They've Got to See it to Believe It

Getting Decision Makers in to see Your Library

Have no fear! We’ll explain muting, Q&A and other details when we start.
Topics

• Who’s Speaking?
• Why Library Visits Matter (It’s not for the reason you think!)
• Rules, Rules, Rules
• Five Key Steps for a Winning Library Visit
• Applying the L.O.C.A.L. approach
Who’s Speaking?
Where are we Starting?

Let’s go to the polls!
Why are Visits Important?

It’s the NUMBER ONE way to influence elected officials and their staff.
Rules, Rules, Rules
Five Strategies for Successful Library Visits

• When
• Who
• What
• How
• Follow-Up
When

- Federal: Why August WORKS
- State
- Local: Why August DOESN’T Work
- Weekends
- Off-Recess Staff Visits
  - District staff
  - DC staff
- Connecting existing events to legislator interests
Who

Two Considerations

Who Does the Visiting
- Local, State, Federal
- Members vs. Staff
- Incumbents vs. candidates (vs. both)

Who Joins the Visit
- Patrons
- Board
- Friends
- Local Business Interests
- School Groups
- Political Connections
- Others?
What

• Key question: How does what you show relate to what you’re asking for?
• Things to consider:
  • Coolness factor
  • Connections to the legislator’s interests (Inouye example)
  • Connections to current events
  • Facilities (for legislator townhalls / events)
How

• The Invitation Process
• Sample Toolkit / Agenda
• When and how to include media
Follow-Up

• Thank you notes (from you and other attendees)
• Respond to questions / comments ASAP – remember ALA can help!
• Ask for a Congressional Record statement/ Facebook Post / Tweet regarding the visit
• Sign up for ALA action alerts to connect policy issues with the visit
• Find other opportunities to connect / build a relationship
  • Events / Townhalls
  • Local meetings
  • Connections with local and DC staff
Our Daily Acronym: LOCAL

- Language
- Opportunity
- Cost
- Audience
- Local
What LANGUAGE Works?

We Need to Understand LANGUAGE Differences

What D’s Tend to Say

Patient Access to Health Care

Estate Tax

ESEA Reauthorization

What R’s Tend to Say

Repeal the Job-Killing Health Care Reform Bill

Death Tax

No Child Left Behind

And my favorite: The “Light Bulb Freedom of Choice Act”
What OPPORTUNITIES do we have to connect?

- Events
- Trustee / Friend Meetings
- Special Programs
- IF POSSIBLE: Space for Meetings
Why is this worth the COST?


- Any guesses on the number of bills introduced in the entire 111th Congress mentioning jobs?
- How about so far in the 112th?
- Resources
  - Advocating in a Tough Economy
  - Budget in the Crosshairs
Who is our AUDIENCE?

**Primary**

*Decision-Makers*

- Legislators
- Executive Branch
- Staff (both DC and local)

**Secondary**

*Influencers*

- Voters
- Trustees
- Friends
- Community Leaders
- Businesses
- Others?
Localize, Localize, Localize (Examples)
Find more webinars like this one