

# The Message is on the Sign Lessons learned by "The Library Guy"

## Be Clear

- Be clear about what you are expecting from the Representative, work on delivering your message in under 30 seconds – aim for 15 seconds.
- I often had 10-30 second conversations with the Representatives as they entered their meetings where I informed them where we were at with the money.

### \$21 Million = Open Libraries



### Every Dollar Less Means

**Shorter Hours**



**Fewer People Served**



**Fewer Services**



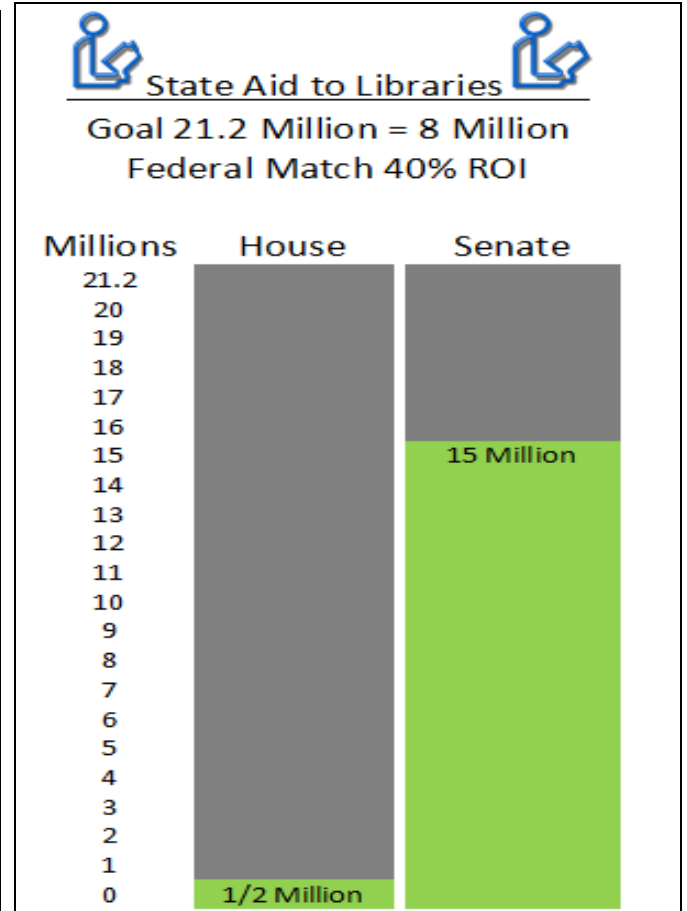
**Books**



**Computer Access**

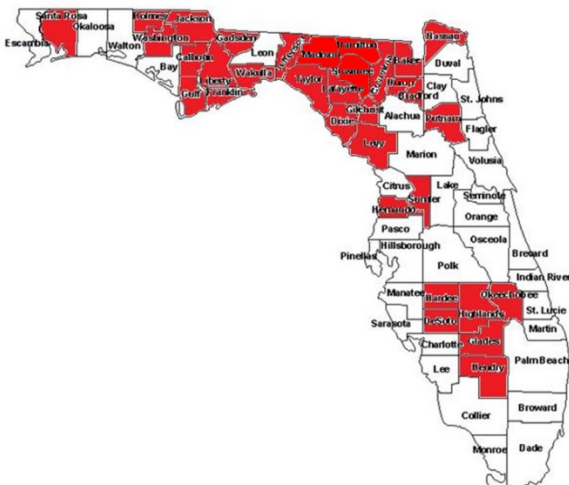


**Programs**



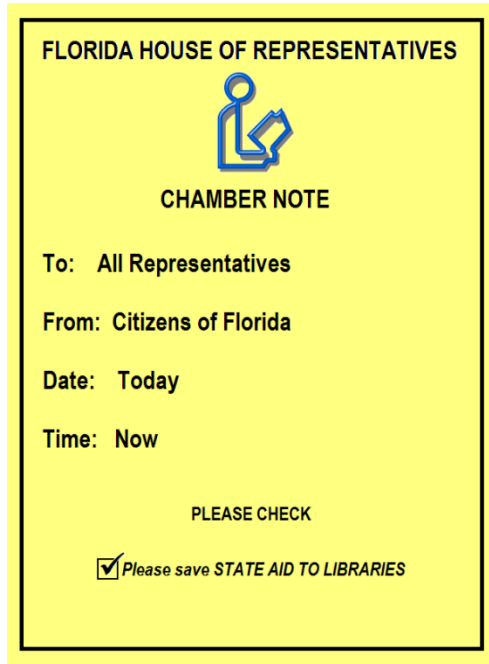
## Be Knowledgeable

- have the facts ready for both the press and Representatives
- tell your story: How would the lost of State Aid impact your ability to serve the public.
- 20% or more of the overall library's budget



## Be Approachable

- be courteous and approachable
- they have a tough job and are very busy people.
- have a sense of humor ☺
- the sign below resembles a Chamber Note that lobbyists use when they want to speak to a Representative. I modified it with the library symbol instead of the State Seal, but the color and most of the information fields represent what is on the real note.



## Be Available (Noticed)

- have information about State Aid ready to hand out.
- breakdown of State Aid – how does it affect their community (see Handout)
  - reporters also like this info.
- put your contact info on anything you hand them

## Be willing to hold them Accountable

- All Representatives have a library in their community that they need to answer to.

| State Aid to Libraries |              |
|------------------------|--------------|
| 2005                   | 31.9 Million |
| 2006                   | 31.9 Million |
| 2007                   | 30.7 Million |
| 2008                   | 23.3 Million |
| 2009                   | 21.2 Million |
| 2010                   | 0.00 Dollars |



## **Be Thankful**

-write and call your Representatives to let them know how much you appreciate their hard work.



Source: <http://www.tampabay.com/news/humaninterest/library-guy-shows-how-one-man-can-make-a-difference-in-tallahassee/1090758>

We are all on the same team - everyone has a part in advocacy. Our Representatives need to hear the value of libraries from all walks of life through people writing, making phone calls and sometimes yes, in person. Never give up. Many people rely upon libraries for Internet access and still for borrowing books. Libraries strive to provide those services that meet their community needs but we can't do it without money.

**21.2 Million = 8 Million Federal Aid = 40 % Return on Investment (ROI).**

## **Contact:**

Paul "The Library Guy" Clark  
[systemslibrarian@gmail.com](mailto:systemslibrarian@gmail.com)

<http://www.linkedin.com/in/systemslibrarian>