

Days in the District:



**CALLING ALL
SUPERHEROES!**

Presented by the
Advocacy & Legislative Committee



2017-2018 Advocacy

Library Legislative Day becomes

Days in the District

One Week of visits to Members of the Legislatures (MoLs) in their district offices
(October 2-7)

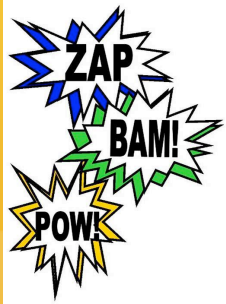
Purpose:

- Create a touch point in each county
- Obtain participation with more librarians, advocates and 'everyday library users'
- Maintain presence in Tallahassee with local library advocates led by Debra Sears and FLA team





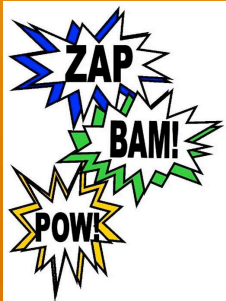
Strategy:



- ❁ A&L Committee members coordinate and mentor librarians in their regions
- ❁ We conduct activities in both the districts and in the capitol; districts will occur in October in between committee weeks. At the capitol, we will still have a presence but a smaller contingent.
- ❁ We will support other librarians' efforts with examples of events to attract MOLs into libraries, with great visibility and visual documentation

More Strategy

- ❁ We will coordinate with the Marketing Committee headed by April Hines, who will coordinate social media and facilitate other marketing activities (a version of Snapshot Day)
- ❁ We will create a webinar to walk libraries through the process
- ❁ We will create a 'recipe book' for SuperPower recipes for Success (adopting many of the guidelines from the ALA advocacy workshop and using research by Debra Sears on other states)



Goals:



- ❁ Every county's MOLs will have some point of contact by librarians
- ❁ Asking librarians to:
 1. Establish contact now with new legislators, thank continuing legislators for their ongoing support.
 2. Visit MOLs in their district offices at least 3 times between now and the session in January 2018.
 3. Get MOLs into their libraries at least one time as part of a typical library event.
 4. Coordinate with other FLA committees (IFC, Marketing) to leverage efforts and cover more ground.
 5. Support Librarians efforts whether they are FLA members or not.



Benefits

- ❁ Leverages the ongoing activities of libraries as story settings.
- ❁ Engages more participants including citizen users and a wider variety of librarians.
- ❁ Can have simultaneous activities in both the busy capitol and the home districts.
- ❁ Opportunity to demonstrate to non-member libraries the value of FLA membership.
- ❁ Enhances the efforts of the Marketing Committee and engages the Intellectual Freedom Committee with support for current needs



**Join Us as we
Unleash the Power of
Libraries!**