

Library Advocacy in 2020:
*Making the Case for Support
During Uncertain Times*

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Learning Objectives

- Define advocacy and understand its importance
- Become familiar with the three phases of advocacy
- Explore ways to advocate successfully during the Covid-19 pandemic.

Inspiration



YOU ARE A GREAT ADVOCATE!

- Trustees, Friends and Volunteers are the best advocates for their library, because you
 - Know about the library
 - Care enough about it to give your time
 - Are influencers in your personal circles
 - Have the ability to speak freely

What is Advocacy?

- “The actions individuals or organizations undertake to influence decision-making at the local, regional, state, and national level—that help create a desired **policy** or **funding** change in support of public libraries.”

From the Public Library Association's *Turning the Page* curriculum

www.publiclibraryadvocacy.org

Inspiration



What's New?

VOTE "YES" TWICE FOR LIBRARY BONDS

Quick Links

[Elected Officials](#)

[City Councilors](#)

[County Commissioners](#)

Greetings!

There are two **Library Bonds** on the ballot this year:

- A **State Bond** of \$10.8 million from which ABC Libraries will receive approximately \$875,000.
- A **County Bond** of \$1.8 million for ABC Libraries.

Bond questions are toward the end of the ballot, following the

Why Advocate?

- To ensure libraries have the resources they need to provide high-quality services to the community. Can be
 - **Proactive:** to build support in general
 - **Goal-driven:** a specific opportunity, like a building
 - **Preventative:** threat to funding or service quality

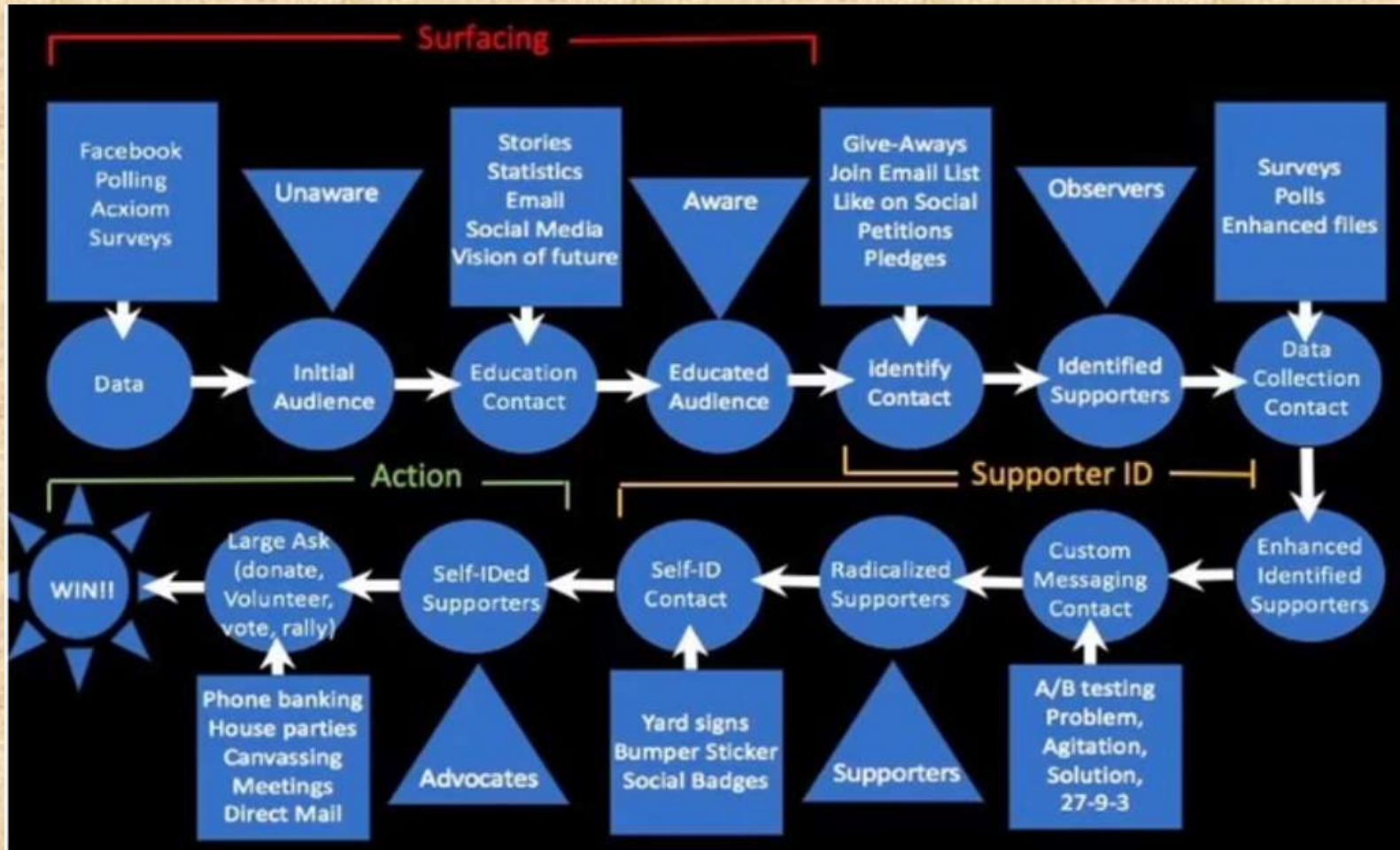
Goal-Oriented Advocacy

“You hit what you aim at, and if you aim at nothing, you will hit it every time” –Zig Ziglar

Four steps to picking a goal:

- o Identify an unmet community need
- o What’s the barrier to the library filling that need?
- o What solutions can overcome that barrier?
- o What solution can be achieved when decision-makers are involved?

Three Phases of Advocacy



Three Phases of Advocacy

- **Surfacing** – beginning to bring the goal you’ve identified to the attention of your potential advocates.
- **Supporter ID** – increasing the base of support.
- **Action** – calling on your supporters to advocate with a big ask (vote, rally, campaign)

from Patrick PC Sweeney, EveryLibrary “Advanced Library Advocacy” <https://www.everylibrary.org/>

Inspiration

Meet two advocates leading the charge for the Philly Free Library system

by [TyLisa C. Johnson](#), Updated: April 18, 2019



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Avenues for Advocacy

- **Media:** social, paid, and earned
- **Personal:** talking to neighbors, phone calls, emailing connections.
- **Public events:** tabling, rallies, networking, meetings
- **Mail:** Direct, and email lists

A few more “tips and tricks”

- Create a 30 second elevator speech
- Make sure to ask people to *do something* every time you advocate
- Consider your audience
- Listen
- One more resource: 10 minute library advocate:
<https://blogs.ifla.org/lpa/tag/everylibrariananadvocate/>

Thank you!

- Questions!
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