



# Effective Library Advocacy

with Kathy Pletcher & Connie Meyer

Wisconsin Library Association's

Library Development & Legislation Committee (LD&L)

Co-Chairs

# Our Presenters



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# What Is **Advocacy**?

**advocacy** noun

ad·vo·ca·cy | \ 'ad-və-kə-sē  \

## **Definition of *advocacy***

: the act or process of supporting a cause or proposal : the act or process of advocating (see [ADVOCATE](#) entry 2) something

// known for his *advocacy* of gay rights



Why **advocate** ?



*Unless someone like **you** cares a whole  
awful lot, nothing is going to get better,  
it's not.*

*~Dr. Seuss in **The Lorax***

## Advocacy versus lobbying

- ❖ **Advocacy** - Support for a particular cause or policy
- ❖ **Lobbying** - An advocacy tactic to influence specific legislation
- ❖ **Public Policy** - Laws, rules and funding priorities of government
- ❖ **Policymaker** - A person or entity that makes public policy

**\*Most advocacy tactics are not lobbying!**

Effective **advocacy** includes :

- ❖ Effective **leadership**
- ❖ Building **relationships**
- ❖ Mapping **influence**
- ❖ **Public speaking** & writing




Effective **leadership** includes:

- ❖ **Vision**
- ❖ **Clear, effective communication**
- ❖ **Effective listening**
- ❖ **Resiliency**





**Leadership:** Who are you and what is your vision?

- ❖ What is your style?
  - ❖ Introversiion/Extroversion trap
  - ❖ Know thyself
  - ❖ What do you offer our community?
- 



## **Relationships** - the foundation of advocacy

- ❖ Initiate
- ❖ Inquire
- ❖ Invest
- ❖ Influence


From MOR Associates Leadership Lessons at:

[http://morassociates.com/readings/MOR\\_Building\\_Relationships\\_Article.pdf](http://morassociates.com/readings/MOR_Building_Relationships_Article.pdf)





## Relationship building

- ❖ Face-to-face
  - ❖ Develop empathy
  - ❖ Making a “deposit” in your good will account
  - ❖ Be curious
  - ❖ Model trust
  - ❖ Be inclusive
  - ❖ Don't let conflicts fester
  - ❖ Be thankful, always
- 

## Who needs to be on our list?

- ❖ “Powers-that-be”
- ❖ Community leaders
- ❖ School Superintendent and board members
- ❖ Friends groups
- ❖ Citizen advocates - library lovers!
- ❖ Non-users
- ❖ Others?

## How can they help us?

- ❖ Donate money
- ❖ Exercise influence
- ❖ Support our strategies
- ❖ Provide people, power, materials, expertise
- ❖ Expand our connections/relationships/sphere of influence
- ❖ Collaboration as advocacy

## Mapping **influence**

- ❖ Stakeholders: who cares about this and why?
- ❖ Who can help us? Are you a member of [WLA](#)?
- ❖ Who might oppose and why?
- ❖ What resources/relationships do we have?
- ❖ What are we lacking; how do we get it?

**Stakeholder** driven



Downstreamers  
**Keep informed**

Key Players  
**Manage Closely**

Watch List  
**Monitor**

Casual Powers  
**Keep Satisfied**

**Influence**



# What Is **influence**?

To sway someone  
to take action  
toward a particular  
direction ...



# Four elements involved in exercising influence

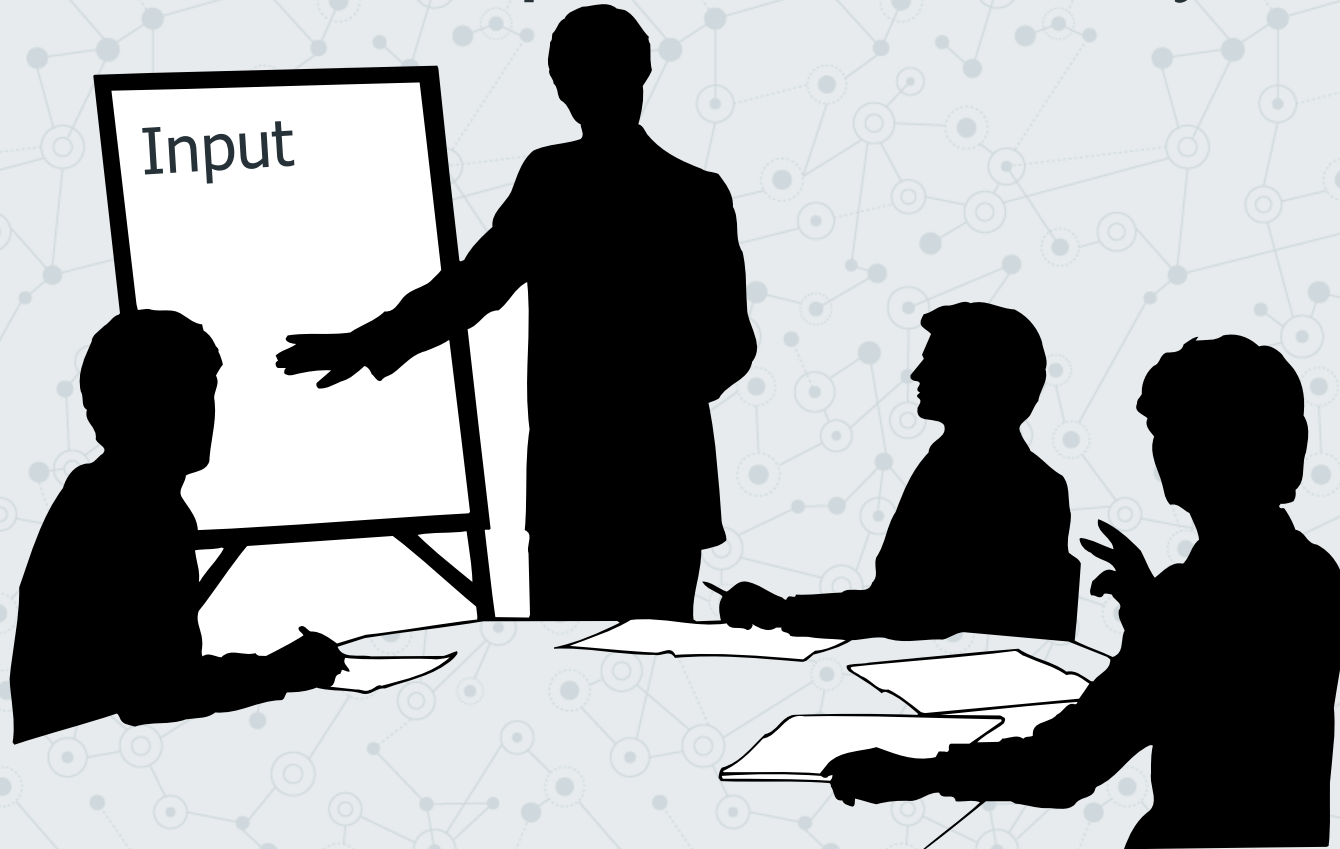


Strategy  
A.Vision  
B.Impact  
C.Logic



**Receptive** approach

**Inquire • Listen • Synthesize**





## Exercising **influence**

- ❖ What is your key message?
- ❖ Who is the target audience/individual?
- ❖ How can you tailor your message?
- ❖ What outcome do you want?
- ❖ What is your “ask”?

## Your **message**

- ❖ Short & simple (5-10 words)
- ❖ Repeat message (rule of 3)
- ❖ Key points to support message
- ❖ Why should they care?
- ❖ Hoped for outcomes?

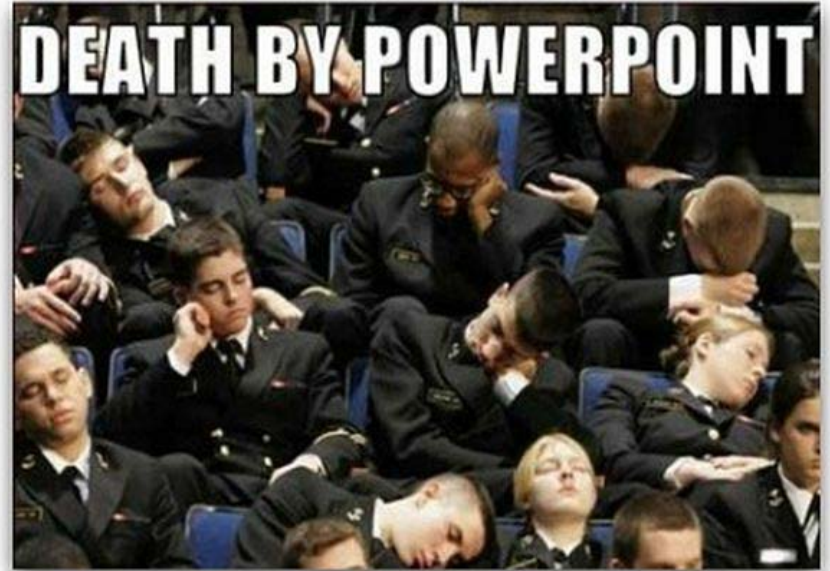
## Public speaking essentials

- ❖ Know your audience
- ❖ Know your purpose
- ❖ Tailor your message
- ❖ Practice, practice, practice
- ❖ Be confident
- ❖ Read your audience



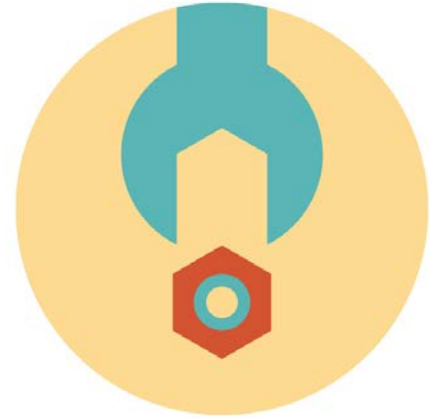
## Tips on presenting

- ❖ Use images
- ❖ Don't use text for everything!
- ❖ Going off script
- ❖ Be yourself
- ❖ Make it visually interesting



## Nuts and bolts of **practicing**

- ❖ Time your speech
- ❖ Read it aloud
- ❖ Reduce and simplify language
- ❖ Get **honest** feedback
- ❖ Finalize speech
- ❖ Transfer to note cards or
- ❖ Print in large font



## How to handle **questions**



- ❖ Listen and empathize
- ❖ Do not repeat negatives
- ❖ Reframe the question
- ❖ Be positive, honest, straightforward
- ❖ Admit if you don't know at this time & follow-up
- ❖ Know your role as a board member, refer questions



## Event **schmoozing**

- ❖ Be aware of your presence
- ❖ Smile, extend your hand, introduce yourself
- ❖ Listen and respond appropriately
- ❖ Leave a business card
- ❖ Collect a business card
- ❖ Send a thank you note



## Summarizing **advocacy**

- ❖ All politics are local
- ❖ Ongoing relationships are best
- ❖ Be respectful of their interests & time
- ❖ Be appreciative of any support/time
- ❖ Be informative
- ❖ Be strategic and opportunistic
- ❖ Be joyful about the library!

## Library Legislative Day


- ❖ Stay on message
- ❖ Tell YOUR story
- ❖ What's the call to action?
- ❖ How do I follow up?



<http://wla.wisconsinlibraries.org/legislative/legislative-day>



## Tips for **Everyday Advocacy**

- ❖ Who should I talk to?
  - ❖ What should I say? Be mindful about being non-partisan.
  - ❖ What's the call to action?
  - ❖ It's scary! How do I do this confidently?
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# Questions or Comments ?

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