

MESSAGE ▶ STRATEGY ▶ RESULTS

**COMMUNICATION SERVICES** → SINCE 1984

## Positioning Your Library As An Essential Service: Marketing, PR and Advocacy

Presented by Libby Post, President  
Communication Services  
for the Westchester Library System

BRANDING  
STRATEGIC  
COMMUNICATIONS  
MARKETING  
GRAPHIC DESIGN  
and WEB DESIGN

LIBRARIES

ADVOCACY

HEALTHCARE

NOT-FOR-PROFIT

MESSAGE : WHAT YOU SAY > STRATEGY : HOW YOU SAY IT > RESULTS : THEY SPEAK FOR THEMSELVES!

## Who You're Learning With

- Libby Post, President/CEO of Communication Services
- Work with libraries in NY and NJ on branding and building referendums, budget votes and charter changes
- Train library directors and library boards on how to run successful campaigns

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## Libraries We've Worked With

- Diver Library
- Elting Memorial Library
- Fairport Public Library
- Finkelstein Memorial Library
- Goshen Public Library
- Grinnell Library
- Highland Public Library
- Hudson Association Library
- Irondequoit Public Library
- Jervis Public Library
- LaGrange Library
- Lewisboro Library
- Penn Yan Public Library
- Pawling Library
- RCS Community Library
- Salina Free Library
- Saugerties Public Library
- Wallkill Public Library
- White Plains Public Library
- Woodstock Public Library

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## Library System Training

- Division of Library Development, NYSED
- Mid-Hudson Library System
- Mohawk Valley Library System
- Monroe County Library System
- Nassau Library System
- New York Library Association
- New Jersey Library Association
- Nioga Library System
- North Country Library System
- Onondaga County Public Library System
- Palmer Institute for Public Library Org. and Mgt.
- Ramapo Catskill Library System
- Suffolk Cooperative Library System
- Upper Hudson Library System
- Westchester Library System

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# What Today Is All About

- Discussion of how to position your library as an essential service
- Your library's relationship between marketing and public relations
- Why staff and trustees must be advocates for their library
- Making the Library a political plus for your local elected officials and being more effective

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# These Are Not Ordinary Times

**CNN.com /US**  
updated 12:16 p.m. EST, Sat February 28, 2009

## Hard economic times a boon for libraries

By Kristine Yates  
CNN

(CNN) — Rebecca Hodges, who's been unemployed for a year, sat down at a computer in New York.



Hodges is not an avid reader. Computers in public reading areas once dominated by online catalog searches are now booked by laid-off library is a way to look up job as workers filing unemployment claims, completing resumes and applying electronically for local jobs.

"It helps me research the different companies and how the different industries work, and what's all involved with different industries in terms of what jobs there are," she said.

In times of recession, people take free services, and going to the most popular.

"I think people are just realizing information there is and they do going to their local libraries better."

Spared by free services, people are heading to libraries, such as this one in Chicago, Illinois, in record numbers.

**timesunion.com**

## A new twist on old story

Economic downturn sends job seekers to library in search of help

By PAUL GRONDAHL, Staff writer  
Click byline for more stories by writer.  
First published: Friday, January 2, 2009

ALBANY — In these tough economic times, with record numbers of layoffs, librarians are being called upon to add a new duty not taught in library school: unemployment counseling.

**Newsday.com**

## A new hot spot for job hunters -- the library

Libraries nationwide are reporting heavy use of services, including job-hunting clinics

BY GARY DYMSKI  
[gary.dymski@newsday.com](mailto:gary.dymski@newsday.com)  
January 26, 2009

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## These Are Not Ordinary Times



- Library Use is Skyrocketing Because of the Economic Downturn

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## What Libraries Do To Help

- Less than 44% of top 100 US retailers accept in-store applications
  - People come to the library, use public computers, apply for jobs
- An overwhelming majority of NY's libraries are helping people search for jobs and access public assistance
  - 1/09 NYLA survey found that over 80% of NY's libraries had helped a patron apply for a job online

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## What Libraries Do To Help

- Borrowing from collections saves people money
  - Americans visited 1.3 billion times, check out 2.1 billion items

[www.masslib.org/LibraryValue.html](http://www.masslib.org/LibraryValue.html)

**Library Value Calculator**

How valuable is your local library? Use this handy library value calculator, created by the Massachusetts Library Association.

How valuable is your local library? Use this handy Library Value Calculator, created by the Massachusetts Library Association.

Value of Library Services

Your Use	Library Service	Value of Service
3	Books Borrowed	\$51.00
1	Magazines Borrowed	\$5.00
2	Movies Borrowed	\$8.00
	Audio Books Borrowed	\$0.00
	Museum Passes Borrowed	\$0.00
4	Magazine Use in Library	\$8.00
2	Interlibrary Loan	\$50.00
	Meeting Room Use per Hour	\$0.00
	Auditorium Use per Hour	\$0.00
1	Adult Programs and Classes Attended	\$15.00
	Children's Programs Attended	\$0.00
2	Hours of Computer Use (i.e., Internet, MS Word, etc.)	\$24.00
	Newspapers Viewed Online	\$0.00
	Use of Other Database Searching like MARVEL!	\$0.00
	Reference Questions Asked	\$0.00

Calculate The Value of Your Library Use    Clear Form    **\$161.00**

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## What Libraries Do To Help

- Libraries demonstrate a great public service return on investment
- ROI calculator at the MHLS site
  - [www.midhudson.org/admin/eco\\_impact.htm](http://www.midhudson.org/admin/eco_impact.htm)
- Using it we've found
  - Jervis in Rome, NY has a \$1:\$6 PSROI
  - Pawling Library has a \$1:\$5.68 PSROI
  - Hudson Area Library has a \$1:\$8 PSROI

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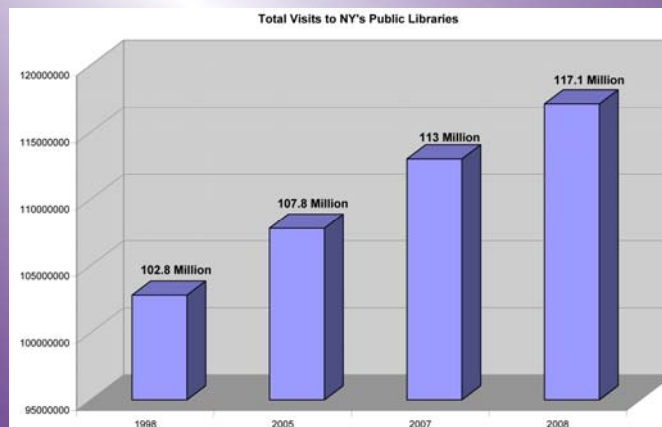
## What Libraries Do To Help

- Not just hardware, also expertise
  - Google gives patron 50,000 responses
  - Librarian give patrons help in finding the one answer they need
- Most effective use of all public services
- **Serve 2/3 of the public using less than 2% of all tax dollars**

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## What Libraries Do To Help

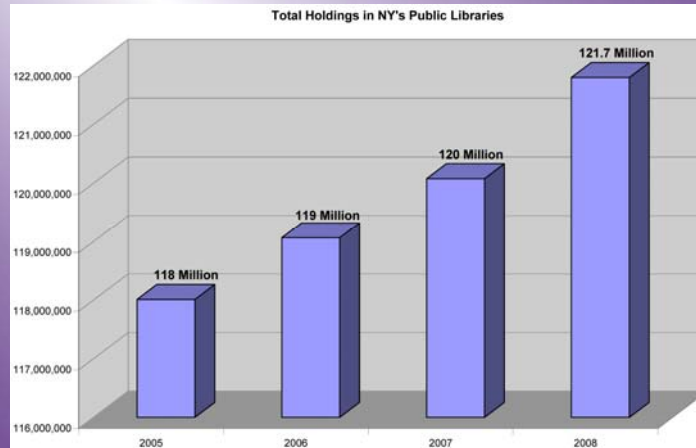


Data from 1998, 2005, 2007 and 2008 *Annual Reports for Public and Association Libraries*, New York State Library

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# What Libraries Do To Help

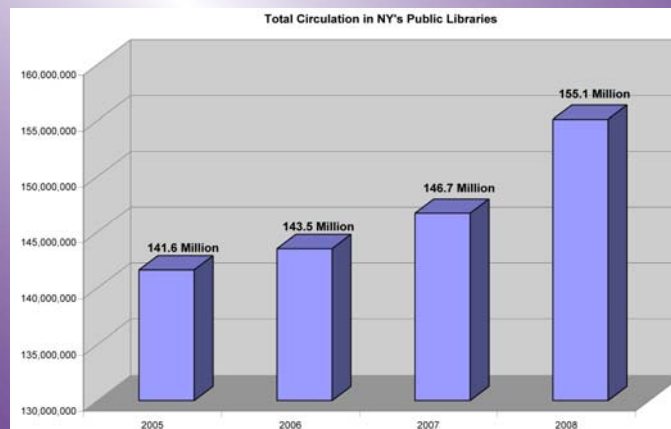


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# What Libraries Do To Help



Data from 2005-2008 Annual Reports for Public and Association Libraries, New York State Library

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## What Libraries Do To Help

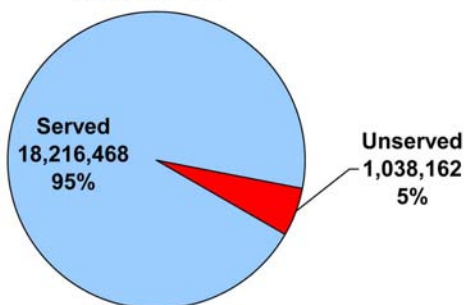
- What do the 2007 and 2008 stats tell us?
  - 4 million more visits
  - Despite economy, we added over 1 million items to our holdings
  - 8.4 million more items circulated
- People are relying on their libraries more than ever before

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## What Libraries Do To Help

Number of People Served by a Local Public Library  
Versus Number Unserved  
New York State, 2005\*



\*Unserved is defined as living outside the boundaries of a chartered public or association library. Data from the New York State Library, and the 2005 Population Estimates by the U.S. Census Bureau.

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# So, What Do Libraries Do To Tell Their Story?

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# Branding, Marketing and Strategic Communication

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## What Do They Help Me Do?

- Establish the library as an “essential service” in the community
- Market the library using emotional branding methods
- Have the library be a reflection of your community
- Advocate for library while building community support

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## What Do We Mean By “Essential Service?”



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## What Does Advocacy Have To Do With It?

- If you don't speak out on behalf of the library, why should anyone else?
- As staff and trustees, need to make connections throughout the community to reinforce library as an essential service
- Community leaders, elected officials, PTA moms
- Not politicians, advocates
- Advocacy is the tool citizens use in our democracy to bring about improvements.

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## What is Branding?

- Integral part of marketing
- Sets libraries apart from other public institutions
- Sum total of all attitudes, perceptions and beliefs about your library
- Emotional branding:
  - Love
  - Hate
  - Hope
  - Fear
- Libraries give people hope, a sense of community, a long life of learning

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## What is Marketing?

- All activities geared to raising the identity and use of the library
- **Libraries need to market**
  - Reinforces position as an essential service for the community
  - Reinforces that libraries are very relevant and haven't been replaced by the internet
  - Positions library to garner community support for voter initiatives

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## Examine your strengths & weaknesses: SWOT session

- INTERNAL
  - Strengths
  - Weaknesses
- EXPLORE
  - People
    - Staff
    - Board
    - Patrons
  - Programs and Services
- EXTERNAL
  - Opportunities
  - Threats
- EXPLORE
  - **Position** of the library in the community
  - What **values** the library stands for in the community?
  - What's **important** to the community above and beyond the library?
  - How does the library impact **quality of life**?

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## Developing Your Message

- VALUES are important!
- Values tell us that an issue matters.
  - Draw residents in on an emotional level
  - Using emotional branding along with values is a powerful combination
- Values are the basis of advocacy efforts

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## Developing Your Message

- Draw people in on an emotional level
  - Appeals to positive emotions of love and hope
    - What's in it for them (WIIFM)
    - What's in it for their families (WIIFMF)
- Speak to people in ways that reflect their values and show how their values align with the library's values
- Always maintaining the “essential service” theme

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## Developing Your Message

- Spur residents to action
  - Provide them with a sense of ownership (Yeah, it's my library!)
- Respect Taxpayers
- Answer negatives by reframing issue along library's value system

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## Developing Your Message

- Values and Emotional Branding
  - A great combination
  - You define the library, you define the emotional tie, you define the value
  - You communicate forcefully, straightforward, with conviction and by using the common everyday language of your values.

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## Developing Your Message

- |                      |                     |
|----------------------|---------------------|
| • Empathy/compassion | • Responsibility    |
| • Strength           | • Protection        |
| • Fairness           | • Opportunity       |
| • Fulfillment        | • Freedom           |
| • Education          | • Community         |
| • Prosperity         | • Cooperation       |
| • Service            | • Honesty           |
| • Trust              | • Creativity        |
| • Open Communication | • Equal Opportunity |

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## Developing Your Message

- Message Box

What we are saying about ourselves	What they are saying about themselves
What we are saying about them	What they are saying about us

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## Message Box

- Message sample: Paul Wellstone's 2002 Senatorial Race

Wellstone on Wellstone: You can count on Paul to fight for you	Coleman on Coleman: He brings people together to get things done
Wellstone on Coleman: He won't be on your side when it counts	Coleman on Wellstone: He fights with everybody and doesn't get the job done

Wellstone's response: It's true, I don't get things done for big corporate interests and lobbyists, but they don't need my help. I'm on the side of the rest of Minnesotans.

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## Message Box

What Library Says About Itself	What the anti-tax people say about themselves
Strong library= Prospering community	We know what the community needs
<ul style="list-style-type: none"> <li>• Opportunity: open 6 days a week</li> <li>• Freedom: X people borrowed X amount of books, cds, etc.</li> </ul>	

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## Message Box

Library on Anti-Tax	Anti-Tax on Library
Anti-library=anti-family, anti-children, anti-senior	Waste of taxpayer money
<ul style="list-style-type: none"> <li>• library fosters community</li> <li>• library provides great dividends on tax dollars</li> <li>• library provides opportunity for all</li> </ul>	<ul style="list-style-type: none"> <li>• Why should I pay if I don't use it</li> </ul>

Library's response: Community loves the library. Mother's bring their children here, it's a place for families, seniors use it. X items checked out, Y have cards.

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## Developing Your Message

- Bold, clear, concise
- Articulate values that patrons and community members will relate to
- People identify with values
  - not always the same as their self-interest
- Leave people empowered to act—  
Supporting Your Library!

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## Marketing Tools

- Social Marketing
- User friendly, easy to navigate website
- E-mails newsletters
- Newsletters
- Bookmarks
- Posters
- Post Cards
- Branded clothing
- Outstanding Customer Service
- Name tags
- Message on Hold
- Signage
- PowerPoint presentations
- Displays
- Public Relations

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## Do We Have to Have . . .

- Facebook?
  - Absolutely
- MySpace
  - For Tweens and Teens
- Twitter?
  - Would be helpful
- YouTube
  - Why not?

**Not utilizing social media in the 21<sup>st</sup> Century is like not having a website in the 1990s. It screams—the library is out of touch, out of synch, not technologically with it!**

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## Social Marketing/Networking

- Enables you to build an online base
- Interactive
  - Ask what new books they want
  - Answer community wide questions
- Link back to blogs, websites
- Provide forum for community to provide feedback
- Create an online community for the library

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## Use Your Annual Report

- Constantly remind the public what you do
  - How many people came through your doors
  - How many items were checked out
  - How many programs were held
  - How many people used public access computers

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## Use Your Annual Report

- Make the connection between the numbers and your message
  - We help people in times of economic stress
  - Free Services
  - Go back to the beginning of presentation, how does your library fit the bill?

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## Developing Your Message

- In 1992, when James Carville ran Bill Clinton's first presidential campaign the following phrase was on the white board

# KISS

**Keep It Simple Stupid**

**Don't over think.  
Remember who your audience is.**

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## Case Study: Pawling Library

*Association Library, chartered to serve the Town of Pawling*

- Was getting \$200,000 from the Town
- Town was cutting \$30,000
- Library was depleting its reserve in order to balance the budget which was closer to \$300,000
- Needed to go to the voters
  - Asked for \$360,000 annually

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## Case Study: Pawling Library

- Conducted a series of focus groups
- Culled information
- Presented library board with findings and strategy to move forward

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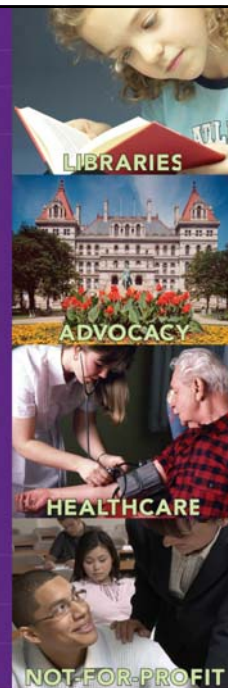
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## Pawling Free Library Branding Report

Presented by  
Libby Post and Terry Tyson  
June 29, 2009

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and WEB DESIGN



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## What We've Done So Far

- Meetings with the board
  - What to expect during the campaign workshop
- Working with Holly on 414 organization
- Focus Groups
  - Adults
  - Board
  - Community Leaders
  - Retirees
  - Volunteers
  - Moms

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## Focus Group Questions

- What values does the library represent to the community?
- What are the Strengths/Weaknesses of the people involved in the library?
  - Staff
  - Board
  - Patron

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## Focus Group Questions

- What are the strengths/weaknesses of the library's programs and services?
- What is important to the community (above and beyond the library)?
- How does the library impact Pawling's quality of life?
- What is the position of the library in the community?

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## Values

- Education
- Sense of community
- Lifelong learning
- Open and welcoming
- Resource that saves money
- What does it say about a community that doesn't have a library?
- Courteous service
- Literacy
- A meeting place
- Inclusive
- Egalitarian
- Sharing

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## People Strengths: Staff

- Bob has made substantial improvements to the library in terms of staffing and programming
- Friendly/helpful
- Fun
- Knowledgeable

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► RESULTS : THEY SPEAK FOR THEMSELVES!

## People Strengths: Staff

- Care about library's future
- Dedicated and resourceful
- Professional

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## People Strengths: Board

- Dedicated
- Wants to do a good job
- Genuine
- Caring
- Community-Service Oriented
- Hardworking
- Diverse skill base
- Passionate about literacy and books
- Cares about library's future

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## People Strengths: Patrons

- Curious
- Supportive
- Mostly regulars
- Diverse users
- Go away happy
- Care about library's future

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## People Weaknesses: Staff

- Don't all share same level of computer literacy
- Slow to accept change
- Not yet cohesive
- Lack initiative
- Don't know board
- No YA/Adult Collections Librarian
- Not enough staff

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## People Weaknesses: Board

- Tends to micromanage
- Not stable, frequent turnover
- Not reflective of community
- Inconsistent commitment
- Not well known in the community
- Too many personal agendas at play

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## Program and Services Strengths

- Large variety of programming
- Centrally located in village/community crossroads
- Building is attractive and soothing
- Inter-library loan
- Upgraded computers
- Good publicity about community events
- Book fair
- Children's programs and collections are strong
- Strong local history collection

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## Programs and Services Strengths

- Good use of space
- Wi-Fi
- Web Services
- Website
- Walking distance

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## Programs and Services Weaknesses

- Small space
- Closed Monday
- Lack of night hours
- Poor sight lines in building
- No tween/teen programs
- No plan for use of yellow annex
- No quiet space for programs
- No public transportation
- No reading room
- Limited parking
- Stay in village, move off Broad St.
- Expand services and collections

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## What is Important to the Community

- Sense of place
- Small town feel
- Taking care of each other
- Beautification of village
- Image/identity: history, tradition, heritage
- Education: School budget never defeated
- Split between newcomers and old timers
- Quality of life

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## Quality of Life

- Provides for all who want
- Everyone is equal/Great equalizer
- Library is a reflection of the community:
- What kind of town doesn't have a library?

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## Quality of Life

- Community Crossroads/Gathering place
- Reinforces education
  - Opens pre-schoolers' minds in preparation for school
  - Gets kids reading
  - Opens up new avenues
  - Scratch your itch at the library
- Almost only game in town: Scouts, fire, sports
- Safe place/Sanctuary

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## Library's Position

- Extremely useful
- Convenient
- Good educational resource
- Reflects the dignity of the community
- Covers all ages
- Improving
- Safe haven for YA
- Important, especially in a recession
- Family center
- Fits with “walking community” theme
- Drain on resources
- Not yet top of mind

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## Positive Conclusions

- Bob has made a tremendous difference in how the library is perceived
- Community crossroads/center of town
- Those who use it, love it
- Good educational resource
- Community would be lost without it
- Adds to quality of life

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## Negative Conclusions

- Some who don't use it, consider it a drain on resources
- Board is not well known
- Library only benefits a percentage of the community
- It's simply the building across from the Post Office
- Space hampers programming

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## Organizational Recommendations

- Staff
  - Needs to be willing to try new approaches
  - Needs to be open to continuing education for themselves
  - Needs to improve technical skills
  - Needs to market library

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## Organizational Recommendations

- Board
  - Must be more visible in community
  - Must embrace library's mission
  - Must project idea that library is more than just books
  - Must bring governance in order
    - Board terms, review and update bylaws
  - Must show community it is financially savvy

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## Pawling's Brand Essence

- Community crossroads/bringing the community together
  - Pawling sees itself as a community that
    - “takes care of its own”
    - “provides for all who want”
    - “encourages positive thinking”
    - “exhibits a good heart as a community”
    - “comes together to find solutions”

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## Pawling's Brand Essence

- Community Crossroads
  - Pawling values the library as a place that is
    - Safe for teens
    - Walkable for children and seniors
    - A gathering place
    - A family center
    - One of the few community program providers
    - At the center of the village

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## Branding Recommendation

- New tagline: **Come Grow With Us**
  - Reflects the community's
    - Belief in education and lifelong learning
    - Passion for nature/gardening/town beautification
  - Reflects the library's commitment to enhancing programs, services and the building it calls home
  - Sends a message that the community has a role to play in strengthening the library

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## Branding Recommendation

- Core messages: Pawling Library is the community's crossroad where
  - Children come to learn and grow
  - Adults come to expand their horizons
  - Families come to have fun

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## Branding Recommendation

- Drop “Free” from your name when marketing
  - It is not true—you’re asking people to pay more in taxes—and many of the libraries that keep “free” in their names run into trouble politically

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## Branding Recommendation

- Decide on new logo
- Revamp marketing materials to reflect new brand, logo and graphic standards
- Use graphic standards for all print and web marketing
- Develop a branding campaign that reflects the community

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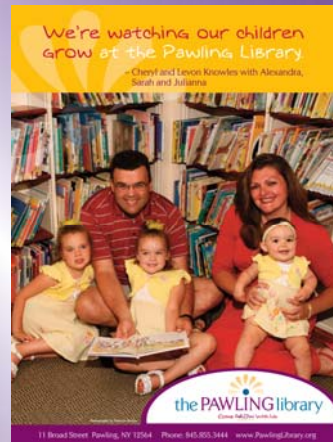
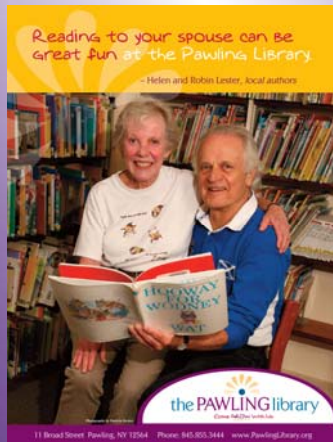
## New Logo



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## Marketing Materials



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## Marketing Materials



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## 414 Vote Yes Materials

**We want to keep doing what we do.  
But, we need your help.**



**VOTE YES** On the Pawling Library's  
Ballot Proposition

**Tuesday, November 3rd**  
Polls Open from 6 a.m.-9 p.m.

For more information on the ballot proposition,  
go to [www.voteyesforourlibrary.org/pawling](http://www.voteyesforourlibrary.org/pawling)

Paid for by the  
Pawling Library Foundation  
PO Box 508  
Pawling, NY 12564

POSTAGE  
PAID  
Permit No. 8804  
Newburgh, NY



**What You Can Discover  
at the Pawling Library**

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## 414 Vote Yes Materials

**FOR JUST \$1.00 MORE PER WEEK\***  
you'll be able to fully fund The Pawling Library and

- Open for 4 hours on Sunday
- Add new staff to develop tween/teen programming
- Enhance the entire young adult collection
- Add more family programming such as a Family Game Night and Library Mystery Nights
- Add a Library drop box in the Holmes/Whaley Lake area

**We're not asking for a lot of money—  
just \$1\* a week more when you VOTE YES  
on Pawling's ballot proposition.**


\* on the average assessed home value of \$125,200

**VOTE YES** On the Pawling Library's Ballot Proposition  
**Tuesday, November 3rd**  
Polls Open from 6 a.m.-9 p.m.

For more information on the ballot proposition, go to  
[www.voteyesforourlibrary.org/pawling](http://www.voteyesforourlibrary.org/pawling)

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Pawling, NY 12564

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# 414 Vote Yes Materials




**Is \$1 a week more too much to ask for a fully-funded Pawling Library?**

On Election Day, Tuesday, November 3rd, you'll have the opportunity to strengthen the Pawling Library by voting on the ballot proposition that would enhance the library's community-based funding.

The Library has been meeting steadily with great difficulty. It costs the Library \$214,000 a year to just operate at the current level. We only receive \$200,000 from the Town of Pawling - \$14,000 of that comes from a ballot proposition our community approved in 2007. The balance - \$200,000 - comes as a direct appropriation from the Town. We've been told that the \$20,000 is being cut from the Town's budget.

So you may ask, how does the Library function when our operating costs far exceed our "Town revenue"? We've been spending down our reserve fund to balance the budget for the past several years and to make essential repairs to both the library and the Yellow House Building. There's just not enough in the reserve fund to balance the budget moving forward.

That's why we're asking you, the Pawling taxpayers, to support the Library's ballot proposition on Election Day. Your share of the proposition is based on the assessment of your property. The average assessment for the Town of Pawling is \$138,000 (34% of the market value). If passed, you would literally be paying \$1 a week more to help fund the library - just \$60 a year.

**If you approve the proposition, Pawling Library will be able to:**

- Open for 12 hours per day
- Add new staff to develop leadership programming
- Enhance the entire young adult collection
- Add more family programming both in a Family Game Night and Library Mystery Night
- Add a Library story hour in the Yellow House Lake area
- Reduce the Library's carbon footprint by replacing the present equipment and software (which) system with a new energy efficient system that will save the Library money by decreasing our energy costs.

**If the proposition does not pass, the Library will be forced to make substantial cuts to its programs and services including:**

- No new materials purchases - no new books, CDs, DVDs, computer programs, periodical subscriptions
- Eliminate all program offerings
- Close the Yellow House Annex
- Cut services hours - Library will only be open 28 hours per week
- Institute a fee for all inter-library loans
- Fire 8 staff members and operate with just a director, a full-time circulation desk person and one part-timer

**Please VOTE for the Pawling Library's Ballot Proposition on Election Day, Tuesday, November 3rd.**

Polls are open from 6 a.m. to 9 p.m. You vote at your usual polling place. If you need an absentee ballot, call the Dutchess County Board of Elections at 845-486-2473. You can also go online to [www.dutchess.ny.gov](http://www.dutchess.ny.gov) to download an absentee ballot application.

[www.voteyesforourlibrary.org/pawling](http://www.voteyesforourlibrary.org/pawling)

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## Our Upcoming Ballot Proposition



## Facts, Figures and the Fine Print



## **The Pawling Library Is Growing: 2008 Statistics**

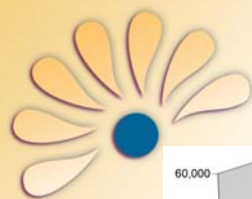
- 6,026 registered patrons
- 54,629 library visits
- 32,894 items in our collection
- 2,528 people attended 256 programs
- 80 children registered for our summer reading program
- 530 children attended summer programs



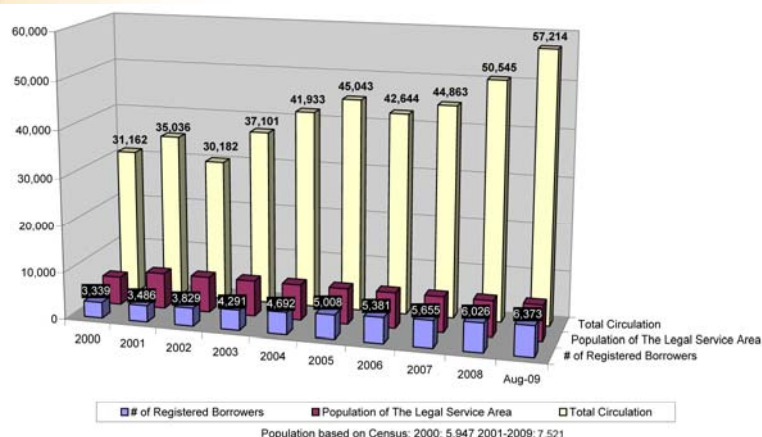
## **The Pawling Library Is Growing: 2008 Statistics**

- 34,902 books circulated
- 12,973 DVDs circulated
- 36,377 reference questions answered
- 20,520 public computer users
- Provided 7,396 items to Interlibrary Loan
- Received 9,714 items from ILL





## Circulation Growth: Jan. 2000-August 2009



Come GARDen With Us



## Public Service Return on Investment

- The value of the Library's programs and services is **\$1,135,910.50**
- For every tax dollar invested in the Library, the community receives a **Public Service Return on Investment of \$7.48**
- Hard to get that level of return anywhere these days

Come GARDen With Us



## **We Want To Keep Growing . . . But**

- It costs \$316,000 annually to run the Library
  - Not including any improvements or repairs to the main building or the Yellow Annex
- The Library only receives \$200,000
  - \$170,000 from a ballot proposition passed in 2001
  - \$30,000 as a direct appropriation from the Town



## **We Want To Keep Growing . . . But**

- The Library has been using its reserve fund to balance the budget and make needed repairs to both buildings
- The Town will no longer be making a direct appropriation
- By the end of 2009, the Library will not be able to balance its budget







## The Ballot Proposition

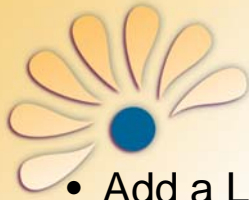
- On Election Day, Tuesday, November 3<sup>rd</sup>, there will be a proposition on the ballot to increase community support for the Library
- For the average household assessment of \$135,200 (31% of FMV), families will pay no more than an additional \$1 a week (\$52/year) to support the Library



## If the Proposition Passes the Library Will:

- Open 4 hours on Sunday
- Add new staff to develop tween/teen programming
- Enhance the entire young adult collection
- Add more family programming such as Family Game Night and Library Mystery Nights





### **If the Proposition Passes the Library Will:**

- Add a Library drop box in the Holmes/Whaley Lake area
- Make the Library greener by replacing our expensive and inefficient HVAC system with a new energy efficient system that will decrease the Library's energy costs and consumption



### **If the Proposition Fails the Library Will Be Forced To:**

- Cut out new materials purchases—no new books, CDs, DVDs, computer programs, periodical subscriptions
- Eliminate all programming
- Close the Yellow Annex
- Cut Library hours back to 35/week—no Saturday hours





## **If the Proposition Fails the Library Will Be Forced To:**

- Institute an Inter-Library Loan Fee
- Fire 8 staff members and operate with just a director, a full time circulation clerk and one part time employee



## **Proposition Wrap-Up**

- On average, \$1/day or \$7/week or \$52/year increase
  - Enhance programs and services
  - Increase hours
- Without increase the Library will be a hollow shell of its former self
  - No programs, no new materials, no growth



## Don't Forget To Vote!

- Election Day, Tuesday, November 3<sup>rd</sup>
- Your usual polling place
- Polls open from 6 a.m. to 9 p.m.
- Please look for the ballot proposition
- Can download an absentee ballot, if needed, at [www.dutchesselections.com](http://www.dutchesselections.com)



## Thank You

- We appreciate your feedback.
  - [director@pawlinglibrary.org](mailto:director@pawlinglibrary.org)
  - 855-3444



## Pawling's Voter Outreach

- Voter Identification
  - 2 rounds of “can we count on your support calls”
  - 1 round of GOTV calls reminding just the supporters to come out and vote

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## Pawling Results

- 414 Vote held on Election Day 2009
- Won with 68% of the vote

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## Case Study: Saugerties Public Library

*Special Legislative District Public Library, service pop. 19,868*

- Needed to raise the identity of the Library before asking public to vote on a \$6.9 million referendum
- SWOT analysis
  - Library was important but not as important as town recreation activities
- Strategy
  - Triangulate recreation, make it integral to the library

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## Case Study: Saugerties Public Library

- Rebranded Library
  - New slogan
  - New look
  - New logo



Recreation for the Mind:  
discover, connect, grow.

**SAUGERTIES**  
**PUBLIC LIBRARY**



Recreation for the Mind:

discover, connect, grow.

**SAUGERTIES PUBLIC LIBRARY**

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## Case Study: Saugerties Public Library

**Graphic Identity Standards**

A clear, consistent visual presentation strengthens Saugerties Public Library. This guide describes the graphic identity standards—range of colors, logos, signs and graphic elements—that create a strong visual identity.

**COLORS**

Use the blue, black and green color scheme as dominant colors to corporate pieces. Wherever possible, choose actual PMS (Pantone Matching System) color formulas in order to maintain consistency.

**(Blue) PMS 294 in all shades**

100%	90%	80%	70%	60%	50%	40%	30%	20%	10%
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**(Black) in all shades**

100%	90%	80%	70%	60%	50%	40%	30%	20%	10%
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**(Green) PMS 375 in all shades**

100%	90%	80%	70%	60%	50%	40%	30%	20%	10%
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**LOGOS**

To maintain the full strength of the brand, logos must be used in their entirety and with 1/8" blank space all around.

Recreation for the Mind  
**SAUGERTIES PUBLIC LIBRARY**

Discover, Learn, Grow  
**SAUGERTIES PUBLIC LIBRARY**

Recreation for the Mind  
Learning for the Future  
**SAUGERTIES PUBLIC LIBRARY**

Recreation for the Mind  
Learning for the Future  
Growing for the Community  
**SAUGERTIES PUBLIC LIBRARY**

**FFONTS**


The font has general *text usage* and *body copy* is **Sabon** and is 11 pts. in size with a leading of 14.


Sabon      The Sabon text family consists of:  
*Sabon Italic    Sabon Bold    Sabon Bold Italic*

The font is available in France.  
The Futura text family consists of:  
**Futura    Futura Oblique    Futura Bold    Futura Bold Oblique**

**GRAPHIC ELEMENTS**

The active mind element of the logo may be used to accentuate printed pieces, but should not be used in place of the full logo.

 100% PMS 177

 100% screened PMS 177

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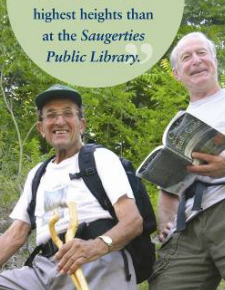
## Case Study: Saugerties Public Library

Anytime I wrestle  
with research, I get  
terrific help from  
the *Saugerties  
Public Library*.

Garrett Harkins  
Saugerties High School Class of 2007  
Attending American University

91 Washington Avenue, in the heart of Saugerties  
Jessica Sorrento, Director  
Sally Coloughs, President, Board of Directors

[www.saugertiespubliclibrary.org](http://www.saugertiespubliclibrary.org) | 845/246-4313



“There’s no place better to scale the highest heights than at the *Saugerties Public Library*.”

Frank Serravalle and Dick Moore  
(local hikers)

91 Washington Avenue, in the heart of Saugerties  
Jessica Serrano, Director  
Sally Colangelo, President, Board of Directors

[www.saugertiespubliclibrary.org](http://www.saugertiespubliclibrary.org) | 845/246-4317

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## Case Study: Saugerties Public Library

Downloadable books from the Saugerties Public Library help me reach my goal.

**Andria Thornton**  
Saugerties High School Class of 2007  
Attending SUNY Maritime College

91 Washington Avenue, in the heart of Saugerties  
Jessica Serrano, Director  
Sally Colclough, President, Board of Directors

[www.saugertiespubliclibrary.org](http://www.saugertiespubliclibrary.org) | 845/246-4317

The Saugerties Public Library has the resources I need to cross the finish line at the head of the pack!

**Alexander Houtman**  
Saugerties High School Class of 2007  
Attending the College of St. Rose

I rode my first pony and read my first book at the Saugerties Public Library.

**Olivia Westwood**  
7th Grader at Saugerties Junior High School

There's nothing like going off on the Esopus with a good book from the Saugerties Public Library.

**Pat Wood**  
Local Kayaker

Recreation for the Mind, discover, connect, grow.

**SAUGERTIES PUBLIC LIBRARY**  
91 Washington Avenue, in the heart of Saugerties

- Reserve Books Online
- Computer Access
- Career & Employment Information
- Book Clubs
- Audio Books and DVDs
- And More!

**WEEKLY HOURS**

Monday	10:00am - 6:00pm
Tuesday	10:00am - 6:00pm
Wednesday	10:00am - 6:00pm
Thursday	10:00am - 6:00pm
Friday	10:00am - 6:00pm
Saturday	10:00am - 2:00pm
Sunday	closed

Jessica Serrano, Director  
Sally Colclough, President, Board of Directors

[www.saugertiespubliclibrary.org](http://www.saugertiespubliclibrary.org)  
845/246-4317

Photography by the House

MESSAGE ► STRATEGY ► RESULTS  
**COMMUNICATION SERVICES** — SINCE 1984

► MESSAGE : WHAT YOU SAY  
► STRATEGY : HOW YOU SAY IT  
► RESULTS : THEY SPEAK FOR THEMSELVES!

## Case Study: Saugerties Public Library

**Maximum Taxpayer Share**

When you vote on Wednesday May 7th, you'll be asked to vote your ballot on a \$6,993 million bond that will be paid over at least 27 years.

The \$6,993 million project cost includes all the capital expenditures associated with the building's excavation, construction, temporary space while the library is being renovated, furnishings and architectural, engineering and other professional fees associated with the project.

Taxpayer responsibility for this bond will be approximately 33.4 cents/\$1,000 of assessed value. For example, a Saugerties homeowner with an assessment of \$200,000 would pay approximately \$67 per year. This amount is less than \$1.00 a month for which the public will get an expanded library that will serve our community for generations to come and restore one of Saugerties' most treasured buildings.

To help offset the cost of the project, the library is committed to pursuing grants and will engage in a community bond bond-raising campaign.

As a special district library that serves the Town of Saugerties, the Library is arranging to finance through the Town. The taxpayer share for the bond will be reflected on your town tax bill which also details the library's operating budget. There will most likely be a modest increase in the library's operating budget once the new building is completed.

If the referendum passes, it will likely be at least 12 months before actual construction begins. The bond project should start between 12 and 18 months. During construction, the library may have to move to another location. Whether we move or not, the library will continue to hold programs but our operations will be scaled back and only a portion of the collection may be available. We don't anticipate any change in staffing during this time.

Thank you for your interest. We hope to see you at the library on Wednesday, May 7th. We will have voting machines at the library and the polls will be open from 12 noon to 7 p.m.

For more information on the project, go to [www.thesaugertiespubliclibrary.org](http://www.thesaugertiespubliclibrary.org). If you have any questions, please feel free to call bond president Elizabeth Hernandez at 845-246-4842.

**The Saugerties Public Library Board of Trustees**

Elizabeth Hernandez, President	Joe Gaffney	Steve Cohen
Monica Sanchez, Vice President	James Carter	Carole Ferman
Ellen Lundy, Secretary	Sally A. Colclough	Shirley A. McLean
Ted Cornshtam, Treasurer		

Recreation for the Mind, discover, connect, grow.

**SAUGERTIES PUBLIC LIBRARY**

Important Information on  
The Saugerties Public Library's  
Upcoming Building Referendum

**Vote Wednesday, May 7th, 2008**  
Polls open at the Library, 91 Washington Ave, Noon-7 p.m.

**discover, connect, grow**

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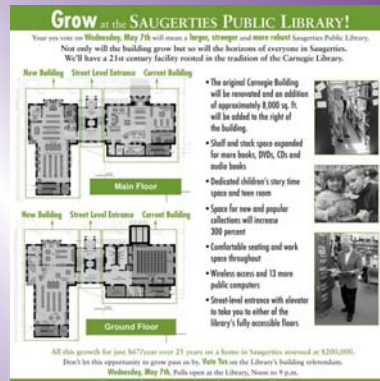
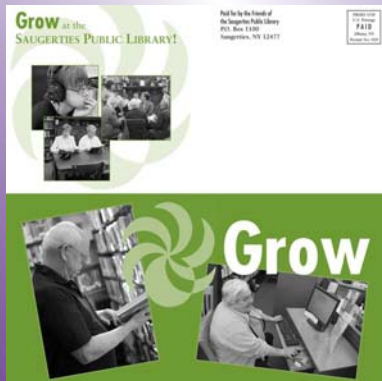
## Case Study: Saugerties Public Library



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- > **MESSAGE** : WHAT YOU SAY
- > **STRATEGY** : HOW YOU SAY IT
- > **RESULTS** : THEY SPEAK FOR THEMSELVES!

## Case Study: Saugerties Public Library



MESSAGE ► STRATEGY ► RESULTS  
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## Case Study: Saugerties Public Library

**They all think it's a GREAT IDEA!**

A community is defined by what it considers essential. We hope that the community of Saugerties regards as fundamental the urgent need to support our library expansion.

—Claudia & Paul Andreassen

New ideas, new designs . . . the new Saugerties Public Library will give us all that and more. Creativity is born out of a community that cherishes learning, preserves history and values innovation. I'm voting yes on May 7th.

—Angie Gaffney-Smith

We all work hard to support our business. Voting yes for a better library building will help us make a better life for our kids and our community.

—Paul & Susan Hildebrand

Voting yes on the library referendum is the right thing to do. We all have to read a better library. Now let's do what's right for Saugerties and let our kids and grandkids—vote yes

—Jim Jones

When we come to the library, we discover new things, connect to a bigger world and grow. Our kids love it here and we know the new building will make a great library even better. Letting us know that everyone in Saugerties can walk through and breathe here. Thanks for all you do.

—Ch. Barbara Smith

We're proud to use our local phones. We've invested in our community and we're happy to invest in the library. The library expansion will make Saugerties an even better place to live and work. Join us and vote yes.

—Chris Long and Ted Smith

Join your friends and neighbors and vote Yes on the Saugerties Public Library Building Referendum on Wednesday, May 7th.

**What do THEY think...**

**About the Saugerties Public Library's Expansion?**

**THEY all think  
Voting Yes on May 7th  
is the RIGHT THING to Do.**

**Public Open at the Library  
 Noon - 9 p.m.**

**THEY agree with  
the Saugerties  
Post Star—  
VOTE YES!**

*The Post Star*  
...A new and improved library has been a dream of many. It is a small, lovely addition for us all to share and it is a vote for the future. The new library will add value to our town and bring us into the 21st Century! Get out and vote on May 7!

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## Case Study: Saugerties Public Library

**“New ideas, new designs . . . the new Saugerties Public Library will give us all that and more. Creativity is born out of a community that cherishes learning, preserves history and values innovation. I'm voting yes on May 7th.”**

—Angie Gaffney-Smith  
Local multi-media artist

Join Angie and hundreds of your friends and neighbors—**Vote Yes on Saugerties' Library Referendum, Wednesday, May 7th.**

Polls open at the Library from 12 noon-9 p.m.

For more information, go to [www.thenewsaugertieslibrary.org](http://www.thenewsaugertieslibrary.org)

Paid for by the Friends of the Saugerties Public Library

**“A community is defined by what it considers essential. We hope that the community of Saugerties regards as fundamental the urgent need to support our library expansion.”**

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## Case Study: Saugerties Public Library

- Saugerties Taxpayers for an Expanded Library
  - Collect petition signatures of names we can use in brochures and ads
- Will enable you to develop
  - Supporters
  - Volunteers
  - E-mail lists

**Yes.** I Support Expanding the Saugerties Public Library.

By signing below, you are saying you support the expansion of the Saugerties Public Library, agree to have your name listed with "Saugerties Taxpayers for an Expanded Library," and give the campaign committee permission to use your name in materials supporting the building referendum.

Name	Address	Phone	E-mail	Signature

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## Case Study: Saugerties Public Library

- Voter Contact
  - Three rounds of phone banking
    - Round One: ID voters
    - Round Two: ID voters, talk to undecideds previously identified
    - Round Three: Reminder calls Monday and Tuesday before vote
    - Round Four: GOTV calls days of vote

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## Case Study: Saugerties Public Library

- Public Relations
  - Web site:  
<http://www.thenewsaugertieslibrary.org/>
  - Placing stories in weeklies
  - Letters to the Editor
    - Developed talking points that people used
    - Maintained message in their own voice
  - Public Presentations

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## SAUGERTIES PUBLIC LIBRARY

### The Path to a 21<sup>st</sup> Century Library

What the May 7<sup>th</sup> Vote  
Is All About.

Recreation for the Mind:



discover, connect, grow.

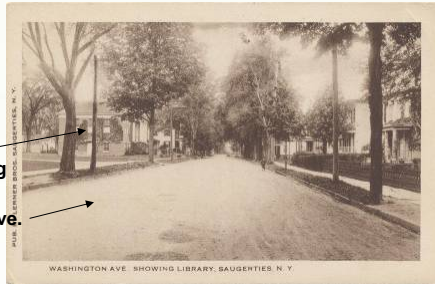
discover, connect, grow.

## An Original Carnegie Library

- Built in 1915, the footprint of the Saugerties Public Library hasn't changed
- But, the use of the library has

Side of  
Library Building

Washington Ave.



Recreation for the Mind:  
discover, connect, grow.

SAUGERTIES  
PUBLIC LIBRARY

discover, connect, grow.

## 2007 Usage

These stats come from  
your annual report.

- 5,468 people attended 317 programs
- 84,552 patron visits to the library
- 8,453 registered patrons
- 105,630 items circulated
- Public computer used 10,202 times
- Library open 48 hours/week
- All done within 4,650 sq. ft.



Recreation for the Mind:  
discover, connect, grow.

SAUGERTIES  
PUBLIC LIBRARY



discover, connect, grow.

### **4,650 sq. ft. = Space constraints**

- Every time we add to the collection, something has to come off the shelves
- No real access to local history collection
- People constantly waiting to use public computers
- Turn away children from story hour
- Can't meet demands of patrons
- Not meeting ADA requirements



Recreation for the Mind:  
discover, connect, grow.

**SAUGERTIES  
PUBLIC LIBRARY**

discover, connect, grow.

### **4,650 sq. ft. = Space constraints**

- Large programs shut down access to the library
- Can only accommodate 50 people safely
- Can't provide community with meeting space as other libraries do
- No place for people to work together
- No quiet study area
- No comfortable seating



Recreation for the Mind:  
discover, connect, grow.

**SAUGERTIES  
PUBLIC LIBRARY**

discover, connect, grow.

## What the Community Wants.

- Throughout the process, we've asked the community what it wants in a new library
  - Stay in the village
  - Provide public meeting space
  - Expand collections
  - Make the building ADA compliant
- Doing all that and more



Recreation for the Mind:  
discover, connect, grow.

SAUGERTIES  
PUBLIC LIBRARY

discover, connect, grow.

## Discover Your 21<sup>st</sup> Century Library



- From 4,650 sq. ft. to 13,162 sq. ft.
- From two inaccessible floors, to a fully accessible building on two floors with an elevator at street-level entrance



Recreation for the Mind:  
discover, connect, grow.

SAUGERTIES  
PUBLIC LIBRARY

discover, connect, grow.

## Discover Your 21<sup>st</sup> Century Library



Family Lodge

Cahill School

Proposed Addition

Present Library

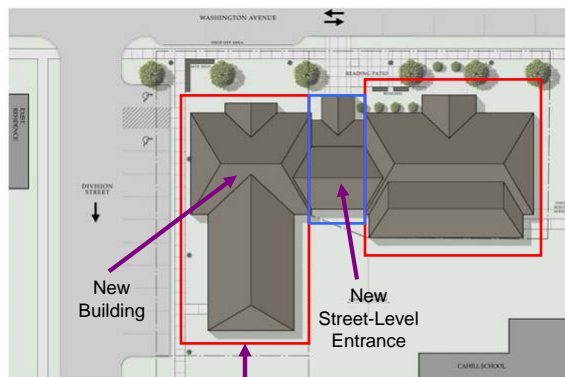


Recreation for the Mind:  
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**SAUGERTIES  
PUBLIC LIBRARY**

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## Discover Your 21<sup>st</sup> Century Library



93 Washington Ave & 3 Division St.  
Were purchased to allow expansion



Recreation for the Mind:  
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**SAUGERTIES  
PUBLIC LIBRARY**

discover, connect, grow.

## Discover Your 21<sup>st</sup> Century Library

- Expanded collection of books, CDs, DVDs & audio books
- Periodical reading area
- New and Popular materials
- Local history room
- Quiet study/tutoring room



Main Floor



Recreation for the Mind:  
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PUBLIC LIBRARY

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## Discover Your 21<sup>st</sup> Century Library

- Expanded children's library including a dedicated story hour space
- Teens have a space all to themselves
- Public meeting space that seats 90 and allows community activities after the library is closed



Ground Floor



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SAUGERTIES  
PUBLIC LIBRARY

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## Connect at your 21<sup>st</sup> Century Library

- Wireless access throughout the building
- Public computers
  - 12 on the main floor
  - 9 on the ground floor
- Connect with your community
  - Use the public meeting space
  - Read, study, learn, grow
  - Interact with others



discover, connect, grow.

## Grow Our 21<sup>st</sup> Century Library

- Wednesday, May 7<sup>th</sup>, chance to vote for a \$6.995 million bond referendum to finance the library expansion
- Bonding through the town
  - Similar to taking out a mortgage
- All registered voters in Town of Saugerties are eligible to vote





discover, connect, grow.

## Grow Our 21<sup>st</sup> Century Library

Construction, contingencies and historic preservation:	\$5,144,513.00
Temporary space and collection relocation:	\$44,000.00
Furnishings	\$355,374.00
Professional and other costs:	\$1,251,353.00
Site acquisition:	\$200,000.00
<b>Total:</b>	<b>\$6,995,240.00</b>



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SAUGERTIES  
PUBLIC LIBRARY

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## Grow Our 21<sup>st</sup> Century Library

- For a Saugerties home with an average assessment of \$200,000, taxpayer responsibility would be \$67 per year for at least 25 years
- For less than \$5.60 a month
  - An expanded library that will serve our community for generations
  - Restore one of our most treasured buildings in Saugerties



Recreation for the Mind:  
discover, connect, grow.

SAUGERTIES  
PUBLIC LIBRARY

discover, connect, grow.

## Grow Our 21<sup>st</sup> Century Library

- Our commitment is to pursuing grants and private fund raising to offset cost of project
- Your commitment is to vote on Wednesday, May 7<sup>th</sup>
- Polls at the Library
- Open 12 noon to 9 p.m.
- Up to Date info:  
[www.thenewsaugertieslibrary.org](http://www.thenewsaugertieslibrary.org)



Recreation for the Mind:  
discover, connect, grow.

SAUGERTIES  
PUBLIC LIBRARY

## Case Study: Saugerties Public Library

- Outcome
  - 2,084 people voted on Wednesday, May 7<sup>th</sup>
  - 1272 voted yes, 812 voted no.
  - The library won its referendum with 63.8% of the vote!

Original  
Carnegie  
Library



8,300+  
sq. ft.  
addition

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MESSAGE : WHAT YOU SAY  
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## PR as a Part of Marketing

- **Pro-Active**

- Get your message out in an “objective” medium
- Educate the public
- Establish yourself as an expert
- Place positive stories about issues
- Respond to negative stories

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## Defining the Media

- ◆ **Print Media**

- ◆ Dailies
- ◆ Weeklies
- ◆ Monthlies
- ◆ News Magazines
- ◆ Topical Magazines
- ◆ Wire services

- ◆ **Electronic**

- ◆ TV
- ◆ Radio
- ◆ Web Sites
- ◆ Blogs



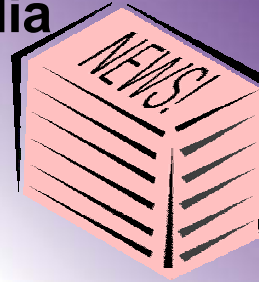
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## Accessing the Media

- **They come to you**

- Want your comment as expert
- Negative story about you



- **You go to them**

- Press Advisories
- Press Releases
- Press Events
- Letters to the Editor
- OpEd Pieces/Commentary
- Editorial Board Meetings

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## Types of Press Releases

- Informational
  - Bulleted and concise
- Media Advisories
  - Issued a few days before an event
- Media Alerts
  - Issued right before event as a reminder
- Photo Ops
- Stories
  - For smaller, local outlets

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## Types of News Stories

- Hard news
- News feature
- Series
- Human Interest feature
- Business
- Sports
- Editorial

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## Know Who The Media People Are

- Develop a Press List
  - Name, e-mail, phone, fax
- Know How the Media Wants to Get Info
  - Smaller local papers (weeklies) often prefer press releases that are written as news articles that can be directly placed in their papers or minimally edited
  - Larger news outlets (dailies) prefer press releases with bulleted info that can be scanned for topics of interest
  - TV stations want shorter, topical stories with good visuals
  - Radio wants shorter, topical stories with good sound bites

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## What You Need To Do

- Decide who your spokesperson is
  - Press are busy
  - Make it easy for them
  - Make sure they have your name and number(s)
- Professional look to communications
  - Printed letterhead
  - Graphics file

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## The Relationships

- Revolving Media Door
  - Type of media market drives turn-over
  - Economy also impacts the media
  - Keep your lists up to date
- Understand how journalists see themselves
  - Their job is to uncover and report
  - They are busy
  - Do their work for them

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## Defining Your Media Message

- Who is the audience
- What do you want the public to hear
- Develop talking points
  - Reinforce your perspective
  - Sound bites
  - Answer how you want to
- Integrate message into all media relations

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## Defining Your Message

- Libraries are essential to the communities they serve
- Talking Points
  - Children come here to learn
  - Families come here to have fun
  - Seniors come here to remain active and vital

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## Press Release 101—even on e-mail!

- Who, what, where, when & why
- Inverted pyramid
  - Most important information upfront
  - Edit from the bottom up
- Contact information and date for release at the top
- Headline before beginning of text
- Proofread

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## Tips on Developing Great Relationships with Your Media Outlets

- **Be accessible:** be sure the media knows when and how to reach you
- **Be honest:** credibility takes a long time to build and can be destroyed quickly
- **Be polite:** even if a reporter asks a question you prefer not to answer
- **Provide simple, direct responses** to all questions and plan key messages to discuss

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## Tips on Developing Great Relationships with Your Media Outlets

- **Don't say "no comment":** Screams "I have something to hide." Say "I don't have an answer to that" or "I can't comment on that."
- **Respect deadlines:** get back to them on time, even if it is to tell them you don't have the info they want
- **Avoid speaking off the record or on background**

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## How to Speak with the Press

- Be prepared
- Have your talking points ready
- Answer the questions the way you want to answer them
- If you're called to respond to a story, you can call them back after preparing
- Don't lie

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## Combining Marketing, PR and Advocacy

- **When you know**
  - what your message is
  - how you want to position the library
  - how you want the library to be seen
- **You can more effectively advocate for the library**
  - You can more effectively build community support and get others to carry your message for you

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## Some Advocates We've Known



- Eleanor Roosevelt
  - First Lady
  - Human Rights Advocate

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## Some Advocates We've Known



- Dr. Martin Luther King, Jr.
  - President, Southern Christian Leadership Council
  - Civil Rights Advocate

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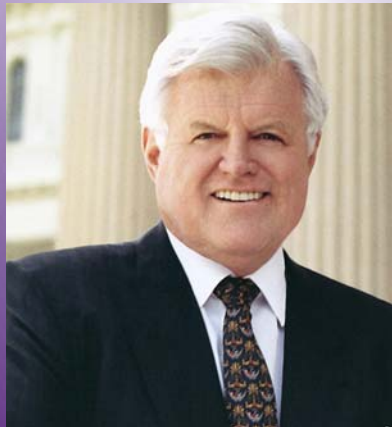


- Harvey Milk
  - Martyred San Francisco Supervisor
  - Lesbian and Gay Rights Advocate

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## Some Advocates We've Known



- Ted Kennedy
  - U.S. Senator
  - Health Care Reform Advocate

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## Some advocates We've Yet to Meet



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## Why Be An Advocate?

- “If I am not for myself,  
who will be for me?  
And when I am for  
myself, what am 'I'?  
And if not now,  
when?”  
– Hillel



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## Why Be An Advocate

- If we don't stand up for libraries, who will?
- If we do stand up for libraries
  - Our staff will
  - Our trustees will
  - Our peers will
  - Our patrons will
  - Our community leaders will
  - Our elected officials possibly will (if we make it politically safe for them)

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## Why Be An Advocate?

- Stand up for what you believe in
  - Frame the debate and determine the message
- Express your passion about libraries
- Become a leader
- Organize supporters
  - Allow them to express their passion as well
- Develop strategies
- Execute and analyze

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## What Is Advocacy All About?

- Taking action to impact an issue
  - Why you want to take action?
  - What do you want to accomplish?
  - How can you be best prepared?
  - What resources will you need?
  - Who will lead?

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## What Is Advocacy All About?

- Promoting an idea or cause
- Grassroots advocacy is an approach that enables everyday people to help shape public policy
  - “Organized intervention in the political arena”
  - Builds public awareness
  - Organizes constituents
  - Gives the people a voice

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## What Is Advocacy All About?

- Advocacy comes alive as a campaign
  - Effective message that moves people to action
  - Series of tactics based on message and resources
  - Clear attainable goal
    - Internal goal
    - External goal

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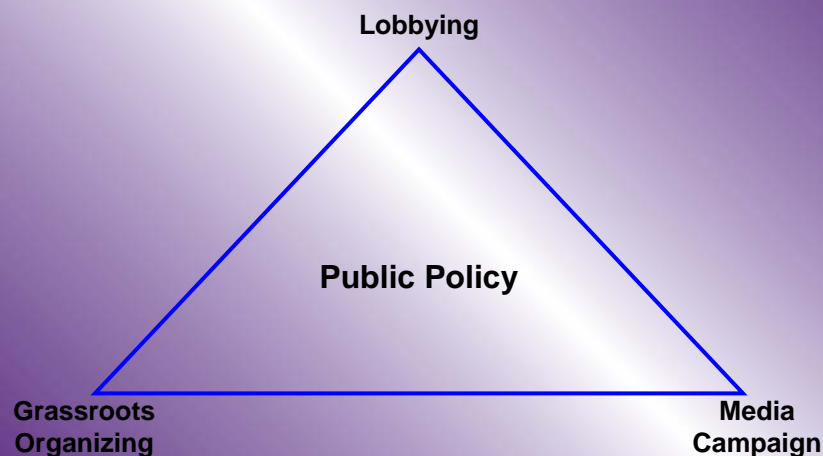
## Lobbying as an Advocacy Tactic

- Lobbying is a specific form of advocacy
- Ask an elected official to take a stand and vote a certain way
  - It's what Lobby Day is all about
- Lobbying is narrowly defined
  - Regulated by law
- Advocacy is broadly defined
  - No legal constraints

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## A Winning Combo



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## Key Components of an Advocacy Campaign

- Strong leadership
- Clear goals
  - Written plan
- Strong, clear message
- Determine targets to pressure
- Organize people
- Determine tactics
- Use media
  - Traditional
  - New
- Celebrate

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## Things to remember

- Define victory by having realistic goals
  - Celebrate small victories
- Need strong leadership
- Won't be all things to all people
- Match resources to campaign

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## Focus: Developing Your Message

- Can have great goals, innovative tactics, know who to target
- But without clear, compelling message you won't be able to celebrate!

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## Focus: Developing Your Message

- Your message is the core argument
- Must be the foundation upon which all organizing is based
- Bold, clear, concise
- People should feel their self-interests are connected to the interests of the campaign
- Talk directly to people in plain language

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## Focus: Developing Your Message

- Do not be afraid to speak out forcefully and with conviction
  - Straightforward and honest
- “People yearn for leaders who are real, who are willing to speak their mind, take a stand and do what they think is right.”
  - *From “Politics the Wellstone Way”*

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## Why Libraries Can Develop Compelling Messages

- Because it can be grounded in the experiences and circumstances of its intended audience(s)
- Because it can easily be based on values shared by both the advocacy effort and its audience(s)
- Because libraries are credible, can back up our assertions with facts and our message can be delivered by trustworthy people

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## What Makes a Message Good?

- Connecting a person's interests and values
  - Start with what a person already knows and thinks and then move them to where you want them to be
- Like being in a good conversation where a person knows values are shared and walks away empowered

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## What Makes a Message Good?

- Empowering people to participate and act
- Take away a good feeling from being a part of the campaign
  - Emotional hook
- Want to inspire people to take action
  - Depends on whether message leaves people feeling hopeful, energized and that their contribution will make a difference

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## What Are Our Basic Messages?

- Libraries are an essential service
  - Jobs and Opportunity
  - Life Long Learning
  - Quality of Life
  - Community Empowerment
- Libraries are more important than ever

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## Remember this?



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## NY's Libraries: Essential Campaign

- Strong leadership
  - Mike Borges, ED and Kathy Miller, President of NYLA
  - NYLA Legislative Committee
  - Communication Services' team

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## NY's Libraries: Essential Campaign

- Clear goals
  - External:
    - Position libraries as essential to stave off further state funding cuts
  - Internal:
    - Strengthen NYLA's advocacy brand and operation

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## NY's Libraries: Essential Campaign

- Strong, clear message
  - New York's libraries are essential to
    - Jobs and opportunity
    - Lifelong learning
    - Quality of Life
    - Community Empowerment
- Determine targets to pressure
  - State legislature



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## NY's Libraries: Essential Campaign

- Organize people
  - Staff
  - Trustees
  - Patrons

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## NY's Libraries: Essential Campaign

- Determine tactics
  - [Website](#)
    - Online petition
    - Why is your library essential?
    - Drive people to NYLA Advocacy Site
    - SnapShotNY photo and video gallery
  - Facebook page
    - Constant communication driving folks back to Protect NY libraries site
  - Print materials

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## NY's Libraries: Essential Campaign

- Use media
  - Traditional
    - Media strategy to be implemented this week
    - Mike and Kathy on The Capitol Pressroom with Susan Arbetter
    - Pitching specific stories based on website feedback
    - One media goal per week over four weeks
  - New
    - [Facebook](#)
- Celebrate? Don't know yet.

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## NY's Libraries: Essential Campaign



- The next steps
  - Building relationships with elected officials and community leaders
  - Understanding your job
  - Understanding their job
  - Making the library a political+
  - Mobilizing your constituency
  - Getting your message out

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## Effective Messages

- Taxpayers use your library and get one of the best returns on investment in public service
- Let your electeds know who you are and what the library does
- Local, state, national
- Having support from opinion leaders/community groups will help

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## The Relationship

- Your job is to educate them on your library and how they can help to
  - Meet community expectations
  - Get a bill passed
  - Increase funding
  - You get the idea
- Have a one-pager about your library
- Integrate it into a packet with other library materials

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## The Relationship

- Reach out through NYLA efforts
  - Become a [library advocate at NYLA's website](#)
- Reach out through your own efforts
  - Not just state level, but local as well
    - County
    - Municipal

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## The Relationship

- [Grassroots Advocacy Network](#)
  - New online tool being developed for libraries and library systems
  - Match Library patrons with County Legislators and Municipal electeds
  - Send e-mail messages on issues of concern to library or system

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## No Matter What Level

- Remember what Tip O'Neill said:



**“ALL POLITICS  
IS LOCAL!”**



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## Take Tip's Tip to Heart

- Bring the library home to your electeds
  - Personal stories about their constituents and how library has made a difference
  - Brainstorm with staff, board and stakeholders to develop
  - Ask patrons why they feel the library is an essential service
  - Personalize the benefits

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## Let Them Know What People Say About Your Library

- Not everyone has the resources in their home to allow them to be excellent students or competitive in the job market. Libraries provide this equity of access to information and librarians are the keys and interpreters for this information!
- *It provides literacy support and reading materials to my 3 kids! I can't live without it!*
- It is essential to the educational growth of our youth and the future of our town.
- Our library provides services in an area that badly needs it. Our surrounding community is low income and we serve a high number of unemployed people. Our computer lab is extremely important for this community since many people do not have computers.

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## Take Tip's Tip to Heart

- Know who they are
  - Do a little research—do they have a library card?
  - What they're interested in
  - Tie library into pet projects and issues

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## You and Your Electeds

- Schedule a meeting
- Have a clear agenda
- Know who will do the talking
- Have specific talking points developed
- 10-15 minutes max
- Be prepared to meet with staff
  - May be more effective

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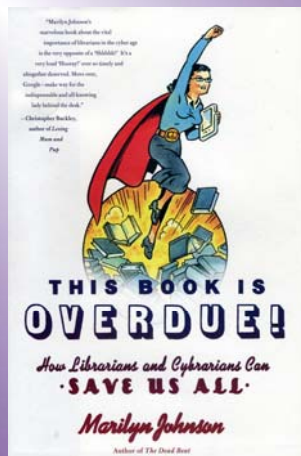
## You and Your Electeds

- Ask, Ask, Ask—persistence pays off
- If answer is no, ask another question
- Let them know who supports the library
- Remember—they're public servants too
- Follow up with a letter
- Keep the relationship going
  - Provide library events s/he would want to come to
  - Make the library a political+

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## A little lift and suggested reading!



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