CHALLENGE EIGHT: I DON’T KNOW HOW TO ENGAGE OTHERS

It can be hard to travel the advocacy road alone, so it’s important to make sure others are joining you in your advocacy efforts. This chapter outlines how to build and maintain coalitions within the library community so you have a strong group of support for your advocacy efforts.

HOW TO ENGAGE OTHERS

Resources on Building Coalitions and Engaging Your Community

**Getting Started: A Step-by-Step Guide:** How to create and maintain a strong and effective coalition

**What NOT to do: Coalitions Behaving Badly:** Check out these tips to make sure you don’t make these mistakes

**Cultivating Your Local Notables:** A toolkit on how to get the people you want advocating for what you want

**Template Handout for Advocates (Staff, Friends, Trustees, Patrons, Students, and Other Library Supporters):** This template provides an example of a handout you can provide advocates to when asking them to get more involved in advocacy. It outlines some examples of ways they can take action to support their local library.

**Advocate Intake Form:** Use this form to sign up interested advocates and ensure you get
the information you’ll need to put their service to good use.

**Coalition Intake Form:** Use this form for organizations interested in joining a coalition so you can gather all the information necessary to make sure you effectively build your coalition.

**One-Pager Template:** Customize this template to tell policymakers and supporters about the benefits of your library in the community.

**Sample Publicity Materials for Academic Libraries (doc):** Templates for press releases, op-eds, and public service announcements that can be easily customized to fit the needs and interests of your library and institution.

**100 Ways to Reach and Engage your Faculty:** Tips on how to build your faculty into an effective coalition on your library’s behalf.

**Public Library Campaigns that Make a Difference:** Looking for some inspiration on how to create a campaign for your library that inspires your community’s support? Check out some of the case studies in this online issue of Emerging Leaders 2013!

**The Power Guide for Successful Advocacy:** A toolkit on how to organize, advocate, and get your voice heard for your libraries.

**Engaging Your Community to Advocate for Library Services for Children:** the Association for Library Service to Children provides useful resources on effective coalition-building in the school community and how to get your voice heard.