

TO: ALA Executive Board

RE: *EveryLibrary*

ACTION REQUESTED/INFORMATION/REPORT:
Information and Discussion

CONTACT PERSONS:

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DRAFT OF MOTION:
NA

DATE: 24 October 2012

BACKGROUND:

EveryLibrary is being established the first nation-wide Political Action Committee for libraries and will be focused exclusively on supporting local library ballot committees and PACs as they conduct voter outreach and get out the vote efforts. EveryLibrary support would include both technical assistance in planning and running successful campaigns as well as direct seed or sustaining funding for registered committees and PACs.

As a 501c4, EveryLibrary is independent of any other association but recognizes the need to bring together advisors from across the library advocacy ecosystem to best direct funding decisions and provide focus.

The American Library Association as a separate 501c3 cannot provide direct support to the new 501c4, and the governance will be by definition not under any control by ALA. We want to make sure that ALA members with a comprehensive understanding of ALA's mission and advocacy goals are involved in EveryLibrary mission development, governance and ongoing work, and that the activities of the new 501c4 complement the work of the ALA Office for Library Advocacy, Chapter Relations Office and Development Office (in the area of fund raising for advocacy and public awareness).

Attachments:

EveryLibrary Report

EveryLibrary
Building Voter Support for Libraries
www.everylibrary.org



EveryLibrary is founded on the idea that libraries need to talk to voters directly about the bonds, levys, millages, and referendum that build, renovate, or expand library services for the next generation. We build financial and tactical support to ensure that local library initiatives pass at the ballot box. EveryLibrary will help public, school, and academic libraries win bonding, tax, and advisory referendum, ensuring stable funding and access to libraries for generations to come.

WHO WE ARE EveryLibrary is seeking initial funding resources to become established as a 501(c)(4) nonprofit social welfare organization chartered to work exclusively on local library ballot initiatives. The organization will be registered in Illinois after reaching our funding goal from individual, corporate, and union donors.

WHAT WE DO EveryLibrary is the first and only national organization dedicated exclusively to political action at a local level to create, renew and protect public funding for libraries of all types. We will provide tactical and operational support to local voter awareness campaigns, seed and sustaining monies to local ballot committees and PACs, as well as conducting direct voter advocacy in support of library taxing, bonding, and referendum.

WHO WE WORK WITH EveryLibrary is a non-partisan organization with an alignment toward sustaining libraries as they evolve and grow in the 21st century. EveryLibrary is a coalition partner with other associations and non-profits that seek to support libraries through public awareness and advocacy. As a 501c4 we will work in partnership with local campaign leaders to advocate for specific library initiatives among the voting public.

HOW YOU CAN HELP EveryLibrary is currently taking pledges to underwrite our initial registration as a 501(c)4 organization. We are building a community of donors who are ready to support libraries across the country as they field and campaign for local ballot initiatives. Your support at any level is foundational to the success of library taxing, bonding, and referendum in the years to come. Please consider a donation at www.rally.org/everylibrary today and help us build a new, unique, and politically active organization for libraries at the ballot box.

WHAT ARE CONTRIBUTIONS USED FOR? EveryLibrary is seeking registration as a non-profit 501(c)(4) organization. Contributions by individuals, corporations, foundations, and unions to EveryLibrary are not tax-deductible. Contributions are used for voter awareness campaigns and helping local library ballot committees win at election time. EveryLibrary uses a portion of contributions to cover overhead, staffing, and development or acquisition of voter awareness tools and campaign materials.

How We Help Every Kind of Library

Public Libraries In each election cycle, tens of millions of dollars are at stake for public libraries. From bonding for new or remodeled building projects to changing millages, levys, or tax rates that impact staffing, collections, programs, and services, public libraries are on the ballot. EveryLibrary offers assistance to public libraries in both the pre-filing and campaign stages of an initiative. As a library evaluates fielding a ballot measure we can provide strategic consulting services, voter segmentation advice, and assistance in developing ballot language. We can assist in both feasibility studies and fundraising while helping you set up a local committee or PAC to operationalize voter education and get-out-the-vote campaigns for your initiative. During the run of a campaign, EveryLibrary can continue its technical and capacity-building consultancy while also providing direct financial support to the local committee or PAC in seed-stage or sustaining levels of support. In each instance, EveryLibrary will engage with the local library community to determine our best level and type of involvement. We work best for you when we work with you.

School Libraries Public library districts come to mind first when considering ballot initiatives, but they are by no means the only types of libraries where voter education and campaign support matters. School districts often need to ask the public for authorization to change tax rates or to issue bonds. Every school needs a library, librarians on staff, and a collection that supports the curriculum and student enrichment. EveryLibrary will help support school district initiatives when there are specific, budgeted line items for school libraries, librarian staff, and collections. We believe that school librarians are an integral part of the faculty and a highly qualified librarian helps immeasurably with student achievement and learning outcomes. We want to engage in fundraising, technical consulting, and direct support to local school committees and PACs when school libraries and librarians are part of the initiative.

Academic Libraries While most publicly funded academic institutions are governed by Boards of Regents and have appropriations made through the normal legislative process, many institutions require a ballot measure for extra-ordinary bonding authority. In some cases, a plebiscite is needed to establish a district (e.g. community colleges). EveryLibrary can play a role in supporting these campaigns when library services on campus are explicitly embedded in the bond, levy, tax proposal, or referendum. In all cases, EveryLibrary knows that a library on campus needs to go beyond the basics of accreditation standards to support student success and institutional advancement. We want to be a consultative and financial resource for voter education with institutions that identify libraries and librarians as essential.

