

Library Advocacy is...

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

A key message is...

A short statement about your library that you want your stakeholders and community to relate to and remember. It provides relevant, clearly worded information that builds relationships and gets people interested in what your library offers to meet their needs.

Did you know...

The Bill and Melinda Gates Foundation funded a study to explore attitudes and perceptions about library funding in the U.S. The resulting OCLC report, *From Awareness to Funding: A study of library support in America* (<http://www.oclc.org/en/reports/funding.html>) revealed the following:

- Library funding support is only marginally related to library visitation.
- Perceptions of librarians are an important predictor of library funding support.
- Voters who see the library as a 'transformational' force as opposed to an 'informational' source are more likely to increase taxes in its support.

The report suggests that targeting advocacy efforts to the right segments of the voting public is key to driving increased support for public libraries.

The Alberta Library Trustees Association Handbook states: The Board is responsible for creating and confirming the library's identity in the community through advocacy and lobbying.
(<http://www.librarytrustees.ab.ca/documents/association/ALTA-Handbook-final-August-2016-3.pdf>)

Why we need to change the perception many have of the public library...

The Dangerous Myth about Libraries – Laurinda Thomas, TEDx Wellington
<https://www.youtube.com/watch?v=sdQwrhxw8LM>

Additional Advocacy Resources

PRL Advocacy Toolkit -- <http://support.prl.ab.ca/advocacy-toolkit>

How to Develop & Use Key Messages Tip Sheet -- <http://support.prl.ab.ca/advocacy-marketing>

Library Advocacy Now! -- <http://www.cla.ca/divisions/capl/LibraryAdvocacyNow.pdf>

Advocacy University (ALA) -- <http://www.ala.org/advocacy/advocacy-university>

United for Libraries (ALA) -- <http://www.ala.org/united/>