

Advocacy*

* The act of supporting an idea, person(s) or organization.



Winnefox Trustee Workshop

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Definitions

Advocate (verb)

To speak or write in favor of;
to recommend publicly; to support

Advocate (noun)

A person who speaks in favor; one who
pleads or argues publicly for something



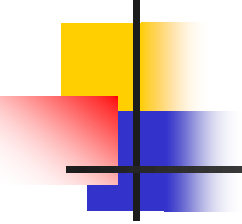
Successful Advocacy includes

- Effective Leadership
- Building relationships
- Mapping Influence
- Public speaking & writing
- Media relationships



Effective leadership includes

- Vision; strategy; desired future state
- Clear, effective communication
- Effective listening; “reading” reactions
- Resiliency – back up; fight another day



Relationships are the Foundation of Advocacy

- Initiate
- Inquire
- Invest
- Influence



How to build relationships?

- Face-to-face is best
- Practice empathy
- Model trust
- Be inclusive
- Don't let conflicts fester



Who needs to be on our list?

- “Powers-That-Be” – elected officials & appointed administrators.
- Community leaders – business & non-profits
- School Superintendent & Board members
- Friends groups
- Citizen advocates – library lovers!
- Others ?



How can they help us?

- Give us money
- Exercise influence on behalf of the library
- Support our strategies – advocate!
- Provide people power, materials, expertise
- Expand our connections/relationships
- Other?



Mapping Influence

- Stakeholders: who cares about this and why?
- Who can help us?
- Who might oppose and why?
- What resources/relationships do we have?
- What are we lacking; how do we get it?



Your Message

- Short & simple (5-10 words)
- Repeat message (rule of 3)
- Key points to support message (rule of 3)
- Why should they care?
- Hoped for outcomes?



Public Speaking Essentials

- Who is the target audience(s)?
- What is your message?
- How can you tailor your message?
- What outcome do you want?
- What is your “ask”?



Audience Analysis

- Values
- Needs
- Constraints
- Demographics
- Environment
- Benefits/Risks



Organizing the Presentation

- Openings – get their attention
- Preview (tell 'em what you're going to tell 'em)
- State main and sub-ideas (tell 'em)
- Why should they care? (benefits)
- Review ideas (tell 'em what you told 'em)
- Conclusion: what should they do/know now?
- "Thank You" (cannot say this enough!)



Practice, practice, practice

- Time your speech by reading it aloud
- Reduce & Simplify language
- Get honest feedback
- Finalize speech
- Transfer to note cards for prompts, or
- Print in large font for easy reading



Before the Speech

- Dress the part
- Arrive early
- Check room setup; where will you be relative to the audience? relax
- Familiarize yourself with equipment;
- Find a clock or place your watch in view
- Greet/watch people (as appropriate)



Delivering the Speech

- Be enthusiastic, animated, conversational
- Pace presentation, respond to interest, make adjustments as needed
- Maintain good posture; eye contact; smile
- Have passion!
- Don't go over your time (practice ahead!)



Handouts & Visuals

- Handouts with key points
- Quotable statements
- Use props if possible
- Have business cards ready



How to Handle Questions

- Listen & Empathize
- Do not repeat negatives
- Reframe the question
- Be positive, honest, straightforward



Media Relations

- Build relationship with managers/reporters
- Take their phone calls; respect their deadlines
- Give them interviews as requested; chat them up while the technical people set up
- Don't assume anything you say is "off the record"
- Anticipate questions, practice answers



Press interviews

- Never repeat a negative
- Never give one-word answers
- Talk in soundbites! (12-20 seconds)
- Bridge, flag and hook



Writing/Multi-Media Presentation

- Who is the audience?
- What is your message?
- Get their attention!
- Be personable
- Be simple, be brief, reiterate.
- Address tough questions



Event schmoozing

- Be aware of your presence;
- Smile, extend your hand, introduce yourself as a Library Trustee
- Listen and respond appropriately
- Leave a business card
- Collect a business card
- Send a thank you note/email



Summarizing Advocacy

- All politics are local: relate to local issues
- Ongoing relationships are best
- Be respectful of their interests & time
- Be appreciative of any support/time
- Be informative; make it easy for them
- Face-to-face; telephone; letters; email
- Be strategic; Be opportunistic
- Be joyful about the library!



Questions & Discussion

Thank you for this opportunity!