



# Neal-Schuman Foundation *Citizens-Save-Libraries* Cycle 1 Grant Application

United for Libraries has secured \$75,000 from the Neal-Schuman Foundation to support library advocacy at the local level for libraries with troubled budgets. The Citizens-Save-Libraries grants will send expert advocates to 20 locations over the course of 2 years to help Friends of the Library groups, library directors and Trustees develop individual blueprints for advocacy campaigns to restore, increase or save threatened library budgets.

Selected libraries will receive two days of on-site, in-person training (approx. 5 hours each day). Applications for the first cycle of grants are due April 15, 2013 for training between June 1, 2013-May 1, 2014. Selected libraries will be notified of acceptance by May 15, 2013. Exact dates of training to be set in consultation with selected libraries. Applications for the second cycle of grants will be available in January 2014.

## Requirements include:

- Demonstrated need for help with a library advocacy campaign.
- Minimum of five volunteers committed to working on a leadership team for a campaign. Each member understands that this commitment may require at least weekly meetings for up to 90 days.
- Leadership team available for two days of on-site, in-person training (approx. 5 hours each day) between June 1, 2013-May 1, 2014.
- One member of the leadership team is willing to become a local “mentor” for other libraries in the state and/or region. Mentor may be invited to participate in a one-time live one hour webinar and may also be asked to give an advocacy program at state library conference.
- Support of the library’s Board of Trustees.
- No member of the United for Libraries’ Board of Directors or his or her library will be eligible to receive this grant.

Library \_\_\_\_\_  
Director’s Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
Telephone \_\_\_\_\_ Library Website \_\_\_\_\_  
Application submitted by \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
Telephone \_\_\_\_\_ Email address \_\_\_\_\_

## Short Answer Questions

Will you have at least five (5) members committed to working on the leadership team for this campaign? Yes No

Do members understand that this commitment may require at least weekly meetings for up to 90 days? Yes No

Can all members of leadership team commit to two days of in-person training (approx. 5 hours each day)? Yes No

What entities will be represented on your leadership team (check all that apply):

☐ Friends ☐ Foundation ☐ Trustees ☐ Library Administration ☐ Library Staff ☐ Civic Leaders

☐ Other (please describe): \_\_\_\_\_

*Continued*

What is the approximate population of your library's service area? \_\_\_\_\_

What is the library's annual operating budget? \_\_\_\_\_

How many branches do you have? \_\_\_\_\_

Is a member of the leadership team willing to become a local "mentor" for other libraries in your state and/or region? Yes No

Would the "mentor" be willing to engage in a one-time live one hour webinar developed by United for Libraries during which he/she will talk about how the team worked together and the outcome/results of the campaign? Yes No

Would the "mentor" be willing to give an advocacy program at state library conference based on his/her experience? Yes No

## Additional Questions

Please answer the following questions in a separate document. Please be sure to include the question before your responses so grant readers know exactly which question you are answering! To ensure that you answer all questions below, check each box upon completing the answer. United for Libraries has strived to make this application process as painless as possible – we don't want you or the grant readers to have to go to great lengths to put together or read overly long proposals. Most answers will be very short and concise, but the first three may take a bit longer to answer.

- ☐ Describe exactly what you are campaigning for. Please provide any relevant background including the timeline for this campaign. When will the campaign need to be completed to be effective – in time for a vote, in time for budget negotiations, e.g.?
- ☐ Has your library engaged in an advocacy campaign for an increased budget, to ward off a proposed decrease in budget, or for a library referendum in the past? If so, please explain the nature of the campaign and its level of success.
- ☐ Name a prior activity or two you have engaged in with your various support groups and give a brief summary of the outcome.
- ☐ Does any member of the leadership team have experience in running a campaign such as advocacy, promotional, or fundraising? If so, in what capacity?
- ☐ Approximately how much money do you (or your Friends/Foundation) have to spend on this campaign for things such as flyers, posters, yard signs, post cards, newspaper ads, etc.?
- ☐ How are you currently using social media for promoting the library and/or Friends/Foundation?

**All application materials must be emailed, faxed, or postmarked by April 15, 2013. Please email materials to [united@ala.org](mailto:united@ala.org) or fax to (215) 545-3821. If submission of a hard copy is necessary, materials may be mailed to:**

United for Libraries  
109 S. 13th St., Suite 117B  
Philadelphia, PA 19107

### Application Materials to Submit:

- This completed form.
- Completed answers to the additional questions.
- Signed release form.

Please contact United for Libraries at (800) 545-2433, ext. 2161 or by email at [united@ala.org](mailto:united@ala.org) with any