

Planning Guide for Everyday Advocacy

Step 1: Develop relationships with decision makers.

Decision Makers <i>(budget, staffing, schedule, facility, access to students)</i>	What They Want/Value <i>(consider "real" objectives as well as stated ones)</i>	How You Provide This <i>(state clearly and concisely as possible)</i>	How /When Can You Communicate/Demonstrate Your Value	People Who Influence Decision Maker <i>(effective advocates on your behalf)</i>
Example: Principal	<ul style="list-style-type: none"> • Student achievement (testing and other performances) • Parent/Community support and involvement 	<ul style="list-style-type: none"> • Promote reading fiction and nonfiction (author visit activities, Battle of Books) • Teach critical thinking, problem solving • Host school community book discussions • Involve parents in school community festival (demonstrating products of a year of reading, research and communicating) 	<ul style="list-style-type: none"> • Provide monthly reports highlighting activities/class visits/circulation, etc. • Informal discussion of activities and successes at lunch • Keep press informed of news worthy happenings in library, and clip articles for Principal • Attend PTA meetings as teacher rep. • Invite to visit library and attend special events often 	<ul style="list-style-type: none"> • Certain teachers • Parents • Some supervisors • Public Library Director
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Step 2: Develop relationships with decision influencers – advocates.

Advocates - Influencers	What They Want or Value	How You Provide This	How You Can Develop and Maintain an Ongoing Relationship with This Advocate	How You Can Ensure That This Advocate Understands and Can Communicate the Value of Your Program

A Few Advocacy Resources:

- American Association of School Librarians. AASL Advocacy Toolkit. <http://www.ala.org/ala/mgrps/divs/aasl/aaslissues/toolkits/aasladvocacy.cfm>
- Highlands Regional Library Cooperative. Valuing Libraries Resources Page. http://www.hrlc.org/valuing_libs/valuinglibs.htm
- New Jersey Association of School Librarians. NJASL Advocacy Wiki. <http://njasladvocacy.pbworks.com/>