**ADVOCACY DEVELOPMENT WORKSHEETS**

**Created by the American Library Association**

These worksheets, created by the American Library Association, should serve as a good guide and idea starter as you begin to develop your organization’s advocacy plan.

There are four worksheets, but use them (or don’t use them) as you deem necessary to fulfilling your advocacy planning goals.

1. [Your Frontline Advocacy Plan](#YourFrontlineAdvocacyPlan)
2. [Target Audience Planning](#TargetAudiencePlanning)
3. [Crafting Your Message](#CraftingYourMessage)
4. [Evaluating Your Efforts](#EvaluateYourEfforts)

**1. YOUR FRONTLINE ADVOCACY PLAN**

WORKSHEET

Library Location/Department\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What is your goal? (What are you trying to accomplish?)
2. What are your objectives? (Why is it important?)
3. What are your strategies? (the activities you’ll do to accomplish your goal)

1. What is your message? (15 words or less)
2. What data (or stories) support this message?
3. Who is your target audience?
4. Why should they care?
5. How are you going to reach them? What will be your best tools?

**2.** **TARGET AUDIENCE PLANNING FOR ALL FRONTLINE ADVOCACY STAFF**

**WORKSHEET**

**Library Location/Department \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Activity** | **Activity Tasks** | **Library Data** | **Staff Member** | **Target Audience “Who”** |
| Bring your staff together to discuss the makeup of your library’s target audience. | Prepare staff for discussion.  Schedule in time for group brainstorming.  Structure a group meeting.  Design meeting data-gathering. | Target Audiences   1. Parents and caregivers? 2. Regular computer users? 3. Book club members? 4. Teachers? 5. Children and teens? 6. Library customers they know? 7. Staff family members? 8. Staff friends? 9. Staff neighbors? 10. Library neighbors? 11. People with whom staff do business? 12. Seniors? 13. People who attend classes and programs that the library offers? 14. People who check out movies and music? 15. People in the business community? 16. Elected officials? 17. Community activists? 18. Other? 19. Other? |  |  |

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| **Consider what this target audience needs to know and how your staff can best reach them.** | |
| Target Audience | What does your target audience know and think about your library right now? |
| What do they need to know to help you reach your library’s goal? |
| How will *they* be better off if you reach your goal? |
| What are the best ways to communicate with them? |

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**3.** **CRAFTING YOUR MESSAGE**

**WORKSHEET**

**Library Location/Department\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Activity** | **Actions** | **Your Library** |
| ***Think about your goal and objectives.*** | * What are the most important **words** that emerged? * What are the most important **ideas** that emerged? * What words are the most important words **from your umbrella institution** that should be used in your goals and objectives? * What ideas are the most important ideas **from your umbrella institution** that should be used in your goals and objectives? | **Your words**  **Your ideas**  **Your umbrella institution words**  **Your umbrella institution ideas** |
| ***Make your message really easy to remember.*** | Most messages can be boiled down in just this way.  Examples include:  “Kids need libraries as much as they need schools.”  “Our community deserves a 21st century library.”  “More computers mean more service and less waiting.”  Don’t think only about what the message means to your library *(“Cutting library hours will mean staff layoffs.”).* Think about what the message means for your community *(“Cutting library hours will mean that kids will lose a safe place to hang out and to do their homework.”)* | **Using your list and your umbrella institution’s list - list 10-15 words that should belong in your message?** |
| ***Come up with some “talking points.”*** | Use the data your library collects. If you say *“Cutting library hours will mean that kids will lose a safe place to hang out and to do their homework.” your talking points should include:*   * Some statistics about your library’s use (who, how, when). * The impact on users (students, parents, preschoolers, seniors, job seekers, etc) if services must be reduced because of reduced hours. Be specific, use your data. Click on a useful tool, Put Your Data to Work for Your Frontline Advocacy Team for some ideas about using statistics to help convey your library’s message. * Other reasons that cutting library hours, for example, is not a good solution. Consider a personal story here. * What the library would like to see happen. * What the listener can do to help. | **What data does your library collect that could assist you in making your point?**  **Usage?**  **Impact on users?**  **Example of how your library (resources and/or services) are used during the proposed hours to be cut?**  **Specifically, how the listener/the frontline “audience” or “customer” might help if asked or as suggested by frontline staff?** |
| ***Have a “parking lot” or “grocery store” speech ready*.** (A very short statement that can literally be communicated during the brief time you might be strolling to your car with someone.) | Example: *“Mr. Johnson, have you heard that the library may have to close one day a week? It’s a budget cutting measure. I know you use the computers here almost every day, and we’d like for you to be able to keep doing that. Can you come to a meeting here next Thursday? We’re gathering ideas from the community that can help us save money without cutting hours.”* | **Where might your “parking lot speech” take place?**  **What two points would you like to make in your parking lot speech?**  **a.**  **b.** |

**4.** **EVALUATING YOUR EFFORTS**

**WORKSHEET**

Pull your Frontline Advocacy Team together and ask yourselves the following questions:

1. Did we accomplish our goal?
2. What were the most effective activities we undertook?

3. Why were these successful?

4. What clearly did not make very much impact?

5. Why?

6. What did we learn that surprised us?

7. What would we do differently next time?

8. How are we going to share our evaluation with the rest of the library staff?