



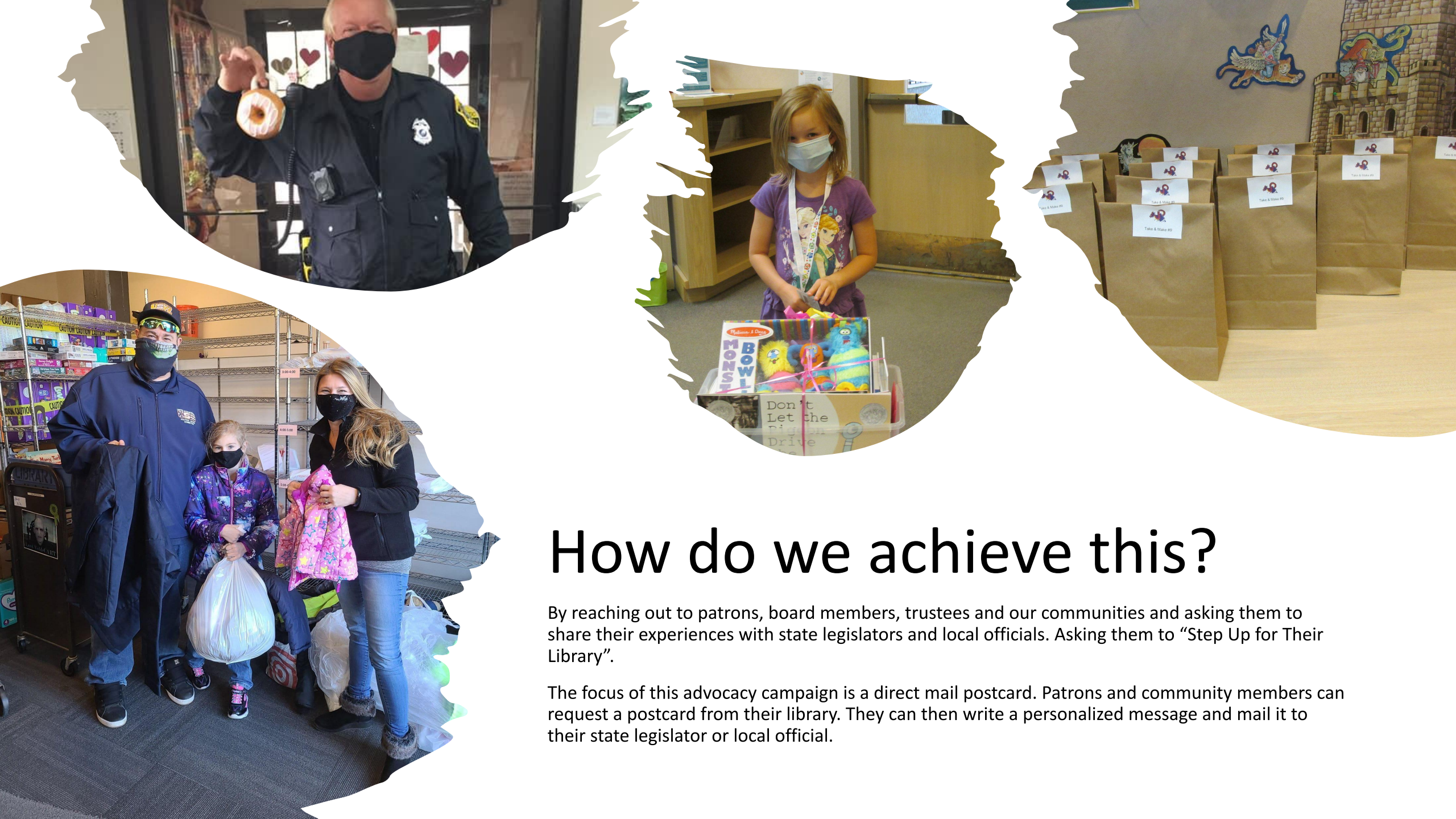
2021 Advocacy Marketing Toolkit



Goal

A major hurdle for funding is the perception that libraries have been closed during the pandemic. Legislators are hearing complaints and misinformation from their constituents. Why should we receive our budget request if services are not being provided?

To help counter that perception we need to tell the story of how libraries have adapted to provide services during this challenging time. Even when libraries were closed for general browsing, we were helping communities stay connected with access to materials through curbside deliveries, expanded virtual programs, digital collections and so much more.



How do we achieve this?

By reaching out to patrons, board members, trustees and our communities and asking them to share their experiences with state legislators and local officials. Asking them to “Step Up for Their Library”.

The focus of this advocacy campaign is a direct mail postcard. Patrons and community members can request a postcard from their library. They can then write a personalized message and mail it to their state legislator or local official.



What's in this toolkit?

The resources in this kit are a Swiss Army knife of marketing tools and templates to support the direct mail postcard campaign. The tools are designed to be easy to use, but customizable enough that any library, system or branch can incorporate their own branding and messaging. Included are:

- Sample Social Media Posts
- Informational Flyer Templates
- Poster Templates
- Email Template to Supporters
- Watch for a public-facing info page on the IFLS website that you can use on your own website, too.



- IFLS has created a printed postcard for our library system.
- Use the marketing templates linked in this toolkit to help promote the “Libraries Step Up” campaign via email, social media, posters and newsletter articles. Use as-is or swap out for images of your own. Ask Reb if you need help with that.
- Distribute postcards and information handouts to interested parties. Hand them the “bag stuffer” that gives them the link to find their elected officials.
- Encourage your trustees to participate.

How do I use this toolkit?

What we want to communicate: what we've been doing in 2020.

- Curbside services
- Virtual programs
- Book and activity packs
- Digital collection increase
- Library use by appointment
- Expanded Wi-Fi access
- Online patron registration
- Mobile hot spots
- Reading challenge app
- Fine forgiveness during quarantine
- Stocked and erected Little Free Libraries
- Outside food pantry access
- Census support
- Coordination with public health services
- Story walks

Emphasize what's been most important to your community!

Instructions: Bag Stuffer/Bookmark

LIBRARIES STEP UP

It's Easy to Step Up for
Your Library!

Step 1: Pick up one
postcards from your
library (You can also send
an email).

Step 2: Find the contact
information for your
elected officials at
myvotewi.gov.

Step 3: Write a sentence
or two about why you're
thankful for your library.

Step 4: Include your name
and address. Don't forget
to include the name of
your library at the top!

Step 5: Send your
postcard or email to your
elected officials.

Questions? Need
additional help? Contact
us anytime. **Thank you!**

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IFLS Facebook Cover Photos



Facebook Cover with girl Template



Facebook Cover with librarians Template



Facebook Post Template 1



Facebook Post Template 2



Facebook Post Template 3

IFLS Facebook Graphics



Instagram Post Template 1



Instagram Post Template 2



Instagram Post Template 3

Instagram Graphics (OWLS templates)

Sample Social Media Posts

Here are some sample posts to go with the customizable images.

Include a call-to-action in every post. Make it easy for people to participate by including an easy way to request a postcard (or two!) like:

- link to curbside info
- phone number
- location of postcards to grab

- Will you step up to support LIBRARY NAME? Consider sending a postcard to state legislators or local officials telling them why YOU are thankful for the library. Stop by the library for a postcard or pick one up in your curbside bag!
- With one sentence, you can make a difference for LIBRARY NAME. Fill out and send a postcard to tell your state legislators or local officials why YOU were thankful for LIBRARY NAME in 2020. Stop by the library for a postcard or pick one up in your curbside bag!
- How did LIBRARY NAME help you in 2020? Consider sending a postcard to your state legislators before Library Legislative Day on February 16 telling them why YOU were thankful for your library this year.
- Calling all library fans! Tell your state legislators why you're thankful for LIBRARY NAME with our new postcards. Stop by the library for a postcard or request one for pick up in your curbside bag!
- LIBRARY NAME stepped up in 2020. Will you step up to support your library? Consider sending a postcard to your state legislators before Library Legislative Day on February 16 telling them why YOU were thankful for LIBRARY NAME this year.
- Curbside service. Wi-Fi access. Online storytimes. How did LIBRARY NAME serve you this year? Consider sending a postcard to state legislators or local officials telling them why YOU are thankful for the library. Stop by the library for a postcard or pick one up in your curbside bag!
- How did LIBRARY NAME step up for you in 2020? Tell your state legislator or local official why YOU'RE thankful for your library with a postcard or email. Stop by the library for a postcard or request one for pick up in your curbside bag!

Promotional 8.5 x 11 Flyers



Flyer Template 1



Flyer Template 2

You'll be getting a flyer with your pre-printed postcards, but feel free to customize and print these flyers with your library's pictures. Display these in highly visible areas.

LIBRARIES
STEP UP

STEP UP FOR YOUR LIBRARY!

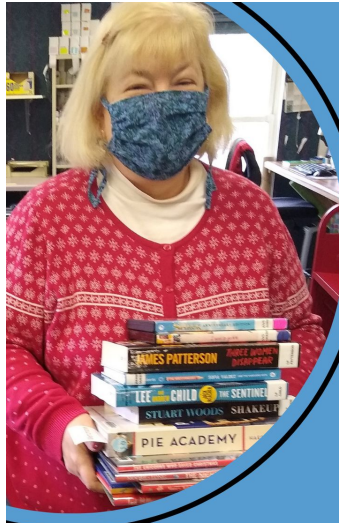
Request your postcard today.



Are you thankful for LIBRARY NAME? Use our new postcards to tell your state legislators or local officials why you are thankful for how LIBRARY NAME stepped up for your community in 2020.

Poster Template 1

STEP UP FOR YOUR LIBRARY!



Are you thankful for LIBRARY NAME? Use our new postcards to tell your state legislators or local officials why you are thankful for how LIBRARY NAME stepped up for your community in 2020.

LIBRARIES
STEP UP



Poster Template 2

Spread the word about Stepping Up For Your Library with these 11x17 posters.

Poster Designs

Sample Email to Supporters

Dear/Hi _____,

I'm reaching out to you because I know and appreciate how supportive you have been of the LIBRARY NAME in the past. As our library enters the 2021 budget season, we are asking our library super supporters to send a postcard to your state legislators and/or local officials telling them why you are thankful for the LIBRARY NAME.

We want our elected officials to understand what the library does for COMMUNITY NAME and for residents like you, especially during the pandemic. Your words make a powerful difference in showing the community's support for the library.

I would be happy to supply you with a postcard (or several if you wish!) that you can mail to an elected official, and a here's link to find contact information for officials in our district and municipality. If you'd rather send an email, this link works, too. <https://myvote.wi.gov/en-us/MyElectedOfficials>

Not sure what to write? "I am thankful for the LIBRARY NAME because..." or "The LIBRARY NAME helped me in 2020 by..." are great ways to start your postcard.

Feel free to respond with any questions. Thank you so much for everything you do to support the LIBRARY NAME. Your help ensures that our library will continue to serve and strengthen our community for years to come.

Sincerely,

LIBRARY DIRECTOR NAME

Notes

- Find your elected officials:
 - [Wisconsin State Legislature Home Page](#) or [MyVote.org](#)
- Library Legislative Day is Tuesday, February 16 – Thursday, February 18, 2021. [Register here.](#)