CHALLENGE FIVE: I’M UNFAMILIAR WITH THE AUDIENCE

When advocating for your library, it’s crucial to know who you’re talking to. Understanding who your decision-makers are will determine the course of your discussion and how you address your issues. This chapter includes information on how to research your legislators and work with their staff to ensure your voice is heard.

RESEARCHING POLICYMAKERS

Advocacy Resources to Help You Get to Know Your Audience

- **Legislative Action Schedule and Know Your Legislator Worksheet**: Determine your advocacy plan and get to know the people who represent you by filling out this worksheet.

- **Top 10 Things Elected Officials and Their Staff Hate to Hear**: How to be mindful of the way you speak to legislators and their staff to ensure your message is most effectively internalized.

- **Working with Legislators and Decision-Makers: Tips for Success**: This document explains how to communicate effectively with legislators and decision-makers.

Click on the image or view online.
<table>
<thead>
<tr>
<th><strong>Legislative Scorecard:</strong></th>
<th>Outlines votes, and support of legislation that is important to and has an impact on the library community</th>
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<tr>
<td><strong>Webinar: The Legislative Process and You: How it Works and How to Make a Difference:</strong></td>
<td>This webinar provides insider information on the legislative process and how library advocates can use it to their advantage.</td>
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