

Trustee Development Topic March 2024

Aligning advocacy: Crafting library messages that resonate with stakeholder values.

Public libraries hold a unique position of strength, serving as foundational institutions that meet individuals at their point of need, assisting them in achieving their goals. This capability not only emphasizes our role in the community but also positions us as a versatile organization capable of bridging diverse interests, political perspectives, and values.

This adaptability offers us a significant advantage in advocacy, enabling us to connect more meaningfully with a broad array of people. The aim here is to explore how we can leverage this strength in advocacy conversations. By aligning our messages with what matters most to our stakeholders, we can foster stronger relationships, increase support for our initiatives, and ultimately, expand our impact within the community.

The prompts below are meant to encourage discussion about how we can apply this approach across our various networks ensuring our advocacy efforts are as effective and inclusive as possible.

1. How can we identify the core values of our key stakeholders (e.g., local government officials, community leaders, library patrons) and integrate these insights into our advocacy messages?
2. How can we train our board members and staff to effectively adapt their advocacy messages based on the audience's values? Are there any existing tools or resources we can utilize?
3. Do you have any personal experiences you would like to share where you have done this with someone?