

Some resources for advocacy and community organizing for libraries and other organizations

Building Communities From the Inside Out: A Path Toward Finding and Mobilizing a Community's Assets. John P. Kretzmann and John L. McKnight, ACTA Publications, Skokie, IL, 1993

Chapter Two: Releasing the Power of Local Associations and Organizations includes a section on Cultural Organizations

Chapter Three: Capturing Local Institutions for Community Building includes sections on Libraries and Community Colleges

Building Powerful Community Organizations: A Personal Guide to Creating Groups that Can Solve Problems and Change the World. Michael Jacoby Brown

(www.BuildingPowerfulCommunityOrganizations.com), Long Haul Press, Arlington, MA, 2006

Interesting Exercises, Case Studies, and Stories throughout the book

The Community Activist's Handbook: A Guide to Organizing, Financing, and Publicizing Community Campaigns. John Huenefeld, Beacon Press, Boston, MA, 1970

Effective Fundraising for Nonprofits: Real-World Strategies That Work, 2nd Edition

Ilona Bray, J.D., Nolo, Berkeley, CA, 2008

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

The Nonprofit Marketing Guide: High-Impact, Low-Cost Ways to Build Support for Your Good Cause

Kivi Leroux Miller, Jossey-Bass (www.josseybass.com), San Francisco, CA, 2010

Organizing for Social Change: Midwest Academy Manual for Activists, Fourth Edition

Kim Bobo, Jackie Kendall, Steve Max. The Forum Press, Santa Ana, CA, 2010

Helpful outlines, charts and checklists

Stir It Up: Lessons in Community Organizing and Advocacy

Rinku Sen, Jossey-Bass (www.josseybass.com), San Francisco, CA, 2003

Exercise 6.1. Target-Research Worksheet.

Exercise 6.2. Research Worksheet.

Exercise 7.1. Potential-Allies Assessment Sheet.

Exhibit 8.1. How to Pitch Stories to the Press.

Tribal Libraries, Archives, and Museums: Preserving Our Language, Memory, and Lifeways

Edited by Lorienne Roy, Anjali Bhasin, and Sarah K. Arriaga

The Scarecrow Press, Inc., Lanham, Toronto & Plymouth, UK, 2011

Grassroots Fundraising Journal magazine, on-line at <http://www.grassrootsfundraising.org/>, Tel.: 510-452-4520

"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)

Listed below are several recommended readings

from 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 Loriene Roy, Anjali Bhasin, and Sarah K. Arriaga (listed above):

Alman, Susan Webreck. *Crash Course in Marketing for Libraries*. Westport, Conn.: Libraries Unlimited, 2007.

Karp, Rashelle S., ed. *Powerful Public Relations: A How-To Guide for Libraries*. Chicago: American Library Association, 2002.

Reed, Sally Gardner. *Making the Case for Your Library*. New York: Neal-Schuman, 2001.

Turner, Anne M. *Getting Political: An Action Guide for Librarians and Library Supporters*. New York: Neal-Schuman, 1997.