

Everyday Advocacy



**HOST: DONNA K. MCDONALD
PAST PRESIDENT: UNITED FOR
LIBRARIES**

**DIRECTOR: ARKANSAS RIVER
VALLEY REGIONAL LIBRARY
SYSTEM, DARDANELLE AR**

United for Libraries



Association of Library Trustees,
Advocates, Friends and Foundations

A DIVISION OF THE AMERICAN LIBRARY ASSOCIATION

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Library Quotes

New Library Quotes Database - Library Quotes is a searchable database of quotes about libraries, reading, books, literacy, and more. Library Quotes is an initiative of ALA Past President Roberta Stevens, United for Libraries, and the Office for Library Advocacy.

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[United for Libraries to designate the Warren \(Ohio\)-Trumbull County Public Library a Literary Landmark](#)

Posted on August 8, 2017 | 3:02 pm

[United for Libraries to designate the Sonoma County \(Calif.\) Library a Literary Landmark in honor of Charles M. Schulz](#)

Posted on August 8, 2017 | 2:58 pm

[Texas and Nebraska renew United for Libraries and ALA membership for their public library groups](#)

Posted on July 25, 2017 | 10:57 am

[AT&T Michigan honored with United for Libraries Major Benefactor Citation](#)

Posted on July 25, 2017 | 10:54 am

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- What you will need:
Strategic Plan, Vision and Mission Statement
- Annual Report
- Email/phone/Social Media contacts
- Active and responsive Friends group and/or Foundation
- Targeted messaging
- Consider commissioning or updating your Master Plan.

In addition to:



- A Leadership Team
- A Goal
- A Timeline
- A Spokesperson/Honorary Chair
- A Message

Perceptions



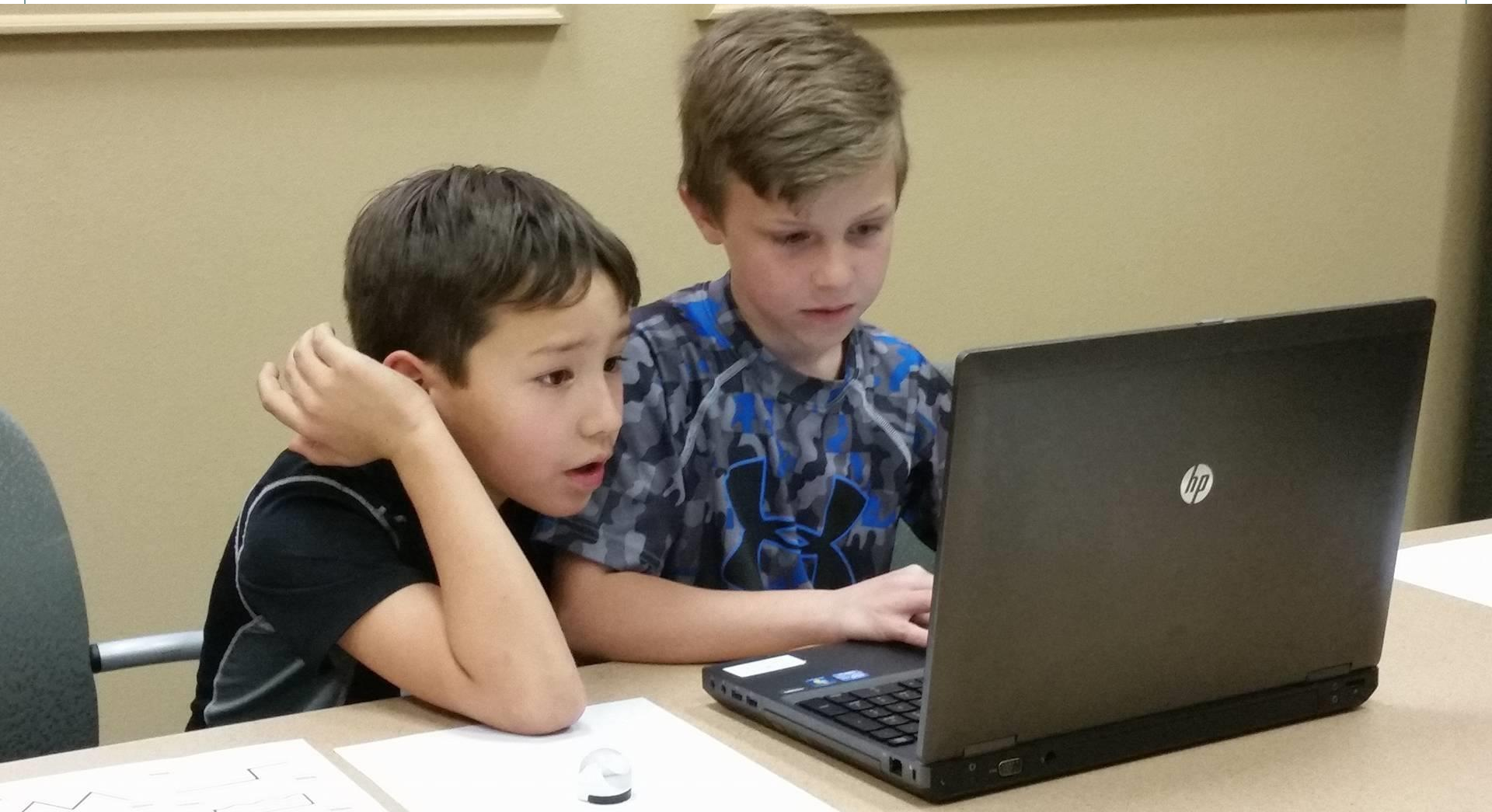
The Message



Your message needs to be compelling

Make sure it impacts the community in a meaningful way or helps solve a community problem

Our after school coding club



What do you want them to know?

What do you want them to feel?

What do you want them to do?

**BECAUSE
LIBRARIES MAKE
LEADERS.**

**BECAUSE 0 AND 1
ADD UP TO
INFINITE
POSSIBILITIES.**

**BECAUSE B
STATE OR R
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BENEFITS F
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STATE.**

**BECAUSE THE
SUMMER SLIDE
ISN'T
PLAYGROUND
EQUIPMENT.**

**BECAUSE THE
EXPERT IN THE
LIBRARY IS YOU.**

**BECAUSE
LIBRARIAN
KNOW
INFORMAT
THE BEST
MEDICINE I
HEALTHCAR
QUESTION**

help navigating he

BECAUSE


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The E's of Libraries®

What do today's libraries do for our communities? It's a simple question, but one that has more answers than you think. The services libraries provide now revolve not just around stacks of books, but also around internet connectivity and digital technologies that help people fulfill basic needs and pursue a wide range of interests. At ALA, we raise awareness of this reality. In pursuit of this goal, ALA coined **The E's of Libraries®** trademark to raise awareness of all that today's libraries, with the **Expert** assistance of library professionals, help facilitate **Employment, Entrepreneurship, Empowerment, and Engagement** for Everyone, Everywhere:

Education

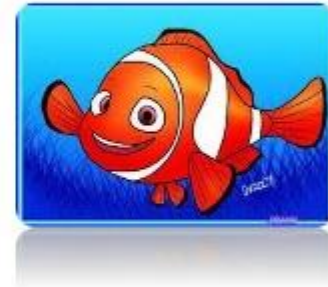
Library contributions to education and learning range broadly from getting every child ready to read to students, to GED classes, to research skills-building, to continuing education and online certification. These programs are critical in helping all ages **ASCEND** through education.

- **A** – All educational activities and advancement are supported at libraries. 32.5 million people use library resources to help them achieve their educational goals in a year.
- **S** – Students, K-20, are greatly supported with respect to homework and information technology. 77% of student library users report their children use the public library; 77% of student library users ages 12-17 use the library.
- **C** – Continuing adult education is a hallmark of libraries. Many libraries offer both traditional and digital programs aimed at helping the approximately 36 million U.S. adults have low literacy, numeracy, or digital skills.
- **E** – Early learning at libraries is important to families. Many libraries dedicate a specific area to children, and provide parents with recommendations of appropriate materials, including apps, audiobooks, and other digital resources—and in FY 2010, libraries in the United States offered more than 2.3 million hours of programming. These programs accounted for nearly two thirds (61.5%) of all library programming.
- **N** – Non-traditional students, i.e., home-schoolers, those seeking GEDs, are supported. For every 100 students, libraries provide computers and other resources to the hundreds of thousands of individuals who take GED classes, some are registered as GED testing centers.



Pixar Pitch: The Plot of Finding Nemo

1. **Once upon a time there was** ... a widowed fish, named Marlin, who was extremely protective of his only son, Nemo.
2. **Every day** ... Marlin warned Nemo of the ocean's dangers and implored him not to swim far away.
3. **One day** ... in an act of defiance, Nemo ignores his father's warnings and swims into the open water.
4. **Because of that** ... he is captured by a diver and ends up in the fish tank of a dentist in Sydney.
5. **Because of that** ... Marlin sets off on a journey to recover Nemo, enlisting the help of other sea creatures along the way.
6. **Until finally** ... Marlin and Nemo find each other, reunite and learn that love depends on trust.



Other Daniel H. Pink Pitches



- One-word pitch
- The question pitch
- The rhyming pitch
- The subject-line pitch
- The Twitter pitch

Quick Start

Meeting Info

Ben Brigham...

+ New Whiteboard



▼ Participants

Donna McDona

Ben Brigham (Ho



referenceUSA®

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HOW DO I ACCESS?

DATABASES

LEARNING CENTER

FAQ

U.S. New Movers / Homeowners Database

Quick Search

Advanced Search

Collapse All Select All

Name

 Name

Phone

 Phone Area CodeGeography Map Based Search City / State Metro Area ZIP Codes Carrier Route County Radius Street Address Neighborhood

Residential Details

 Home Ownership Housing Type

ZIP Codes

Search Tips | Collapse | Remove

Enter 3- or 5-digit ZIP Codes in the boxes below.

72834				
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[▶ Paste ZIP codes](#)[▶ 3-digit ZIP Code lookup](#)[Clear Fields](#)

VIEW RESULTS

UPDATE COUNT

RECORD COUNT

95

CLEAR SEARCH

[Back To Top](#)

Time Frame

Search Tips | Collapse | Remove

Search Timeframe to find homeowners by the time record was entered into our database.

Pre-defined Date Ranges

Choose from the options below.

Last 3 Months

Advanced Date Selection

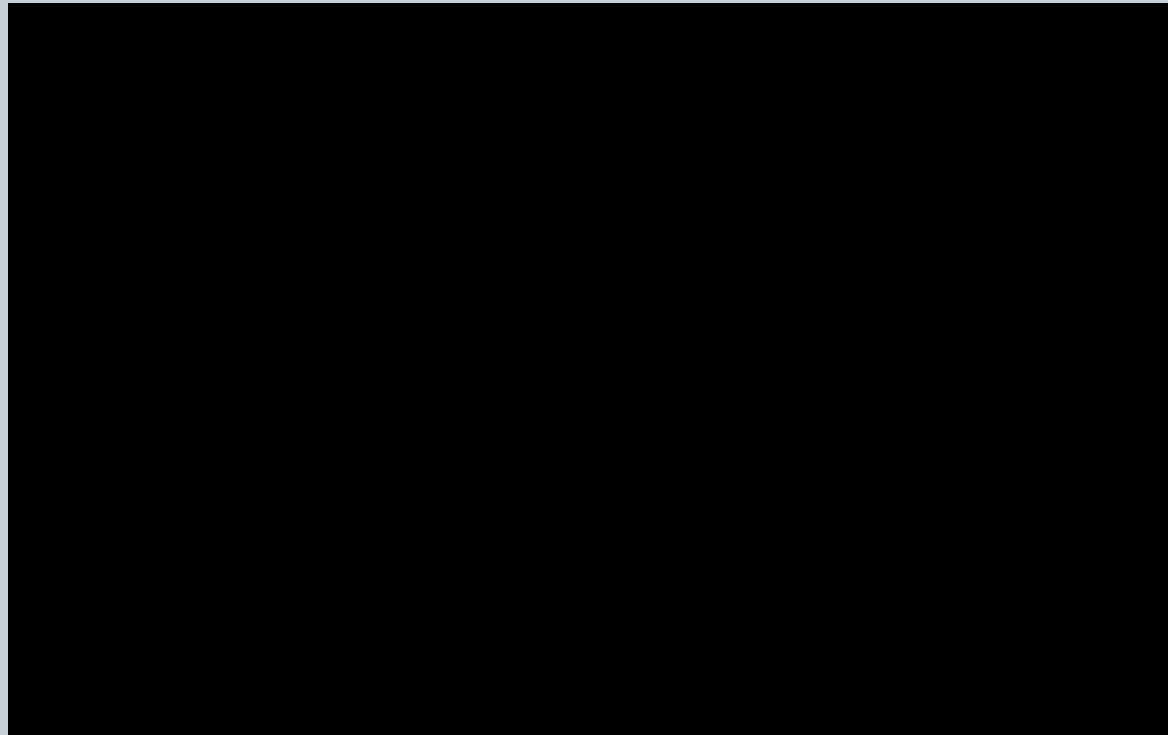
Choose the exact date range below

From 05/21/2017

To 08/21/2017

[Clear Fields](#)

No JibberJabber!



4th Down and 1 To Go



Other tips, tricks and tools!

Legislative APPS!



WWW.COUNTABLE.US for Federal Legislators, in real time cast your vote and let your legislator know what his constituents prefer.

LOBBYUP : This system pulls in data from the State every 10 minutes, ensuring that you are up to date on all bills, amendments, committee agendas and votes. All of your searches take place on our cloud based web servers, not on the State's.

Intuitive Bill Tracking

Client Reporting

LiveTrack Web Apps

Committed Votes

Analytics

Yay!!!! You Win!!!

