



Library Advocacy Pathfinder

Today, libraries are playing a critical role in helping people survive tough economic times. *You* know that! But, how do you make sure that your community and elected officials understand your value?

First, implement a marketing plan to promote your library's programs and services to your community. If you want ideas on how to do this, see the [How-to Guide: Marketing Your Public Library's Online Resources](#).

Then, take it a step further. Communicate to elected officials and voters the value your library. The American Library Association and the Public Library Association have created excellent advocacy guides and programs to support you. Links are provided below.

We hope this pathfinder will help you quickly find the right resources to advocate for your library.

Federal Legislation

American Library Association Legislative Action Center
<http://capwiz.com/ala/home/>

American Library Association Advocacy Clearinghouse – links to advocacy related information
<http://www.ala.org/ala/issuesadvocacy/advocacy/advocacyuniversity/advclearinghouse/index.cfm>

American Library Association Washington Office
<http://www.ala.org/ala/aboutala/offices/wo/index.cfm>

The Washington Office on Facebook
<http://www.facebook.com/pages/ALA-Washington-Office/225358827791>

National Library Legislative Day 2012
<http://www.ala.org/ala/issuesadvocacy/advocacy/nlld/index.cfm>

Public Library Association Issues and Advocacy Resources
<http://www.ala.org/ala/mgrps/divs/pla/plaadvocacy/index.cfm>

ALTAFF Advocacy Resources
<http://www.ala.org/ala/mgrps/divs/altaff/advocacy/altaffresources/index.cfm>

[Ilovelibraries.org](http://lovelibraries.org)

Website developed by ALA provides news and information about library advocacy.

I Love Libraries on Facebook
<http://www.facebook.com/ILoveLibraries>

@ Your Library, campaign for America's libraries

<http://www.ala.org/ala/issuesadvocacy/advocacy/publicawareness/campaign%40yourlibrary/index.cfm>

Funding Guides from ProQuest

<http://www.proquestk12.com/funding.shtml>

State and Local Legislation and Issues

Visit your state's library association Website for information about the important issues in your state.

Take Action by State

<http://www.ala.org/ala/aboutala/offices/cro/legislationandadvocacy/takeactionlibraries.cfm>

ALA Office for Library Advocacy and Chapter Relations Office are heading efforts to collect best practices and local and state advocacy efforts.

<http://www.ala.org/ala/issuesadvocacy/advocacy/statelocalefforts/index.cfm>

Community Relations Resources from Webjunction

<http://www.webjunction.org/community-relations>

Education

Advocacy University

<http://www.ala.org/ala/issuesadvocacy/advocacy/advocacyuniversity/index.cfm>

Online Courses and Webinars

<http://www.ala.org/ala/issuesadvocacy/advocacy/advocacyuniversity/onlinecourses/index.cfm>