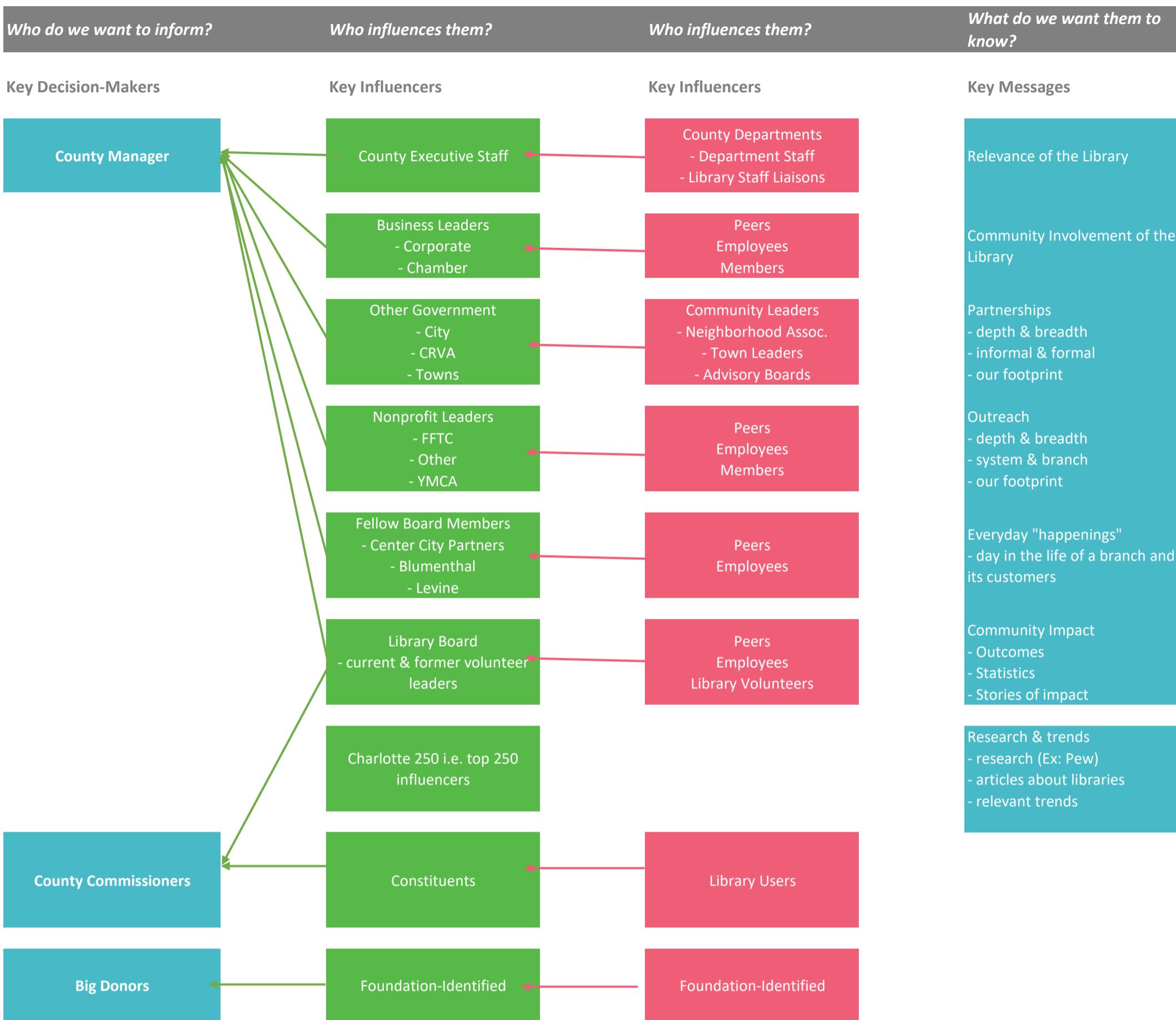


# Library Advocacy Plan

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:	Planning:	Implementation:	
Brainstorming meeting: Lee, Jenni, Cordelia, Susan Patterson, Kristin, etc.	Develop list - Segment	Find out if they have accounts - If not, create them	Develop Meeting Schedule
What are we already doing?	Identify touch points: - Formal relationships - Personal relationships - Contact info	Identify participation opportunities - Programs & Events - Focus groups, committees	Create communication vehicles - Quarterly letter
Partnership Census (done) - Partnerships - Collaborations - Sponsorships		Empower leaders (Board) - Hand out Library cards - Invite peers to participate	Leverage existing channels - Monthly reports - Presentations to County ET, BOCC
Update Outreach Map (in progress)		Lee handwritten notes	- Targeted messages in Savannah - Print pieces