

Frontline Advocacy Parking Lot Speech

The idea of this speech is that it conveys your message in a very short time, literally the time it takes to walk with someone to their car or to stop and chat in the grocery store. Developing one is well worth the little time it takes because it not only tells your academic library's message, it spurs the listener to action.

Start here: What is the main thing you want to say – in 15 words or less?

What anecdotes or data support this message? For help with using your data effectively, click [Put Your Data to Work for Your Frontline Advocacy Team](#). [4.5.f.2]

- 1.
- 2.
- 3.

Why is this important?

What can the listener do to help?