



YOUR VOICE COUNTS

Anyone can speak up for your libraries—your voice counts! People who are passionate about providing access to information, literature, and lifelong learning have always been at the heart of the American library movement. This is true now more than ever, and citizens must use their voices to ensure our library legacy remains viable and fully funded. Library advocacy doesn't have to be complex; it can be as simple as telling others—at the grocery store, student union, bank, post office, or parties—why you value your library.

Target Your Audience

Who can help you achieve what you want? Once you know your goal and have identified the key message, brainstorm potential audiences.

For example, if your library enjoys strong support among senior citizens, they may be a primary audience for a ballot initiative on funding. Teachers and parents are vital to winning support for bigger school library budgets. Alumni may be an obvious audience for college and university libraries.

If you do not have good relationships with these groups and have enough lead time, you may want to start building those relationships now. If time is short, your funding is tight or if there is opposition by some groups, you may wish to target those who are most likely to be supportive.

Don't forget to include children, who can be especially effective when delivering a message to parents, grandparents, and the media.

Potential Target Audiences

External:

- Library users
- Donors and potential donors
- Elected officials
- Journalists
- Other librarians
- School board members

- Civic and neighborhood associations
- College students/alumni
- Professional associations
- Teachers and school administrators
- Children and teens
- Faculty/administrators
- Seniors
- Business community

Internal:

- Staff
- Trustees
- Volunteers
- Friends
- Advocates