

STATE & LOCAL YEAR-ROUND ADVOCACY CHECKLIST



<h2>JANUARY</h2> <ul style="list-style-type: none"> • Monthly: share a copy of the library's event calendar and newsletter with elected officials and community leaders. • Sign up for your state association's library legislative event. Have your library story ready to share and follow-up with a thank you to legislators and staff. <div style="text-align: right;"><input checked="" type="checkbox"/></div>	<h2>FEBRUARY</h2> <ul style="list-style-type: none"> • Work with local media to highlight a library program, service, or event that is enabled by state or local funding: http://www.ala.org/advocacy/media. <div style="text-align: right;"><input type="checkbox"/></div>	<h2>MARCH</h2> <ul style="list-style-type: none"> • Participate in statewide Library Snapshot Day, or create one for your city/county/school district: http://www.ala.org/advocacy/snapshotday. • Conduct a mid-session check-in with coalition partners to advance favorable legislation or defeat adverse legislation. <div style="text-align: right;"><input type="checkbox"/></div>	<h2>APRIL</h2> <ul style="list-style-type: none"> • Celebrate National Library Week, National Library Workers Day, National Bookmobile Day, and/or School Library Month: http://www.ala.org/conferencesevents/celebrationweeks/natlibraryweek. Ask a state or local governing body to issue a proclamation and tweet your thanks with photos showcasing your library's value to its community. <div style="text-align: right;"><input type="checkbox"/></div>
<h2>MAY</h2> <ul style="list-style-type: none"> • Attend a board, county commission, or city council meeting and share something new about the library that positively impacts their constituents. • Invite officials to tour your library or participate in an upcoming event—e.g., summer reading—that aligns with their priorities. <div style="text-align: right;"><input type="checkbox"/></div>	<h2>JUNE</h2> <ul style="list-style-type: none"> • Join ALA for Annual Conference. If you can't attend in person, follow the conversations on social media channels: @ALAConferences and @ALALibrary. • Attend or schedule advocacy training for the summer. <div style="text-align: right;"><input type="checkbox"/></div>	<h2>JULY</h2> <ul style="list-style-type: none"> • Create and distribute a year-in-review infographic (one-page) for elected officials and the public. • Review the legislative session to assess successes, losses, and areas for continued work. • During election years, learn about candidates' positions and educate them about your library. <div style="text-align: right;"><input type="checkbox"/></div>	<h2>AUGUST</h2> <ul style="list-style-type: none"> • Share input across library types for state or regional legislative planning. • Attend in-district events hosted by your state senators & representatives. <div style="text-align: right;"><input type="checkbox"/></div>
<h2>SEPTEMBER</h2> <ul style="list-style-type: none"> • Celebrate Library Card Sign-Up Month by engaging community influencers in your public awareness campaign: http://www.ala.org/conferencesevents/celebrationweeks/card. Partner across library types and with local organizations to highlight the value and impact of libraries. <div style="text-align: right;"><input type="checkbox"/></div>	<h2>OCTOBER</h2> <ul style="list-style-type: none"> • Sign up for federal (https://bit.ly/2Enzw9B) & state (https://bit.ly/3ohY13Y) advocacy alerts. • Confirm your state's legislative session dates and update your advocacy calendar accordingly. <div style="text-align: right;"><input type="checkbox"/></div>	<h2>NOVEMBER</h2> <ul style="list-style-type: none"> • Ask your trustees to complete the Board Member Survey: https://bit.ly/2UbVW95n. • Research newly elected officials to understand their background and priorities. • Review your state organization's legislative agenda & communications plan so that your messaging is aligned with statewide efforts and libraries speak with one voice. <div style="text-align: right;"><input type="checkbox"/></div>	<h2>DECEMBER</h2> <ul style="list-style-type: none"> • Welcome new & returning elected officials. Offer your library as a place they can hold meetings/town halls and refer constituents for assistance accessing government services, small business resources, job search support, etc. <div style="text-align: right;"><input type="checkbox"/></div>

Advocacy activities may need to shift in accordance with institutional, organizational, and legislative calendars.

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