

# ADVOCATES TO ACTIVISTS



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@pcsweeney

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# ABOUT THIS PRESENTATION



about

# EveryLibrary



about

# LIBRARY ECOSYSTEM



EveryLibrary



# WHY TALK POLITICS?



the  
data

# CIVIC ATTITUDES

- ▶ Millennials use libraries at a higher rate than any other demographic
- ▶ Parents are more likely to use libraries than adults without children
- ▶ The majority of Americans hold very positive views about libraries

the  
data

# VOTER ATTITUDES

**In 2018 voters view the library as:**

55% - an essential local institution

58% - advancing education

53% - a source of community pride

51% - enhancing the quality of life

the  
data

# VOTER ATTITUDES

**Nationwide, of all voters:**

37% will Definitely vote yes for the library

37% will Probably vote yes for the library

26% will Probably or Definitely vote no



the  
data

# VOTER ATTITUDES

**In 2018 of all voters:**

27% will Definitely vote yes for the library

31% are likely to yes for the library

42% are likely or will definitely vote no

the  
data

# VOTER ATTITUDES

**The positive image of the library has increased.  
The willingness to vote for it has decreased.**

Tier/Segment	% of total population		% of segment that would vote "yes" for libraries		Number of annual library visits		% who rate libraries positively		% who rate librarians positively	
	2008	2018	2008	2018	2008	2018	2008	2018	2008	2018
Super Supporters	7.1%	6.5%	80%	64%	15.9	15.9	71%	80%	72%	73%
Probable Supporters	32.3%	25.6%	47%	36%	19.9	13.6	73%	73%	72%	65%

the data

**POLITICAL  
PARTY  
DOESN'T  
MATTER**



the data



**CARD  
STATISTICS  
DON'T MATTER**

the data

**LIBRARY USE**

**DOESN'T**

**MATTER**





the data

**WHAT  
DOES  
MATTER?**

strategy

**WHAT  
DOES  
THAT  
MEAN?**



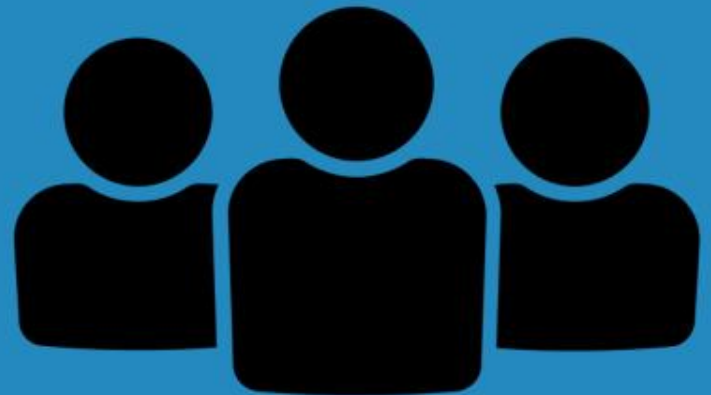
strategy

# SELF REFLECTION





# POLITICAL ACTIVISTS HAVE THREE RESOURCES



# WHAT INFLUENCES POLITICS?

strategy



strategy

WHAT  
CAN  
WE  
GET?





strategy

**STRATEGY = SUPPORTERS**



**TACTICS =**

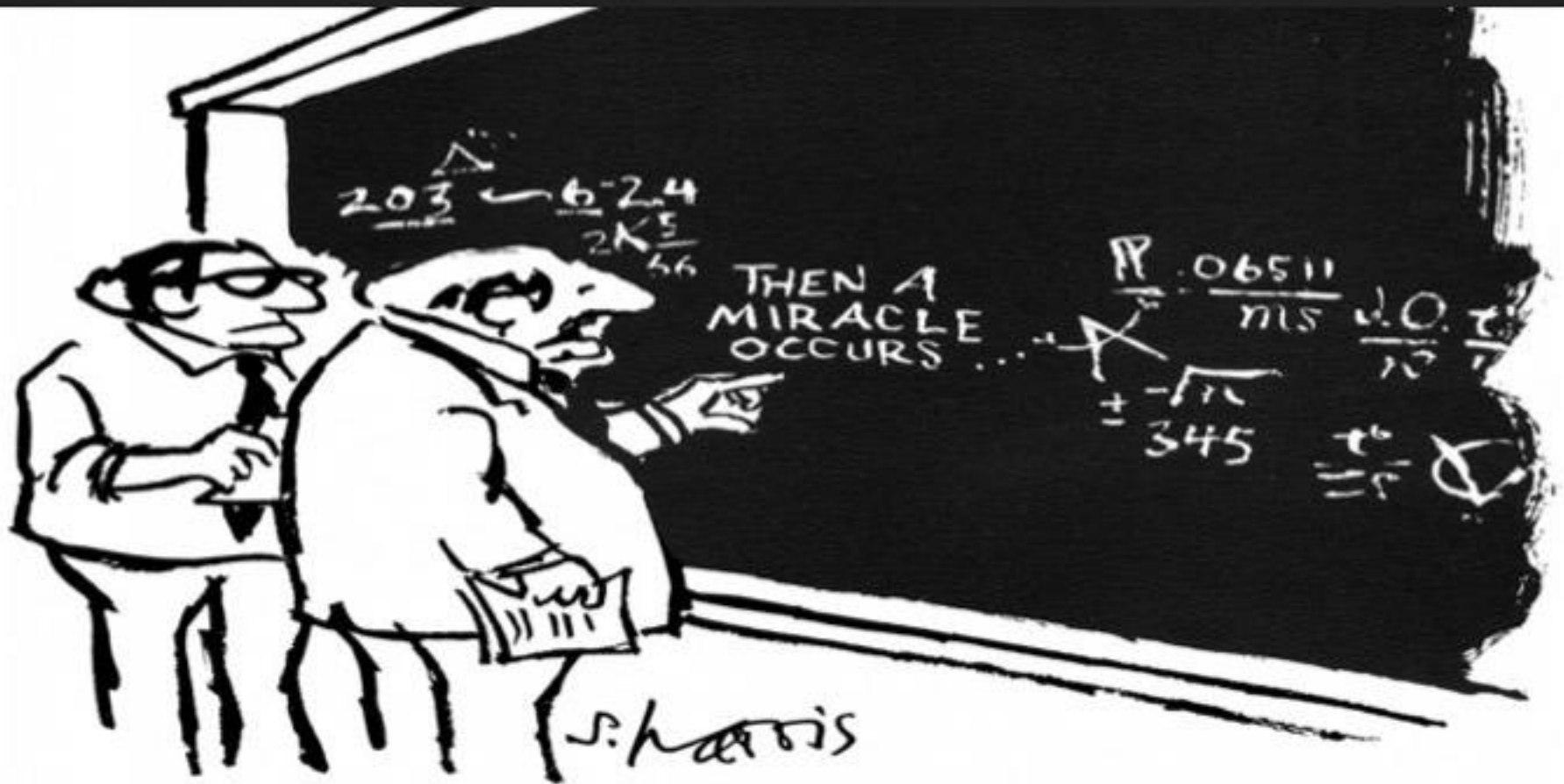
**HOW WE GET SUPPORTERS**



# ADVOCACY MODEL



# PROBLEM WITH ADVOCACY



"I THINK YOU SHOULD BE MORE EXPLICIT HERE IN STEP TWO."

# ACTIVIST MODEL





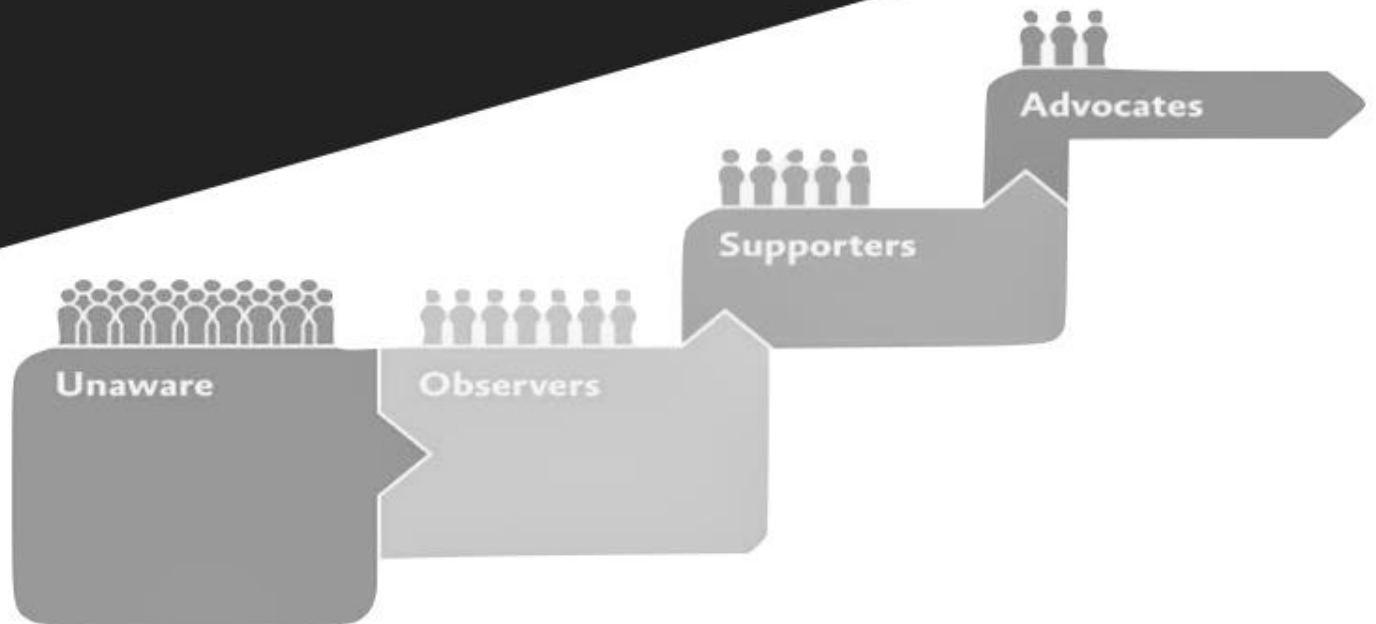
guiding principle

# SURFACING



# LADDER OF ENGAGEMENT

people



# AUDIENCES

people



people

## NEW POLL OUT

CANDIDATE 1

47 %

CANDIDATE 2

23 %

CANDIDATE 3

10 %

TOTAL POLLED

APPROX. 1,500

MARGIN OF ERROR =  $\pm 3$  TO 5%

DATA  
AND  
POLLING



# COALITION BUILDING

people

messaging

# MESSAGING



# THEME VERSUS MESSAGE

messaging

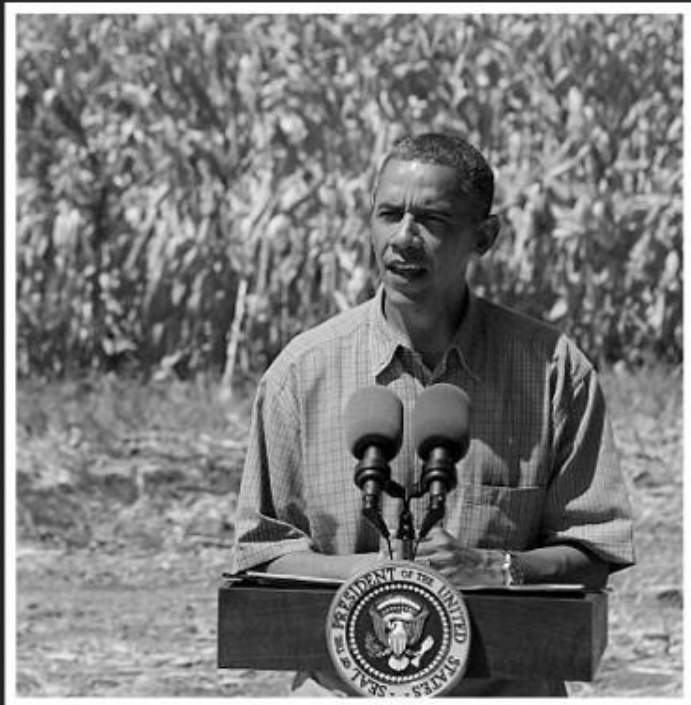


messaging

THEME

VS

MESSAGE





messaging

# LANGUAGE



# STORIES NOT STATS

messaging





messaging

**WHAT OR WHY?**

27

WORDS

9

SECONDS

3

POINTS

messaging

# PROBLEM, AGITATION, SOLUTION





# A/B TESTING

messaging

messaging

# STAYING ON MESSAGE



Yes. And...

messaging

**OPPOSITION**

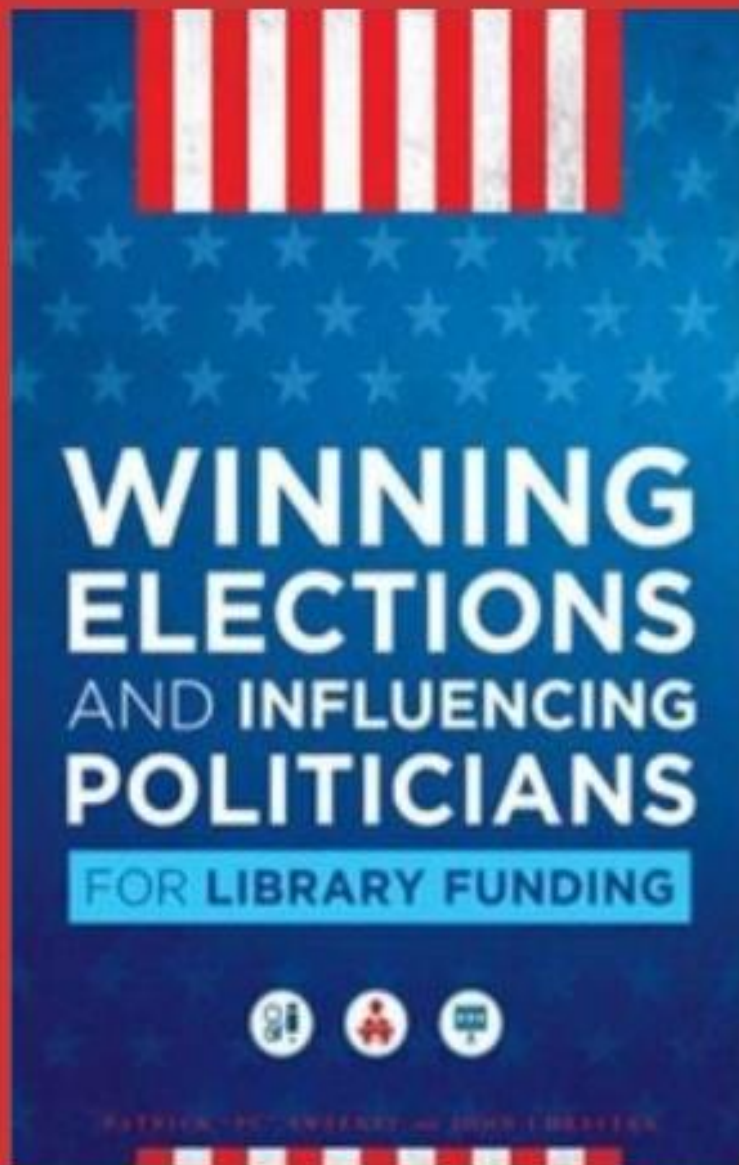


# TAKE ACTION

# NOW

- ▶ like us on Facebook
- ▶ [action.everylibrary.org](http://action.everylibrary.org)
- ▶ invite your friends





**Our latest book from ALA Editions and Neal-Schuman Publishing is an action-driven manual filled with easy to follow strategies. This book will guide ballot committees, librarians, trustees, and library advocates through the process of winning an election for funding their library.**

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