

TEN MAKE-OR-BREAK QUESTIONS TO ASK YOURSELF

Question:	YES	NO
1. Is this person someone who people will instantly recognize?	_____	_____
2. Is this person someone who lives (or has lived) in our community?	_____	_____
3. Does this person generally elicit a positive reaction?	_____	_____
4. Is this person generally free of controversy or polarization?	_____	_____
5. Can we make a logical connection between this person and our library?	_____	_____
6. Would this person be a credible library advocate?	_____	_____
7. Would the public feel this person is an appropriate spokesperson for us?	_____	_____
8. Would this person's association with our library boost our image?	_____	_____
9. Does this person appeal to a special audience we would like to reach?	_____	_____
10. Would this person be able to connect us to other influential people for potential advocacy support?	_____	_____

How many of these questions could you answer "yes" to? Use those "yes" answers to score your local notables to help you prioritize your asks.