LIBRARIES ARE EDUCATION

Use strategic language to communicate libraries' important mission.

Libraries are education. We deliver equal access to education for all. We are partners in education. What's our mission? Education.

For more information check out Transforming Our Image, Building Our Brand: The Education Advantage by Valerie Gross.
Attending Library Advocacy Day matters.

Each year library advocates from across New York State converge on Albany to voice their support for funding and policies that benefit libraries and our communities. Use this time to share stories with your legislators and thank them for their support.

Visit http://nyla.org/advocacy to find this year's legislative priorities and how you can get involved.
Use Social Media to create visual messaging and lasting impressions on your community. Align with other libraries to broaden your reach.

NYLA’s 2017 Real People, Real Dollars social media campaign allows library users to communicate the library's value.
Find out how you can participate here: http://bit.ly/RealPeopleRealDollars
Be sure your legislators know how much you appreciate their support and how much their work directly influences your library.

Acknowledge them with a letter, phone call, or in-person visit for their support of libraries in the New York State Budget.
The best way to get everyone advocating for statewide library issues is to help us build the list of NYLA Library Advocates. This list helps us get the word out about statewide advocacy efforts, updates on library issues, and calls to action to support libraries.

There are many ways to help with this action. Add a signup button to your library newsletter. Place a signup sheet at your circulation.

Find out more at http://nyla.org/advocacy.
Making a compelling case for your library and your community is an important piece of advocacy.

Think about the different ways that you could tell your story and how you might weave in anecdotes, case studies, statistics, infographics, and community evidence into a captivating narrative. This will help you clearly communicate how your library is trying to make a measureable impact on your community.
Turn outward and talk to your community by using methods from ALA Libraries Transform and the Harwood Institute. One method is interviewing community members using the three questions on community aspirations:

1. What are your aspirations for your community?
2. What challenges do we face when reaching these aspirations?
3. What needs to change in our community to reach these aspirations?

Record these answers to find themes that your organization can work toward.
Recognize legislators for what they have done to support your local library through construction aid, bullet aid, and other financial support.

Ways to do this include holding a ribbon cutting for building upgrades, press releases, or invitations to visit your library.
Leverage Library Card Sign Up Month to partner with local schools to increase awareness of how libraries can help students and families in their education.

Visit ALA’s Library Card Sign Up Month webpage for more information:
It's easy.

Write three paragraphs about how the library supports your family’s access to learning. Let them know the library is an investment you prioritize.
Use this opportunity to share all the great things that your library has been able to do over the year with the support of your community and elected officials. Key things to highlight include community partnerships, impactful classes and events, and successful strategic initiatives.

Remember to use language highlighting the educational impact of libraries.
Donate to NYLA's Advocacy Fund.

Your gift underwrites the costs of NYLA's advocacy efforts at both the state and local levels. Funds are used to promote libraries and their need for equitable public funding at the state and local level. Your support allows our messaging to be amplified.

Visit http://nyla.org/advocacy to donate.