librarians. Because of this, librarians often hear the concerns of a wide range of community members – and know about the struggles people in your community face. Librarians are resourceful – and passionate about connecting people with resources. People use the library for a large number of reasons – and you can connect with the library and – in doing so – connect with a wide range of the taxpayers in your community.

Ideas for Working Together

Research Assistance & Information Dissemination

Source:
<https://www.flickr.com/photos/pamwood707/5646757752>



Librarians are good at collecting information. If your town needs to research something, consider connecting with your librarian to see what resources they might have or what research they can do.

If you need to disseminate information to the town, consider approaching the library for help in doing so. They see a wide-range of people and are good advocates.

How Libraries Benefit Your Community

Libraries serve as a Community Hub - bringing the entire community together



Source: Burnham Mem. Lib. Facebook Page

People who might not normally connect in life will bump into one another at the library. The services and resources offered by the library are available to everyone – regardless of religion, socioeconomic status, age, or ability. At some libraries in VT, the only time people see one another is when they attend book club or storytime – or when they read the latest edition of their favorite magazine. The good will that the majority of citizens have for public libraries draws people to their library. And the resourcefulness and innovative mindset of library workers results in unexpected programs and services that can meet a wide range of community needs.

How Libraries Benefit Your Community

Libraries are vital
to a functioning
democracy



Varnum Memorial Library, Cambridge

People who might not normally connect in life will bump into one another at the library. These interactions encourage civility, engagement, and relationship building. Libraries host programs that encourage citizens to engage in debate around tough questions. By fostering community engagement and civil discourse, libraries play a key role in preserving and strengthening our democracy. Libraries provide unfettered access to information – and in order for a democracy to function effectively, citizens need access to information so they can make informed decisions.

How Libraries Benefit Your Community

Libraries provide a **space** for educational, social, cultural, and recreational engagement



Source:
<https://www.flickr.com/photos/sanjoselibrary/31234520260>

The library space is a valuable asset for the community – and most public libraries are eager to have their communities use the library space to meet their community's needs.

How Libraries Benefit Your Community

Libraries help your taxpayers connect with local government.



South Burlington Public Library

Municipal Libraries – as part of the local government – are a fantastic way for taxpayers to have a positive interaction with their local government. In many towns, more taxpayers visit their local library than they visit the clerk's office. How can town officials and library directors capitalize on this?

How Libraries Benefit Your Community

Libraries are the
ultimate
renewable
resource



Source:
<https://www.flickr.com/photos/awesomelibraryservices/16393118653>

Libraries purchase a physical or electronic copy of items that can be used by everyone. Rather than purchasing one copy and – when you are done with it – letting it sit on a shelf, libraries provide an easy way for resources to be used again and again. They are fundamentally green, renewable resource providers.

How Libraries Benefit Your Community

Libraries Offer a
Fantastic ROI*

*Library Value Calculator
[http://www.ala.org/advocacy/
library-value-calculator](http://www.ala.org/advocacy/library-value-calculator)



Source:
<https://www.flickr.com/photos/143843618@N03>

Libraries provide a wide range of materials and services at a relatively low cost per capita. In most towns, the per capita cost of the public library is less than the retail cost of 2 hardcover books. Taxpayers can access resources worth thousands of dollars- and through interlibrary loan tens-of-thousands of dollars - for a very low investment of taxpayer funds. Taxpayers can access internet service, library events, and research assistance for the same low investment. There are few ROI better than that.

Community Needs & Strategic Planning

- Aspen Institute Action Guide V. 2.0:
http://www.libraryvision.org/download_action_guide
- Harwood Institute Turning Outward Tools:
<http://theharwoodinstitute.org/tools/>
 - ALA Turning Outward Tools for Libraries:
<http://www.ala.org/tools/librariestransform/libraries-transforming-communities/resources-for-library-professionals>
- VT Department of Libraries Professional Collection

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