

GENERAL OUTLINE OF OVERALL CAMPAIGN STEPS DOUGLAS COUNTY LIBRARIES

Had long-range planning committee meeting, saw fiscal crisis

Identified key players

- Board President-called meetings, delegated, oversaw

- Treasurer (for formation of PAC)

- Citizen--Friend, librarian from outside district, someone with local credibility

- Director, Board member, to give talks--need backups or partners

- Campaign manager—volunteer position, designed campaign brochure

Reviewed campaign reform act

Conducted a privately funded survey to determine likelihood of passage

Pro-bono lawyer drafted petition

Did trial budget to determine mill levy needs, PAC reviewed for political viability

Signatures collected, turned in to County Clerk

Approaches

- Grassroots

- Focus on library users, largely women with small children

- Not overtly political

- Non-emotional, just the facts, consistent story

- Emphasized ability to do long-range planning

Planned campaign (Check with Secretary of State's Office)

Studied statistics on use (women as primary users, kid's books)

Other target groups: schools, seniors, homeschoolers, private schools

- Un-served or underserved—try to identify someone who wins big

- Seniors? And what to do if someone opposes

Reviewed precinct returns from previous school district election

Schedule of appearances to targeted groups

- Municipalities—sought endorsement

- School district meetings

- Local civic groups

- Homeowner's associations

- Babysitting cooperatives

Planned core-campaign booklet/fact sheets

Local authors/illustrators endorsements

Send out fund-raising letters to trustees, staff, Friends, community leaders

Campaigned (and sent thank you notes for endorsements)

Education—media options? Develop connections

Visibility—parades, Chamber of Commerce, bookworm appearance at County, municipal governments

Talks—have entre-something to promote (ACLIN, CIR, discussion group)

Literature: bookmarks, brochures, flyers, yard signs, even Halloween handouts

Mailings

Recruitment: specific volunteer checklist

Prepared press statements of failure or success

After success, began work with an attorney on IGA with county about personnel, insurance, etc. as above