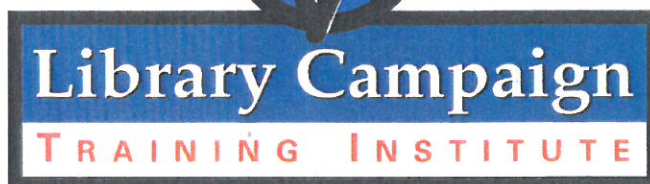
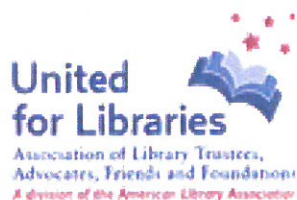


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Chapter Relations Office



**4 Thursdays  
in July & August  
July 14, 21 & 28  
and  
August 4  
at 1 PM Eastern**

## **A Free Advocacy Webinar Series**

Developed and presented by Libby Post of Communication Services, the LCTI will teach attendees how to create, market, and implement an effective advocacy campaign for your library.

### **Part 1: Building your Base – July 14, 2016:**

This workshop makes the connection between program and services outreach and building a library's base of support for advocacy. This workshop details:

- Using recent research as well as preparing public service return on investment calculations
- How to map a community and use of social media
- Connection between customer service and advocacy

### **Part 2: The Best Defense is a Good Offense – July 21, 2016:**

This workshop provides participants with the knowledge needed to:

- Create a campaign plan, recruit volunteer leadership, and detail roles and responsibilities

### **Part 3: Message, Marketing, & Media – July 28, 2016:**

This workshop walks participants through:

- How to develop a campaign message using values and emotional branding
- Public presentations and using the media to advance the message

### **Part 4: Connecting with YES Voters – August 4, 2016:**

This workshop details the nuts and bolts of a library field operation including:

- Targeting through using enhanced voter files
- Phone Banking/Direct Mail/Social Media/Email/Voter Tracking

### **Part 5: Get out the Vote – August 4, 2016 (Immediately following Part 4):**

This workshop brings the previous four together with the ultimate goal of reaching out to "Yes" voters and getting them to the polls.

For more information, and to register for the webinar,  
visit [www.ala.org/library-campaign-training](http://www.ala.org/library-campaign-training).

Space is limited for each session, but all will be recorded and archived for future viewing.