

Advocacy Planning Matrix

GOAL e.g., The county will increase the library budget by \$750,000	OBJECTIVE (example) In the next four months, highlight library workforce development programs	OBJECTIVE 1	OBJECTIVE 2	OBJECTIVE 3	OBJECTIVE 4
Who decides?	News editors Opinion page editors Civic organizations				
Who will influence the decision?	Library trustees Local reporter who covers library board meetings Library director				
What is our message and how does it connect to their priorities?	The library's workforce development programs provide economic benefit to community and must expand to meet increased demand after closure of [x company] and rising unemployment.				
How are we going to communicate our message?	Via newspaper Library newsletter Presentations at civic orgs. Videos over social media				
What resources do we need to make that happen?	Staff time to gather examples & personal stories, develop presentation Training session for trustees Editor/reviewer Video equipment and volunteer participants				
What other work will support this effort?	<i>Land the Job</i> fall classes Library director's quarterly report to county commissioners Public/community college library partnership				
What does success look like?	Minimum of one newspaper story, one op-Ed or letter, and three presentations				