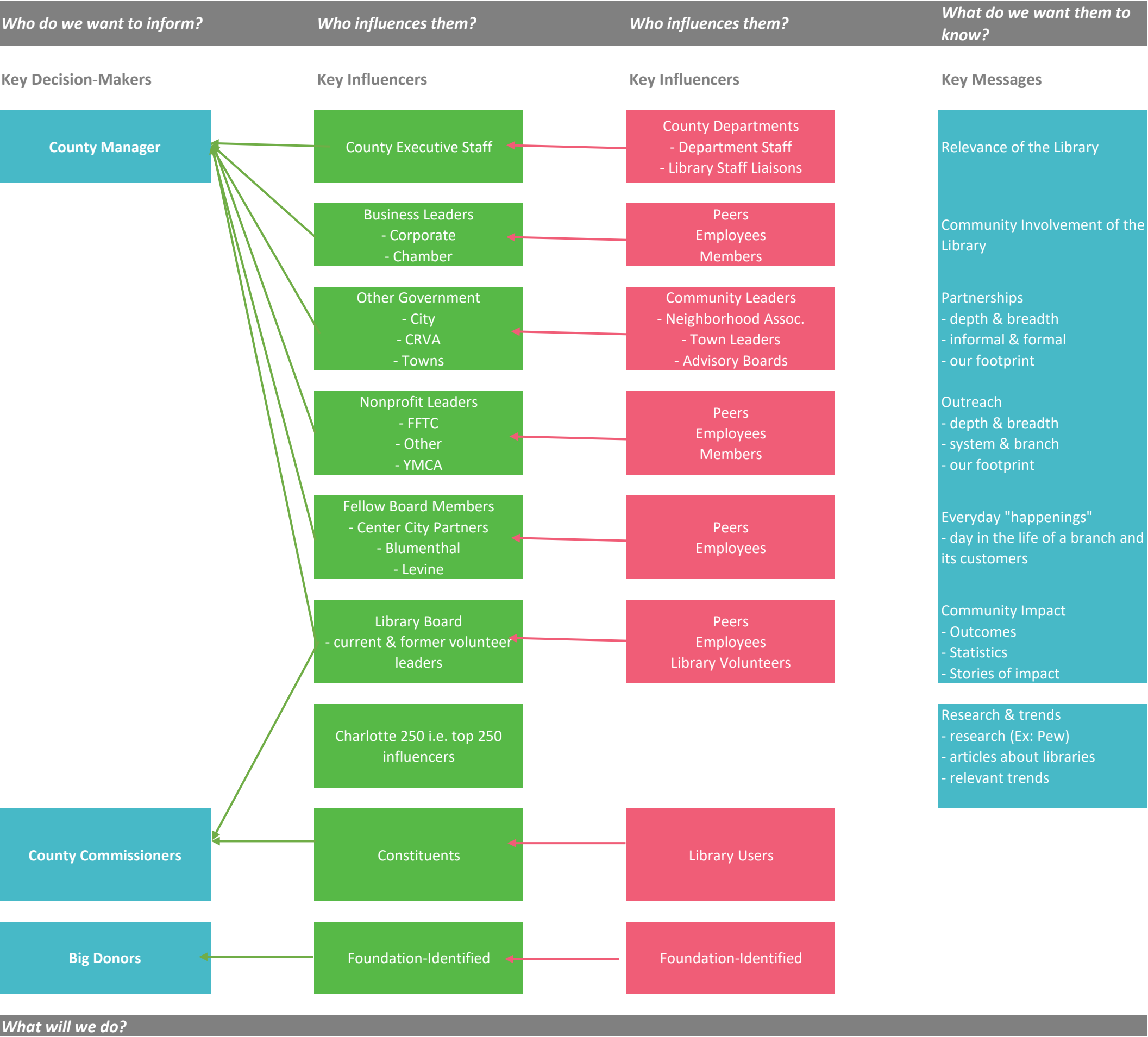


Library Advocacy Plan

Definition: To raise awareness and support (public/private) among a strategically targeted group of people, through messaging and calls to action, to increase their investment in the Library and its success over time.



What will we do?

Ongoing Relevancy Strategies

Key messages from this advocacy plan are and will be incorporated into FY 2019 Communications Plan, with the goal that "Everyone in the Charlotte-Mecklenburg community knows that the Library is ESSENTIAL and improving lives and building a stronger community."

Targeted Relevancy Strategies

Research: Brainstorming meeting: Lee, Jenni, Cordelia, Susan Patterson, Kristin, etc. <i>What are we already doing?</i> Partnership Census (done) <ul style="list-style-type: none">- Partnerships- Collaborations- Sponsorships Update Outreach Map (in progress)	Planning: Develop list <ul style="list-style-type: none">- Segment Identify touch points: <ul style="list-style-type: none">- Formal relationships- Personal relationships- Contact info	Implementation: Find out if they have accounts <ul style="list-style-type: none">- If not, create them Identify participation opportunities <ul style="list-style-type: none">- Programs & Events- Focus groups, committees Empower leaders (Board) <ul style="list-style-type: none">- Hand out Library cards- Invite peers to participate Lee handwritten notes	<div>Develop Meeting Schedule</div> <div>Create communication vehicles<ul style="list-style-type: none">- Quarterly letter</div> <div>Leverage existing channels<ul style="list-style-type: none">- Monthly reports- Presentations to County ET, BOCC- Targeted messages in Savannah- Print pieces</div>
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