



Getting Started and Action Planning

Getting started with advocacy seems a daunting task, and there’s no denying that you will face struggles and challenges in getting any advocacy work out of your head and into action. Luckily, there are numerous helpful resources available to get you started; resources made by fellow library advocates and activists who are facing or have faced similar issues affecting libraries around the world.

We are working on an annotated bibliography that will support you in looking for more information when you are ready. For now:

- Review the 5 other articles in the SLA Advocacy Series
- If you are attending the Conference, plan on coming to the Library Advocacy: You Can do it! Session put together by SLA’s Advocacy Committee (if you are not coming to the Conference we will be posting our slides)
- Check out the draft Advocacy Action Plan template below

SLA’s Advocacy Action Plan		
Intended Audience - Key Concept: There is no general public		
Advocacy: Planned, deliberate sustained effort to develop understanding and support incrementally over time (Haycock 2006)		
Before the Meeting		
Objectives		Key Concept: Address priorities – see sample logic models (create your own)
Know yourself first		Key Concept: Advocates need to know what they are talking about to be taken seriously
Stories		Key Concept: Be prepared with great stories – see Springboard stories
Organizational Goals of Intended Audience		Key Concepts: People do things for their reasons not ours: Reconnaissance – get to know your audience
Universal Principles of Advocacy - Robert Cialdini		Key Concept: Cultivate relationships of credibility and trust
Meeting		
State reasons for meeting		BASIC MODEL of communication

Identifying common objectives/agendas		Community Engagement Strategies
Identifying commonalities		Talk about your library in the context of the conversation
Post Meeting		
Write it all Down		Capture the conversation looking for commonalities and potential shared successes
Staying Connected		Are there any next steps