

Youth Services Advocacy (2017):

LSTA funding in jeopardy:

ALSC + YALSA advocacy pages

YALSA online toolkit--use talking points

Talk about outputs--project outcome-- free on PLA website

Customers do not understand library funding-- suggest explaining "MelCat loan--this book came to you via IMLS funding" for example

Randy Riley letter for ideas on what you can share. Can use phrase "thanks to IMLS":

http://www.michigan.gov/documents/libraryofmichigan/IMLSbudget_RileyLetter2017_555830_7.pdf

"Brag"-- we had x number of people @ a program. We visited this Head Start.

Rename what you do in ways parents understand

Get your story out there

Join local organizations.

How to reach parents??

- School outreach that requires parent participation
- Parks and rec events
- Email principals
- Kindergarten orientations
- Parent-teacher conferences
- Laundromats
- Farmers markets
- Movie theaters before kids' matinees
- Preschool parents meetings
- Small town festivals
- Book Bike--checkout books or pass out withdrawn items
- Local daycares

Have an elevator speech ready to go

MLA pushing directors to get representatives into library for coffee hour--give a tour, have rep pop into storytime, rep can read to kids possibly

Send reps thank you notes and invite them to programs

Be visible and attentive

Can your family give an elevator speech for you

OK to remind patrons “remember to vote” for millage and other library campaigns

Harwood training: listen to your community: <http://www.theharwoodinstitute.org/>

Go to Chamber of Commerce happy hours