Who we are

EveryLibrary board members and selected trainers are frequent and dynamic speakers, presenters, conveners, and keynoters for library conferences and symposia across the country. We provide a wide range of workshops for staff, advocates, trustees, volunteers and anyone interested in building and understanding the skills necessary to build support for library funding. Our dynamic speakers specialize in topics such as advocacy, fundraising, managing volunteers, political activism, holistic digital strategies, social media, developing strong coalitions and partnerships, and building effective messages.

Contact Us

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Web: http://www.everylibrary.org

EVERYLIBRARY INSTITUTE

# SPEAKING ENGAGEMENTS

Table of Contents

Our Speakers

John Chrastka, *Executive Director*

Illinois – Nationwide
john.chrastka@everylibrary.org

Library Advocacy, Library Elections, Strategy and Campaigns, Library Governance, Library, Trustees Library Activism, Managing Volunteers, Political Strategy and Tactics, Community Organizing, Curating Political Power and Influence, Effective Messaging, Managing for Advocacy

Patrick "PC" Sweeney, *Political Director*
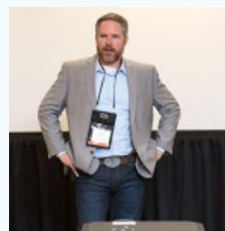
East Coast – Nationwide
patrick.sweeney@everylibrary.org

Library Activism, Managing Volunteers, Holistic, Digital Strategies, Political Strategy and Tactics, Community Organizing, Curating Political Power and Influence, Effective Messaging, Advocacy, Library Elections and Strategy… For more information and a complete list of topics, please visit https://www.pcsweeney.com/speaking.

Make It Your Own

Because our speakers and trainers are typically hired as independent contractors their rates and subject specialties may vary.

Many of their speaking topics and training subject areas are compatible with a wide range of federal and grant restrictions such as those associated with LSTA.

Our speakers can typically work with you to create a program that suites your organization's unique needs across a wide range of subject areas beyond politics and advocacy.

Our Speakers

Erica Findley, *Board Member*

Oregon – Nationwide
erica.findley@everylibrary.org

Library Advocacy, Associations and Non-Profits, Collaboration, New Graduates, 21st Century Skills

Brian D. Hart, *Board Member*

North Carolina – Nationwide
brian.hart@everylibrary.org

Library Advocacy, Digital Strategies, Effective Messaging

Peter Bromberg*, Board Member*

Utah – Nationwide
Please book via peterbromberg.com

Leadership Development, Influence and Identity, Staff Engagement

Sessions

Creating Effective Messages (1-4 hours)

Libraries that can most effectively communicate their value to the community are less likely to lose funding and are more likely to have the support of local politicians and voters. In this presentation, PC Sweeney will discuss some of the most effective strategies used by the most successful organizations and initiatives. We will learn how we can take advantage of these strategies to create and distribute our own messages. We will explore how to create audiences, how to use a message box, the benefits of a 27-9-3 messages, how to implement effective message models, and how we can create messages in the face of opposition. We will also touch on some of best and most advanced platforms and methods for distributing messaging to the public.

Holistic Digital Strategies (1-4 hours)

It shouldn't come as a surprise that big data, strong email, and effective Facebook tactics are changing the ways that large and small organizations communicate with their communities. However, each tactic can't exist independently and, to effectively win an election, campaigns must take a holistic approach to digital strategy. So, do we go beyond a basic Facebook ad or email and build a more holistic strategy to create effective audiences, reach non-users, and solicit more donations and volunteers? In this presentation, we introduce overall digital theory, best big data practices, and most effective digital tactics that are used by major organizations. We will also discuss how any library can harness this power for themselves.

Legislative Day Training (1-4 hours)

Does your legislative day need a boost? Do your attendees know how to use legislative days to build meaningful relationships with legislators that lead to real change? Throughout this session, we work through best practices for successful legislative days and what attendees need to know while engaging with legislators. We also talk about what happens after legislative day and strategies to maintain the momentum necessary to bring about political change for libraries. There will be an emphasis on understanding legislative meeting dynamics, messages that resonate with legislators, building long-term relationships, storytelling, making asks, and professionalism.

Building the Library Coalition (1.5-2 hours)

EveryLibrary works with public libraries across the country on funding, budget elections, and negotiations. Coalitions are at the heart of every library funding success story. Too often, library leaders are isolated from other parts of the community and may not know how to start or join a coalition. Learn how to break through those barriers by being neighborly and build the coalition you need for library funding. This session will help you identify the organizations, agencies, and stakeholder groups you need to become aligned with, and learn how to frame the conversation with "important" individuals about the library in a new, high-impact way.

The Data That Guides Us (1-2 hours)

Big data has changed the way many advocacy organizations and causes build support and organize their communities. How do they use it? In this session, we look at how organizations use big data and explore how libraries can take advantage of this tool. Almost every library can use the theories and strategies in this session to apply data tools cheaply and efficiently to build community support, reach non-users, and engage a wide variety of audiences about the library.

Making a New Funding Ask (1-2 hours)

Do you need to find funding for a new project at your library? This practical lesson about talking to library boards, elected officials, and city/county managers about your budget needs will help you get actionable insights on how to "frame" your new funding ask and how to bring new allies and partners along as supporters.

Winning for Libraries with Email (1-2 hours)

While libraries are pursuing some of the most recent innovations in social media and digital tactics, we need to remember that email is the key to the Internet. Email strategy has moved beyond simple platforms like Constant Contact and MailChimp. In fact, we have seen the effectiveness of data-driven email campaigns in things like the 2016 presidential election. How do you use email to get spectacular results? In this session, we explore the latest research about email success, demonstrate and explain the best practices for email, and explain how libraries can use these tactics to increase support, funding, and awareness for libraries

Facebook Secrets for Libraries (1-3 hours)

Many libraries aren't using the most powerful hidden tools within Facebook and third-party apps that make it so powerful. They aren't integrating their data or building the data they need to build support and increase users. Throughout this workshop we'll dive into the deeper aspects of Facebook for Business like audience insights, ad manager, power editor, and more. But we'll also discuss overall theory and many of the innovative big-data integrations, third-party apps, and features that most major organizations are using to attract new customers, build political power, identify supporters, and raise money. The best part is that these features are free to use as part of standard Facebook ads!

Beyond Stories (1-3 hours)

We are taught in library school and in many advocacy training sessions that if we just tell good stories about the library, then the public will support it. The problem is that someone who heard a story or even a few stories about the library is still unlikely to take action. That's because the simple storytelling model of advocacy relies on the belief that our leaders who hear how important and impactful something is will simply take the necessary steps to support it. However, if the previous few years are an indication, this simply is not the case. In this session, we'll explore the significant amount of work that's necessary beyond storytelling to engage leaders and enact change. We'll specifically focus on building ladders of engagement and creating audience engagement maps that ensure that we get the support and action that we need to change the advocacy landscape.

Why Haven't You Gone to the Ballot in 20 Years (1 hour)

Before you bring a ballot measure before voters or a funding "ask" to your local government, it's key to understand that voters, constituents, and donors are driven by their perceptions and attitudes of the library as an institution as well as the librarians and staff. This webinar explores "frames" for activating people to update their perceptions and change their attitudes. We will provide insights on how to convene and empower inside stakeholders around your message, build a local coalition about the library and its funding future, and explore ways to get past political and emotional blocks on the path to the ballot.

From Advocate to Activist (1-4 hours)

Learn to build actionable support from networks of change through community organizing and political action. Move the discussion from advocating for libraries to creating activists for libraries. This session looks at how our current advocacy model is failing libraries. We explore strategies and tactics used by some of the best community organizers, political action committees, and politicians. We will emphasize the resources and skills that librarians and library staff need to develop if they want to have the political and community support needed to increase support and funding.

Good Leaders Build Great Relationships (2 hours)

Are you looking for new ways to engage your community about library issues and change the conversation community wide? Join EveryLibrary for a discussion of proven tools and techniques that energize, focus, and improve your relationship building efforts. Learn new approaches that resonate with the public and leaders of organizations, agencies, and stakeholders in your towns. This session will include collaborative learning that you can take back to your library board to enhance your planning and community outreach.

The "Road(s) to Revenue": Politics, Advocacy, and the "Political Librarian" on the 21st Century Campus (2 hours)

Advancement activities provide important revenue for academic libraries, but the most important "development" work that academic library leaders do each year is with campus stakeholders – students, faculty, and senior leadership – to ensure that the budget's foundation is secure. Changing budget models and opportunities make it critical for academic library leaders to be expert in the advocacy tools that public libraries employ during annual budget meetings and ballot initiatives. Without these, academic library leaders may find the "base budget" on which they rely for routine operations withering away, while opportunities for campus-based supplemental revenue are lost. This session will introduce new models for considering the "road(s) to revenue" on your campus and the political skills necessary for successful funding appeals in a changing environment for higher education finance.

From Stories to Action: How to Talk about Your Budget to Activate Support and Secures Funding (1-4 hours)

The core of any library's strategic plan, management plan, or development plan is the organization's own mission, vision, and values system. But very often, the plans describe the "features" of the library, like hours, collections, staffing levels, and facilities rather than the expected or hoped for outcomes. And library leaders are ready to share powerful stories about how the library impacts users, but not often about their own work. Learn how to talk about your funding in a new way by talking about you, your staff and board, and why you do the work you do.

Networked Change and Volunteer/Activist Management (1 hour)

Volunteers help power change and get the hard work done. In this session we will introduce basic volunteer management skills and talk about how we empower volunteers so they can make a big difference for your library. We will focus on the methods used by major causes such as Occupy Wallstreet, Fight For Fifteen, and Standing Rock to create a highly successful volunteer-based organization for networked change. At the end of this program, attendees will understand how we can find volunteers and what motivates them to spend their time working with an organization and what motivates them for action.

All rates can fluctuate and are negotiable.

Keynotes – Our current average honorarium for standard speaking engagements is **$2,000 as well as expenses for travel and stay**. If you choose an EveryLibrary speaker for your conference, an additional conference program presentation or panel elsewhere during the conference is typically included.

Half Day Workshop – Our current average honorarium to conduct a half day training for conference attendees on a highly specialized subject area tailored to your organizational needs is **$3,500 as well as expenses for travel and stay**. Attendees of a half-day workshop will typically develop a work-plan or an in-depth understanding of an actionable subject area.

Full Day Workshop – Our current average honorarium to conduct a full day training for staff or conference attendees on multiple highly specialized subject areas is typically **$5,000 as well as expenses for travel and stay**. Attendees of a full-day workshop will typically develop a holistic understanding of specific subject matter and walk away with an implementable plan of action.

Webinars – Our current average honorarium to conduct a 1-hour webinar on specific subject areas is typically **$500**. Virtual attendees and organizations will receive the same care and attention as in-person workshops. Most speaking topics can be tailored for webinar formats.

Multi-Day Workshops- We can customize multiple day trainings for a more in-depth approach to staff training. Multi-day training events allow your staff and attendees to gain a full understanding of concepts and subject matter. Please contact for rates.