

Advocacy for your Library: Passion. Purpose. Persuasion. People.

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LIBRARIES OF WASHINGTON STATE

Introduction

- Today's focus
- Educator/Activist/Advocate

What is advocacy

- Supporting a cause or proposal
- Using argument to do so

Why Advocacy?

- Turn passive support of libraries and librarians into educated action by stakeholders.

- Text originates from ALA Advocacy, A Framework for Planning for Future Activities. Prepared by Nancy Kranich.

What's required for effective advocacy?

- Passion
- Purpose
- Persuasion
- People

Why should you be an advocate?

- Ambassador of the brand
- Reinforcing other communication efforts
(advocacy, public relations and marketing ALL are story telling activities)
- Reinforcing community/customer experiences
- If the closest people to the cause don't do it: why should anyone else?

Advocacy as Inquiry: Asking the right questions

- What is the problem?
- Why is it a problem?
- What is our solution?
- What do we want?
- Who can give us what we want?
- Why should they do so? (Benefit to them, alignment with values, etc.)
- What do THEY need to know in order to take the action we want?
- Who is the best person to tell them our story?
- How can we get them to listen to that person(s)?

Problem/Solution

- What is the problem?
- What is the cause?
- How do we want to solve it?
- How is our solution going to address the broader needs (community values = constituency values)?

What do we want?

- Funding
- Public policy change
- Build political and public will
- Create library advocates

Who can give us what we want?

- Who needs to be engaged **and** take action to achieve goals?
- Identify their needs, interests, values and level of engagement
- Identify their channels of communication, trusted advisors, and willingness to act

Who can give us what we want?

- Legislators
- Administrators
- City or County Electeds
- Others?

Why should they take action?

- Benefit to them/their constituents
- Alignment with their values?
- Alignment with constituency values
(remember: customers = constituents)

What do they need to know to take the action we want?

Go back to the why ? Then explain **how** our plan:

- Benefits them/their constituents
- Aligns with their values
- Aligns with constituency values
(remember: customers = constituents)

What do they need to know to take the action we want?

Speak in the language of the listener.

- What? (problem)
- So what? (why and how solution remedies/pros + cons)
- Now what? (take the action)

Round 2:

- If not, THEN what? (reinforce the harm + benefit)

Who is the best person to tell our story?

- Chosen based on the needs of the audience
- Most direct pathways
- Most impacted parties
- Aligned with their values

How can we get them to listen?

- Direct Connections/Outreach
 - Meetings
 - Forums/Town Halls
 - Hearings
 - Letters / Email
 - Factsheets & Frequently Asked Questions
- Media as Channel **and** Influencer
 - Letters to the editor/Opinion Editorials
 - Editorial Board Visits
 - News and Feature

What's required for effective advocacy?

- Passion
- Purpose
- Persuasion
- People

Why advocacy? What marketing? Why communication?

- To preserve and evolve
- To reach out and grow
- To deliver on mission

Why you?

- First line of defense
- Most invested community leaders
- Most influential community stewards



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