

# Tips for Advocacy campaign planning: **@your library**<sup>™</sup>

- Identify & know your target audiences
- “**Speak**” to your audiences--people do things for their reasons...not yours (LMC SELF promotion → LMC advocacy)  
...Make links to teaching and learning & school improvement
- Use a message because it is **EFFECTIVE**, not just cute and fun!!  
Advocacy should have substance!!!
- Have a plan...revisit & revise often and keep doing it...  
Advocacy is ongoing!
- Involve others...**collaboration** strengthens your program  
Recruit advocates!
- Don't be overwhelmed...  
Keep it simple!
- See results...  
Evaluate!!

**Advocacy @your library**<sup>™</sup>

[www.ala.org/@yourlibrary](http://www.ala.org/@yourlibrary)

Go to: School Library Campaign