




Illinois Library Association

A large, stylized rainbow graphic composed of concentric semi-circular bands in a gradient of colors from red to yellow to green, positioned in the upper left quadrant of the page.

**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



READY, SET, ADVOCATE!

- 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.



READY, SET, ADVOCATE!

- **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.





Building Your Advocacy Network: Library Staff and Volunteers

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



Frontline Staff: Key Advocates!

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





Building Your Advocacy Network: Library Trustees

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!

- 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.ilsos.gov/departments/library/home.html
- 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?

