

Advocacy Resources

Prepared by

Nancy Bolt

Nancy Bolt & Associates

American Library Association, Advocacy Office

ALA has an advocacy office and a website with multiple resources for advocacy. You can find the resources at <http://www.ala.org/ala/issuesadvocacy/index.cfm> and all are free. The “Tools for Advocacy” have help kits and you can also find a list of workshops you can attend. Below is the direct link to the Toolkit. Very comprehensive and detailed.

<http://www.ala.org/ala/issuesadvocacy/advocacy/advocacyuniversity/toolkit/index.cfm>

American Library Association, Washington Office

This website focuses on legislative advocacy. The url for the main websites are:

www.ala.org/ogr

www.ala.org/oitp

<http://capwiz.com/ala/home/>

To get the latest information about federal legislation, go to

<http://www.wo.ala.org/districtdispatch>

Colorado Association of Libraries

CAL has a Legislative Committee that meets monthly. They discuss current legislation in front of the Colorado legislature; prepare a CAL Legislative Agenda every year; and work with CAL’s lobbyists to lobby for or against specific legislation.

<http://www.cal-webs.org/committees7.html>

CAL is also a member of capwiz:

<http://capwiz.com/ala/co/home/>

Colorado State Library

CSL recently put up an excellent web site on the federal stimulus package. The information combines federal with state information and position statements. It’s an excellent way to become educated on major issues and where leadership and advocacy is needed.

A new State Library page to keep us updated on the federal Recovery money and what it might mean for libraries.

<http://www.cde.state.co.us/cdelib/LibraryDevelopment/PublicLibraries/ARRA.htm>

Colorado Library Consortium

CLiC recently sponsored a webinar by Sally Reed, Executive Director of the Association of Library Trustees, Advocacy, Friends, and Foundation (ALTAFF). Sally’s power point

on advocacy gives great talking points for different target audiences. It can be found at on the CLiC website at <http://tinyurl.com/dc63j7>.

The Advocacy Guru

Stephanie Vance, the Advocacy Guru, has a contract with the ALA Washington Office to do training in advocacy and lobbying. The webinars offered by ALA are often free. She also does her own workshops. You can take one a year for free and then you have to subscribe. The Advocacy Tipsheet on her website is available for free as are entertaining articles she writes about advocacy. You can sign up for all of her free stuff without the larger subscription fee, although your library may want to do that. http://www.advocacyguru.com/the_government.htm

Stephanie has also written a book called **Citizen in Action** that is available from her website. She's very friendly and will take and answer emails:
vance@advocacyguru.com

Some Messages to Consider

Libraries make the difference in Youth Development and Education

The library needs you.

Libraries change lives.

Let us entertain you.

Libraries build better brains.

Libraries mean smart kids.

Libraries mean business

Librarians are passionate advocates of literacy and lifelong learning.

Libraries build community.

Save money at the library.

Are you lonely tonight?

Connect in real space.

When virtual isn't enough.

Libraries help people get jobs.

Libraries create healthy communities

Message Worksheet

In developing your message, think about the relation between your goal, your message, and your audience. What do you want your message to make your audience to think? Feel? Do? Feelings are what motivate people to act. That feeling may be compassion, concern, anger or joy. One of your goals in delivering your message should be to spark a feeling, whether it's pride, frustration or outrage.

What is the goal?

What are your objectives? What do you want to have happen?

What is the key message (10–15 words)?

Who is the audience(s)?

Why is this important to them?

Three supporting points:

- 1.
- 2.
- 3.

Examples/stories/facts that support this message:

- 1.
- 2.
- 3.