

# STATE & LOCAL YEAR-ROUND ADVOCACY CHECKLIST



<h2>JANUARY</h2> <ul style="list-style-type: none"> <li>Monthly: share a copy of the library's event calendar and newsletter with elected officials and community leaders.</li> <li>Sign up for your state association's library legislative event. Have your library story ready to share and follow-up with a thank you to legislators and staff.</li> </ul> <input checked="" type="checkbox"/>	<h2>FEBRUARY</h2> <ul style="list-style-type: none"> <li>Work with local media to highlight a library program, service, or event that is enabled by state or local funding: <a href="http://www.ala.org/advocacy/media">http://www.ala.org/advocacy/media</a>.</li> </ul> <input type="checkbox"/>	<h2>MARCH</h2> <ul style="list-style-type: none"> <li>Participate in statewide Library Snapshot Day, or create one for your city/county/school district: <a href="http://www.ala.org/advocacy/snapshotday">http://www.ala.org/advocacy/snapshotday</a>.</li> <li>Conduct a mid-session check-in with coalition partners to advance favorable legislation or defeat adverse legislation.</li> </ul> <input type="checkbox"/>	<h2>APRIL</h2> <ul style="list-style-type: none"> <li>Celebrate National Library Week, National Library Workers Day, National Bookmobile Day, and/or School Library Month: <a href="http://www.ala.org/conferencesevents/celebrationweeks/natlibraryweek">http://www.ala.org/conferencesevents/celebrationweeks/natlibraryweek</a>. Ask a state or local governing body to issue a proclamation and tweet your thanks with photos showcasing your library's value to its community.</li> </ul> <input type="checkbox"/>
<h2>MAY</h2> <ul style="list-style-type: none"> <li>Attend a board, county commission, or city council meeting and share something new about the library that positively impacts their constituents.</li> <li>Invite officials to tour your library or participate in an upcoming event—e.g., summer reading—that aligns with their priorities.</li> </ul> <input type="checkbox"/>	<h2>JUNE</h2> <ul style="list-style-type: none"> <li>Join ALA for Annual Conference. If you can't attend in person, follow the conversations on social media channels: @ALAConferences and @ALALibrary.</li> <li>Attend or schedule advocacy training for the summer.</li> </ul> <input type="checkbox"/>	<h2>JULY</h2> <ul style="list-style-type: none"> <li>Create and distribute a year-in-review infographic (one-page) for elected officials and the public.</li> <li>Review the legislative session to assess successes, losses, and areas for continued work.</li> <li>During election years, learn about candidates' positions and educate them about your library.</li> </ul> <input type="checkbox"/>	<h2>AUGUST</h2> <ul style="list-style-type: none"> <li>Share input across library types for state or regional legislative planning.</li> <li>Attend in-district events hosted by your state senators &amp; representatives.</li> </ul> <input type="checkbox"/>
<h2>SEPTEMBER</h2> <ul style="list-style-type: none"> <li>Celebrate Library Card Sign-Up Month by engaging community influencers in your public awareness campaign: <a href="http://www.ala.org/conferencesevents/celebrationweeks/card">http://www.ala.org/conferencesevents/celebrationweeks/card</a>. Partner across library types and with local organizations to highlight the value and impact of libraries.</li> </ul> <input type="checkbox"/>	<h2>OCTOBER</h2> <ul style="list-style-type: none"> <li>Sign up for federal (<a href="https://bit.ly/2Enzw9B">https://bit.ly/2Enzw9B</a>) &amp; state (<a href="https://bit.ly/3ohY13Y">https://bit.ly/3ohY13Y</a>) advocacy alerts.</li> <li>Confirm your state's legislative session dates and update your advocacy calendar accordingly.</li> </ul> <input type="checkbox"/>	<h2>NOVEMBER</h2> <ul style="list-style-type: none"> <li>Ask your trustees to complete the Board Member Survey: <a href="https://bit.ly/2UbVW95n">https://bit.ly/2UbVW95n</a>.</li> <li>Research newly elected officials to understand their background and priorities.</li> <li>Review your state organization's legislative agenda &amp; communications plan so that your messaging is aligned with statewide efforts and libraries speak with one voice.</li> </ul> <input type="checkbox"/>	<h2>DECEMBER</h2> <ul style="list-style-type: none"> <li>Welcome new &amp; returning elected officials. Offer your library as a place they can hold meetings/town halls and refer constituents for assistance accessing government services, small business resources, job search support, etc.</li> </ul> <input type="checkbox"/>

Advocacy activities may need to shift in accordance with institutional, organizational, and legislative calendars.

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