



Minutes to

SPEAK OUT FOR LIBRARIES!

Get Started on the Local Level

1. Name up to **5** influential people in your service area.
2. Identify **5** reasons to invite them to your library.
3. Choose **5** pieces of information to share about how your library supports your community and what it needs to succeed.
4. Set **5** visits during the year.
5. *Do it!*
Then **high-5** yourself for taking action.





How to Make it Happen Colorado Association of Libraries

Identifying 5 Influential People:

- **Who are your local representatives?** This includes your State legislators, County Commissioners, Local Mayor, City Council Members, Deans, Principals, School Board Members, etc.
- **Who are your community leaders?** This includes business leaders, community organization leaders, PTA or PTO leadership, community members who are held in high regard, school-involved parents, etc.

Reasons for an Invitation:

- **An event that provides public exposure.** Opportunities range from hosting a community forum, to introducing a guest speaker, to reading to children. Being involved with your local chamber provides opportunities to host Meet & Greet events.
- **A meeting or forum requiring expertise.** Are there issues being discussed at a meeting that matches with the Influential Person's expertise? Invite them to participate.
- **A behind-the-scenes tour.** Host a special tour of the Library and explain the processes along with issues that are important to your library and the community.

Find Your Speaking Points:

- **What is your library doing to support your community?** Share the priorities of your community from the Library's perspective and how the Library supports these needs and interests.
- **What is getting in the way of your library's success?** Odds are there are local issues that challenge your library's success. What are those issues?
- **Make it real.** Build a story explaining why people should care. Talk about real life success or challenge stories encountered – life is much more than just statistics.
- **What is the impact?** Explain why your Influential Person should care – how does what's happening impact their priorities for the community.
- **What do you want them to do?** Make clear any actions that you are asking your influencer take. It can range from taking a stance on a political issue to being willing to share stories of how the Library is an important part of the community.

Making an Invitation:

- **Be as formal or as informal as the situation requires.** Invitations may range from working through the Influential Person's aides to calling/chatting to set-up a time that works.
- **Stay organized throughout the process.** Events should be as easy as possible for your guest. Have everything as prepared as possible.

Keep the Conversation Alive:

- **Keep up the Communications!** It can be by email, phone, letter, or conversation. It's very important to continue communicating with your influential people during both good times and bad. It's the long term relationship that helps build long term support.
- **Invite your leaders and representatives to share the news!** Invite them to tweet or post about their library visit.