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

Interesting Exercises, Case Studies, and Stories throughout the book


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
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 Loriene Roy, Anjali Bhasin, and Sarah K. Arriaga

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):


