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## CHAPTER SIXTEEN

## Library Advocacy

**[Disclaimer:** *The information in this handbook is not legal advice. We recommend that you consult an attorney if you have any questions about how the laws apply to your library.*]

One of your major responsibilities as a public library trustee is to act as an advocate for the library.

A library advocate:

- Builds and nurtures relationships with community members, government leaders and other decision-makers all year long
- Understands the value and importance of public library service and who communicates that to the community

Your primary function as a library advocate will be to provide clear, accurate, and timely information on library issues to people who need it in order to make sound decisions on those issues. This information can be provided orally or in writing. It may have such diverse objectives as shaping public opinion in a general way or providing information on the effects of a specific vote on a library issue by the local unit of government.

Libraries need their trustees to act as advocates for several reasons. Pressures on local, county, and state budgets make it harder than ever for libraries to obtain adequate funding.

As a representative of the general public, you can make a more effective case on the importance of adequate funding for the library than the librarian who may be viewed as having a vested interest in a larger budget. Because public libraries have a unique place in local government or the social infrastructure of a community, their needs may not be as readily understood by government officials as those of other units of government, and a greater effort is needed to tell the library's story.

### Advocacy vs. Lobbying

What is the difference between advocacy and lobbying? The Alliance for Justice defines advocacy as:

*Advocacy is any action that speaks in favor of, recommends, argues for a cause, support or defends, pleads on behalf of others. It includes public education, regulatory work litigation and work before administrative bodies, lobbying, nonpartisan voter registration, nonpartisan voter education, and more.*

Anytime you are speaking about the library, you are advocating.

Lobbying, on the other hand, is talking with elected officials about a specific piece of legislation and asking them to vote a certain way. All three of those elements (elected officials, legislation, asking for a vote) must be present for the activity to be considered lobbying. IRS rules state that nonprofits can do some lobbying but too much lobbying activity risks your 501(c)3 status. Visit the IRS website for ways to measure your lobbying activity (<https://www.irs.gov/charities-non-profits/lobbying> ). Chances are low that you will be involved in lobbying when you talk to your select board or even state law makers about the library.

## Establish Priorities for Advocacy

Since the advocacy role is a basic duty of a library board member, it's important to channel these energies carefully. Early each year, the library board acting as a whole should decide which of its goals or positions to advocate most strenuously. Emphasis will vary by library. For instance, you and the library board might work for the adoption of an improved library budget, seek support for enhanced library technology, or inform the public of the need for a library building program. What is important is that you decide with other library board members what the areas of emphasis will be and how board members will go about advocating for those goals or positions. Each member of the board should communicate the same message.

Your goal as an advocate is to shape the local decision-making process, which requires an understanding of how decisions are made in the community and who must be influenced in order to achieve favorable outcomes.

## Staying Informed

Your effectiveness as an advocate depends on being well informed about library issues at the local, state, and federal levels. The Maine library listservs are a good place to start. Watching the Continuing Education calendar (<https://maine-msl.libcal.com/calendar?cid=10791>) for upcoming events and

webinars of interest to trustees is also an effective means of staying current.

## Ways to Act as an Advocate

As an advocate, you can influence decision-makers by:

- Speaking to civic groups about library needs and issues
- Talking to friends about the library, its role in the community, and its needs
- Writing letters to the editor of the local newspaper.
- Testifying at local and state budget hearings
- Talking and writing to state and federal legislators about the needs of the library
- Contributing to a library newsletter that is sent to decision-makers

If you choose to advocate a library-related position not agreed on by the board, be sure to make clear that you are speaking for yourself as an individual, not for the board.

Your work as a library advocate is never done. Each success leads to a new area of effort. Library advocacy does not represent a narrow commitment to a single issue—it's an ongoing commitment to supporting library issues in a wide range of ways.

You and your fellow library board members are not alone in advocating for high- quality public library service. There are a number of groups that share your belief in the value of public library service and can provide information and support you in advocacy efforts. Some of these groups are listed below, along with other tools to help you advocate for your library.

## Sources of Additional Information

- Your Regional Liaison  
<https://www.maine.gov/msl/libs/districts/index.shtml>
- Data in Action Toolkit:  
<https://www.maine.gov/msl/libs/data/datainaction.shtml>
- Building Better Messages About Library Impact: webinar:  
<https://my.nicheacademy.com/mslstaff/course/5784>
- Maine Library Association (MLA) <http://mainelibraries.org>

- The Association for Rural and Small Libraries:  
<https://www.arsl.org/>
- United for Libraries [www.ala.org/united/](http://www.ala.org/united/)
- Advocacy Toolkit: <https://www.ncoa.org/public-policy-action/advocacy-toolkit/advocacy-basics/nonprofit-advocacy-rules-regulations/>
- Maine Association of NonProfits Lobbying Toolkit:  
<http://www.nonprofitmaine.org/wp-content/uploads/2007/03/RaiseYourVoiceLobbyingToolkit.pdf>  
(esp. pages 7-8)
- Maine Legislators:
  - Senators:  
<http://legislature.maine.gov/senate/senators/9536>
  - Representatives:  
<https://legislature.maine.gov/house/house/MemberProfiles/ListAlpha>
- Contact information for your United States Senators  
<http://www.senate.gov/states/statesmap.htm>
- Contact information for your United States Representatives  
[http://clerk.house.gov/member\\_info/index.aspx](http://clerk.house.gov/member_info/index.aspx)
- 27-3-9 Elevator Pitch Worksheet: <http://powerprism.org/27-9-3-elevator-pitch.htm>

