

If you are in this session by mistake, please return to the main room and send a chat to Cindy so we can move you into the right room.

Articulating Your Library's Value Through Advocacy

**Presented by BreAnne Meier
Marketing Specialist
North Dakota State Library**

**Please use your microphone or the chat feature
to answer the following questions**



**WHAT IS
ADVOCACY?**



**WHAT ARE SOME WORDS OR
CONCEPTS THAT DESCRIBE
ADVOCACY?**

Definition of Advocacy

The act or process of supporting a cause or a proposal, such as supporting the library and the benefits it provides to the community.



Who can/should be your advocates?

ANYONE!

Library Staff/Volunteers

Library Users

Residents

Library Board Members

Friends Group

Community Leaders

Local Business Owners

Educators

**What activities
do you currently
do that support
advocacy?**



Community outreach



Public events



Letters to decision-makers



Meetings with community groups



Attending public budget meetings



Advertising



Public relations



Marketing

When should you advocate for your library?



**ALL THE
TIME!**



BUDGET



**COMMUNITY
EVENTS**



CRISIS

Where should you advocate for your library?

EVERYWHERE!

**Local
community
events**

**Schools and
Universities**

**City Council
Meetings**

Social Media

**Public
presentations**

**Local
businesses**

**Online
communities**

Why do you advocate?

To ensure that you have the needed resources so you can provide services to your community

Show why your library is relevant

Studies show that communities that have a library are successful communities.

Keep the importance of libraries at the forefront of all interested parties

Update the image of your library. It's more than "just books"

Promote the library's worth

How do you advocate?

Make Aware

Engage

Networking

Media

Data and Research

Letter-Writing

Ongoing communication

Newsletter

Public Awareness Campaign

Contact:

BreAnne Meier
Marketing Specialist
North Dakota State Library

bmeier@nd.gov

701-328-4656