

## STEP 2

# Build Your Team



Advocacy is a team sport, bringing together the perspectives and strengths of multiple players within and, perhaps, beyond your community for greater reach and impact. The team ensures that advocacy efforts are on track, tasks are delegated, and communication is ongoing.

Who is on your advocacy team?

Name	Representing [constituency]

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As you establish your team, decide:

1. Who will serve as **chair or coordinator**?

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2. Who will **recruit** additional members?

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3. **When** will the group meet?

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**The composition of your team will vary depending on the type and scope of your project.** Here are some stakeholder groups to consider for your team or one of its sub-groups:

- Other library types
- Educational institutions
- Friends, trustees, or board members
- Elected officials or their staff
- Author organizations, local authors/illustrators, local publishers and booksellers
- Other vendors
- Chamber of commerce and local businesses
- Civic groups
- Library users, parents, caregivers
- Community supporters

In projects large in scope or long-term, you may want to create task forces or subcommittees to help complete specific tasks. If this is the case, consider these questions as you plan your sub-groups:

- What should be the focus of each sub-group (e.g., communications, outreach, finance, evaluation)?
- How many volunteers are necessary for each sub-group?
- Who might be recruited?
- When should their work begin and when should it be completed?

## Sub-groups

Sub-group	Chair/Primary contact

## Additional Resources

Visit the resources available through [ALA's Ecosystem Initiative](#), including the [Ecosystem Continuum](#), to help build a strong team that leverages the entire library ecosystem.