## JANUARY
- Monthly: Share a copy of the library’s event calendar and newsletter with elected officials and community leaders.
- Sign up for your state association’s library legislative event. Have your library ready to share and follow-up with a thank you to legislators and staff.

## FEBRUARY
- Work with local media to highlight a library program, service, or event that is enabled by state or local funding: [http://www.ala.org/advocacy/media](http://www.ala.org/advocacy/media).

## MARCH
- Participate in statewide Library Snapshot Day, or create one for your city/county/school district: [http://www.ala.org/advocacy/snapshotday](http://www.ala.org/advocacy/snapshotday).
- Conduct a mid-session check-in with coalition partners to advance favorable legislation or defeat adverse legislation.

## APRIL
- Celebrate National Library Week, National Library Workers Day, National Bookmobile Day, and/or School Library Month: [http://www.ala.org/conferences/events/celebrationweeks/natlibraryweek](http://www.ala.org/conferences/events/celebrationweeks/natlibraryweek). Ask a state or local governing body to issue a proclamation and tweet your thanks with photos showcasing your library’s value to its community.

## MAY
- Attend a board, county commission, or city council meeting and share something new about the library that positively impacts their constituents.
- Invite officials to tour your library or participate in an upcoming event—e.g., summer reading—that aligns with their priorities.

## JUNE
- Join ALA for Annual Conference. If you can’t attend in person, follow the conversations on social media channels: @ALAConferences and @ALALibrary.
- Attend or schedule advocacy training for the summer.

## JULY
- Create and distribute a year-in-review infographic (one-page) for elected officials and the public.
- Review the legislative session to assess successes, losses, and areas for continued work.
- During election years, learn about candidates’ positions and educate them about your library.

## AUGUST
- Share input across library types for state or regional legislative planning.
- Attend in-district events hosted by your state senators & representatives.

## SEPTEMBER
- Celebrate Library Card Sign-Up Month by engaging community influencers in your public awareness campaign: [http://www.ala.org/conferences/events/celebrationweeks/card](http://www.ala.org/conferences/events/celebrationweeks/card). Partner across library types and with local organizations to highlight the value and impact of libraries.

## OCTOBER
- Confirm your state’s legislative session dates and update your advocacy calendar accordingly.

## NOVEMBER
- Research newly elected officials to understand their background and priorities.
- Review your state organization’s legislative agenda & communications plan so that your messaging is aligned with statewide efforts and libraries speak with one voice.

## DECEMBER
- Welcome new & returning elected officials. Offer your library as a place they can hold meetings/town halls and refer constituents for assistance accessing government services, small business resources, job search support, etc.

Advocacy activities may need to shift in accordance with institutional, organizational, and legislative calendars.

Download to customize. #ALAadvocacy