

Timberland Regional Library

Message Framework and Value Themes

Advocacy messages are most effective when they follow a logical sequence that begins with the ways in which the library impacts the things a community already values. It is difficult if not impossible to persuade an individual or a community to adopt a new value. Instead, we must understand how what we are advocating for (in this case, libraries) connects to the things that people already value.

The sequence below takes the audience logically through a common framework for building effective arguments that begins with identifying how the library supports key community values and ends with a specific call to action. Complete messages appear on the next page.

1. **Value themes:** these messages describe how the library impacts/benefits the things a community already values. To assure the broadest application possible, this toolkit is focused on the four most broadly held community value areas: community vitality and stability, education/lifelong learning, health and wellbeing, economic health/return on investment.
2. **Benefit:** these messages describe what the community receives as a result of supporting the library.
3. **Call to action:** these messages ask the audience to take action. Depending on the audience, these messages can be more powerful when delivered face to face.

One major advantage of this kind of framework is that the value themes in number one stay consistent over time so all your communication efforts reinforce those themes. The needs, cost, benefit and call to action can (and should) evolve as your library continues to respond to your communities evolving demographics.

During a campaign this frame is expanded as follows:

1. **Value themes:** these messages describe how the library impacts/benefits the things a community already values. To assure the broadest application possible, this toolkit is focused on the four most broadly held community value areas: community vitality and stability, education/lifelong learning, health and wellbeing, economic health/return on investment.
 2. **Need:** these messages define what is needed for the library to meet community expectations.
 3. **Cost:** these messages define the cost (in household terms).
 4. **Benefit:** these messages describe what the community receives as a result of supporting the library.
 5. **Call to action:** these messages ask the audience to take action. Depending on the audience, these messages can be more powerful when delivered face to face.
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<p>Primary theme:</p> <p>Timberland Regional Library helps create vital, stable, livable communities. (every story you tell should link somehow back to this theme)</p>	
<p>Supporting themes:</p> <p>Education:</p> <p>Timberland Regional Library is an essential resource for the education and lifelong learning of community residents and meets a critical community need at a time when investment in education is shrinking.</p> <ul style="list-style-type: none"> ● Education resources ● Literacy 	<p>Illustration:</p> <ul style="list-style-type: none"> ● Parent/teacher resources and collection ● Hands-on age appropriate activities ● Books, Videos, DVDs, CD ROMs ● Websites ● Test proctoring ● Test preparation database ● Homework help databases ● Tutoring space ● Family story times (early learning; family) ● Test study guides ● Outreach to schools ● College and career guides ● Class visits ● Curriculum support ● Elder hostile information ● ELL materials ● Grant funded parent education class ● Computer instruction courses ● Opportunity for curriculum development ● Internet ● We are teachers to the community ● Place to learn about issues, become informed citizens and consumers ● Window to the world ● We open eyes, doors, minds ● Support the parents role in children's education through <ul style="list-style-type: none"> ○ The materials we provide ○ The programs ○ The partnerships ○ Model for the parents to read for children

	<ul style="list-style-type: none"> ○ Parents are active participants in story time ○ Support the parent as the first teach of their children
<p>Primary theme:</p> <p style="text-align: center;">Timberland Regional Library helps create vital, stable, livable communities. (every story you tell should link somehow back to this theme)</p>	
<p>Supporting themes:</p>	<p>Illustration:</p>
<p>Community:</p> <p>Timberland Regional Library is a literal and figurative center of neighborhood, cities and counties.</p> <ul style="list-style-type: none"> ● Gathering place ● Education (Resource) ● Recreation ● Business 	<ul style="list-style-type: none"> ● Offer meeting facilities ● Gathering place, focal point ● Local happenings, events, fax information, etc (information hub) ● Volunteer opportunities ● Community service opportunity ● Places to sit ● Place to hang out ● Unconditional acceptance of people ● Belonging ● Internet ● Programs and events for children, teens and adults ● Entertainment center ● Cultural community ● Learn a new hobby ● Place to learn about issues, become informed citizens and consumers ● Social networking ● Opportunity for partnership
<p>Health:</p> <p>Timberland Regional Library helps residents live healthier lives by providing access to health information that enables community members to be better advocates for their own health and well being. For some residents we are the only health information resource.</p> <ul style="list-style-type: none"> ● Vital health information 	<ul style="list-style-type: none"> ● Health databases ● Books, Videos, Magazines ● Programs, speakers ● Medicare information ● Beautiful space for people to explore ● Public quality space ● Exercise videos ● Nutrition information ● Internet

<ul style="list-style-type: none"> • Create better advocates for personal health • For some, the only health information 	<ul style="list-style-type: none"> • We have drug manuals (tells you what the drug is and what it does) • Volunteer opportunity • Place to connect with others • Mental, Physical • Behavioral • Spiritual
<p>Primary theme:</p> <p>Timberland Regional Library helps create vital, stable, livable communities. (every story you tell should link somehow back to this theme)</p>	
<p>Supporting themes:</p> <p>Economy:</p> <p>Timberland Regional Library is a valuable resource to our business community and helps that support the vitality and economic health of our community.</p> <p>Timberland Regional Library delivers an excellent return on community investment.</p>	<p>Illustration:</p> <ul style="list-style-type: none"> • Education and job information centers • Resume templates • Career databases • Jobs • Sample business plans • Tax forms and information • Investment information • Computers/computer classes • Internet • We are consumers ourselves • Public \$ = good things for you • We return your investment back to you • Access to business information • Opportunity for partnerships • Information re: business <ul style="list-style-type: none"> ○ Market information
<p>Call to Action:</p> <ul style="list-style-type: none"> • Sign-up • Volunteer • Be an advocate • Be a messenger • (Reference the Audience Matrix) 	