

Advocacy

Advocacy is the combination of marketing, publicity, and public relations, as well as lobbying and professionalism. It is about being visible and asserting your value. It is also about providing the best services possible and telling people about it. Advocacy may be targeted to a specific campaign, such as when there is a specific need. But it can and should also be an everyday activity. It includes the things done on a daily basis, both inside and outside of the library [*and archives and museums*], to become visible and to get the support needed from decision makers.

Sandra Littletree in *Chapter 21: Advocacy and Marketing for the Tribal Library* in *Tribal Libraries, Archives, and Museums: Preserving Our Language, Memory, and Lifeways*, ed. by Lorie Roy, Anjali Bhasin, and Sarah K. Arriaga. The Scarecrow Press, Inc., 2011.

Advocacy: Webster simplifies it this way: to support or urge by argument, especially publicly.

Advocacy is creating an argument in support of a specific proposal and getting your audience to say “yes.”

Advocacy is best used by libraries, *archives*, and *museums* to advance specific proposals such as your budget and is best for addressing challenges such as funding or policy questions and advancing issues (e.g. literacy, ... etc.).

Libraries Prosper with Passion, Purpose and Persuasion!: A PLA Toolkit for Success, the Public Library Association, a division of the American Library Association, 2007, Chicago, IL (www.pla.org)

From “*Turning the Page: Building Your Library Community*,” A conference and a free (to American Library Association members) online learning program of the Public Library Association (www.ala.org/pla/education/turningthepage):

What is Advocacy?

Advocacy means different things to different people. For the purpose of the “*Turning the Page: Building Your Library Community*” learning program, advocacy is the process of acting on behalf of the library [*or your institution*] to increase public support and funding. Advocacy includes:

- Building strategic partnerships with local groups,
- Developing effective approaches that demonstrate and communicate *your institution's* value and
- Delivering messages about the importance of libraries, *archives*, and *museums*.

Advocacy: The process of acting on behalf of the public library, *archives*, and *museums* to increase public funds and ensure that it has the resources needed to be up to date. Advocacy can include building strategic partnerships with local groups and leaders; developing effective approaches that demonstrate *your institution's* value to local decision makers and community members; and delivering messages about the importance of libraries, *archives*, and *museums* through a variety of activities to increase support for libraries, *archives*, and *museums*.

Advocacy → Sustainability