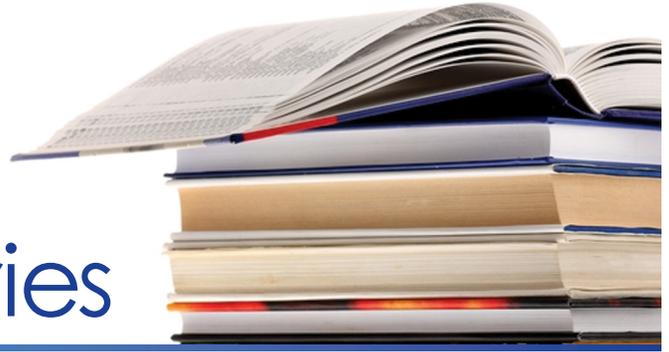


Building oter Support for Libraries



In the United States, 40% of public libraries serve communities of fewer than 10,000 people. Fully 60% of public libraries' service areas have 50,000 or fewer patrons. These public libraries are governed by Boards of Trustees and Commissioners who are either elected or appointed. In situations where trustees are appointed, the library is often a department of the municipal authority (e.g. city, town, county). For libraries whose trustees are elected officials, these libraries are independent of any municipal authority and are autonomous taxing authorities. Both types of libraries – departmental and district – have ballot measures like bonds, levies, parcel taxes, and millages before the voters from time to time. These ballot measures are put before the voters during primaries, state or municipal off-cycle elections, on special elections, during Presidential or Congressional general elections, or at town hall meetings. In both low turnout and high visibility elections, voter awareness about the library dramatically affects the potential success of each measure.

Across the country in calendar 2013, EveryLibrary identified 69 local library elections where voters were asked for new or renewed funding, or new authority as a district library. Over \$230 million was at stake in 2013 for libraries and the communities they serve. In the November 2012 election cycle, EveryLibrary identified over \$268 million dollars in appropriations on local ballots. **No other national organization exists to support the local ballot committees or PACs running these critically important Vote Yes campaign. EveryLibrary is specifically able to act in support of those committees as they campaign for initiatives, measures, and propositions before the public.**

By way of an example: a typical public library serving a community of 10,000 people is fielding a \$15 million bond measure to build a new library in November 2014. If we look at the “national average” for a Congressional election cycle, there will likely be about 7,000 people of voting age in that jurisdiction. Voter registration can run as high as 60% for biennial elections; however, turnout could be as low as 42% in this particular election. If the bond measure loses by 4 percent, which is not unheard of, it will have lost by 141 votes. If the measure was on an off-cycle ballot with turnout in the 22 percent range, it will have lost by just 74 votes. With 40% of libraries serving towns of under 10,000 people, voter turnout and a pro-library message are critical and relevant. **EveryLibrary exists to help local communities motivate and turn out voters to secure funding for libraries.**



*Each year, over a
half a billion dollars
is at stake for libraries
on local ballots.*



EveryLibrary's Impact

The citizen ballot committee is a cornerstone of our democracy. For library measures and initiatives, a ballot committee works concurrent to the library's own Information-Only campaign, but independently and without coordination. Each ballot committee must secure its own funding to conduct voter education and GOTV work. Each ballot committee is as talented and experienced in planning and running effective campaigns as its members are. If they identify a need for training they must locate their own source. Campaign-skills like messaging, voter data segmentation, canvassing and phone banking, and opposition research may or may not be available to them. The effectiveness of local ballot committees and PACs varies widely across the country and region-by-region.

As we noted earlier, in the last two years over a half a billion dollars was at stake for libraries at these local elections. EveryLibrary provides seed or sustaining monies to these Vote YES committees to hire additional talent, produce campaign materials, and conduct effective campaigns. We also provide campaign consultancy and training to their volunteers either directly or through our growing network of experienced political consultants. EveryLibrary is in a unique position to offer library staff and trustees training focused on planning and conducting Information-Only campaigns as well. This library campaign-specific capacity building does not otherwise exist without EveryLibrary.

Filling the Advocacy Gap and Reaching Voters

EveryLibrary was founded to address a gap in existing public outreach and advocacy for libraries. Currently, several organizations including the American Library Association, the Urban Libraries Council, OCLC, and the Gates Foundation spend considerable resources on federal legislative and regulatory advocacy as well as on outreach to the public about the importance of libraries. They perform this outreach under a 501c3 charitable organization designation. As 501c3s, they are regulated in their expenditures from exceeding specific caps on legislative advocacy as well as caps on direct electioneering. At a state level, the existing infrastructure of library associations are likewise organized as 501c3 groups. The few that are organized under the 501c6 rubric are not governed in a way that allows for political speech. At a local level, library Friends Groups and Foundations are also organized as 501c3 charities. Their intent is not generally to provide funding for campaigns but to fund programs, services, and collections. Neither the public libraries themselves nor state library agencies can engage in direct voter action. As public entities, neither can conduct a Vote Yes campaign using public money nor allow employees to campaign on public time.



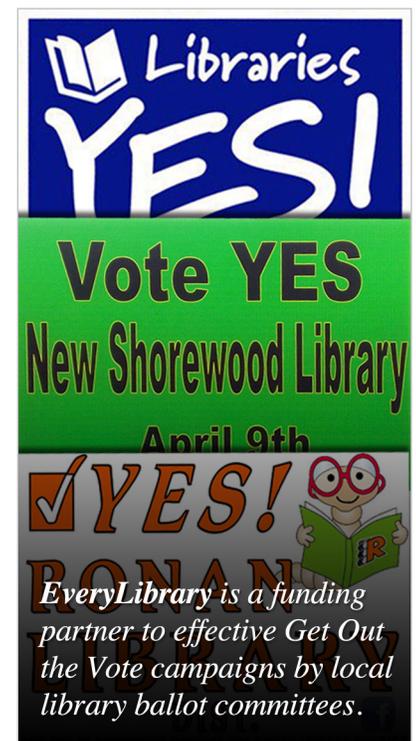
First Year Goals and Impacts

EveryLibrary was announced to the public on September 5th, 2012 with a 60-day fundraising campaign focused on establishing itself as a legal entity, raising public presence, and anticipating its first campaign support. Through November 6th, we successfully fundraised from over 145 individual donors and achieved this goal on December 6th with non-profit corporate filings with the State of Illinois. Throughout this initial period, significant earned media and industry outreach rapidly established EveryLibrary as a new but trusted part of the library advocacy ecosystem. As we moved into 2013, our five Goal Areas were published to supporters and additional donors helped secure our ability to support local library campaigns.

GOAL A

Our first Goal area was providing direct support to at least five local ballot committees with 2013 campaigns. EveryLibrary worked with several types of ballot measure committees, including funding renewals, special appropriations, a construction bond, and new district authority. Through 2013, we supported five campaign committees through a combination of financial resources, campaign consultancy, and technical assistance. In addition, we provided rapid-response support to two other local library communities through targeted pro-library advertising.

- ✓ Backed a \$1.6mil special levy for the Spokane (WA) Public Library through the "Say Yes for Spokane Libraries" committee by providing \$4,000 in funding for phone banking and direct mail, along with consultancy on messaging and script. Won with 66% of the vote on February 7th, 2013.
- ✓ Backed a \$28mil construction bond for Shorewood-Troy (IL) Public Library through the "Citizens for a New Shorewood-Troy Library" committee with campaign consultancy on message development and opposition research along with direct in-person training on canvassing and GOTV work. This measure lost on an April 9th, 2013 consolidated ballot.
- ✓ Backed a \$250,000 district authority / levy for the Ronan (MT) City Library through the "Community Members for a New Ronan Library District" committee with \$1,000 in direct support, campaign consultancy, and training to emancipate the library as an independent district and secure stable property tax funding for operations and collections. This measure passed 854 to 453 on a May 7th, 2013 ballot.



- ✓ Backed a \$6.2mil parcel tax (Measure A) for the Santa Clara County (CA) District Library through the “Save Our Libraries 2013 – Vote YES on Measure A” committee. With a direct donation and strategic consulting on social media outreach, the measure won with 82% of the vote on an August 27th, 2013. ballot.
- ✓ Backed a \$2.6mil bond for the Cornelius (OR) Public Library through “Yes for Cornelius Library” committee with a direct donation and technical consulting on voter data segmentation. The measure lost 42% to 58% on a November 5th, 2013 ballot.
- ✓ Messaged in Miami-Dade County (FL) in advance of their County Commission's September 19th budget vote. We are credited by the organizers of the Save Our Miami-Dade County Public Library grassroots group with helping to turn out in-person, online, and email pro-library citizen support messaging in the critical final 72 hours of their campaign.
- ✓ Messaged in Lafourche Parish (LA) in support of the library. There was significant disinformation about a measure on November 16th which would have defunded the library millage and re-dedicated that funding to build a jail. Our pro-library advertising support reached over 100,000 impressions in the last 48 hours before polls closed. The measure was defeated.



Goal B

Our second goal was to anticipate future successful campaigns by training library staff and boards on effective Information-Only campaigns. These trainings were conducted prior to any measure or question being put before the voters, and fit within these libraries' strategic planning rubrics. All our trainings were done on a pro-bono basis beyond cost recovery for travel. We believe that effective Information-Only campaigns are key to the success of any funding or authority measure. Our trainings help staff at all levels understand and operationalize their roles in the public trust and on public time. We provided trainings in several libraries including the following: Southeast Stueben County (NY), Scenic Regional Library (MO), Clinton-Macomb Township Library (MI), and Oakland Public Library (CA).

Goal C

Our third goal was to build capacity within the broader library community for advocacy and political action by librarians and their citizen supporters. EveryLibrary pays significant attention to bringing the techniques of political campaigns - focused as they are on Election Days - and transferring those skills to the other 364 days of library advocacy. We produced or contributed to online and in-person advocacy trainings across the country to accomplish this.



Keynotes / Featured Presenter

Rhode Island Library Association / State Library
New Jersey Library Association
Association Forum
California Public Library Advocates
New Hampshire Library Trustees Association

Panel Contributors

American Alliance of Museums - SMAC
American Library Association - OLA and CALM
Illinois Library Association
California Library Association



EveryLibrary helps libraries plan effective Information-Only campaigns

Goal D

Our fourth goal was to support one or two state legislative initiatives that addressed the authority of local libraries to act as independent taxing districts. We believe that issues that impact local control, and the decision for library boards to plan and manage library growth effectively, include adequate provisions for self-determination through a plebiscite.

- ✓ Backed SCA7, a proposed state constitutional amendment in California that would change the threshold required for approval for library ballot measures from 66% to 55%. We believe this 11% change will radically alter the rate at which library measures pass in California and improve the funding picture for local libraries already so negatively impacted by state cuts.
- ✓ Supported the creation of EveryLibrary California as an independent 410 ballot committee in California focused on conducting effective GOTV in the state for an eventual SCA7/Proposition in November 2014.
- ✓ Confidentially consulted with a library association on model legislation that would establish district authority for libraries for the first time in that state. They are targeting to introduce the Bill in the spring 2014 session.
- ✓ Confidentially consulted with a state-level library community on options for establishing a PAC to further public advocacy goals.



Goal E

Our fifth goal, fundraising, underpins the success of all our other goals. We identified and successfully pursued several national fundraising audiences in order to file EveryLibrary's non-profit corporate papers, public-facing infrastructure, our support to individual campaigns, and our advocacy consulting and training.

- ✓ From September 5th, 2012 onward, EveryLibrary successfully raised operating and expenditure resources from over 350 individual donors via our rally.org/everylibrary contribution page. Contributors ranged from \$10 to \$500 donors, averaged \$48 per donor, and were from 38 states.
- ✓ We secured named contributions from several library industry vendors for in-kind and cash donations, and we have secured contributions from labor unions at local and national levels.
- ✓ We have hosted several fundraising events concurrent with national or state-level library conferences to build awareness and encourage direct donations in support of our strategic mission.

Three Year (Rolling) Action Plan

2014 | 2015 | 2016

EveryLibrary continues to build the financial and tactical resources we need support locally organized library ballot committees, train library staff on effective Information-Only campaigns, speak to the public about libraries and librarians, and support legislative advocacy at the state level to extend library district authority.

2014 Cycle / Year 2

Goal A

Secure funding in advance of the 2014 primary and general election cycles to support up to 50 campaigns by both district and departmental libraries.

- ✓ **Tactics to Support this Goal**
 - Establish a fundraising Committee to direct fundraising efforts through mail, telephone, and social media outreach to individual and corporate funders for sustaining donations.
 - Expand fundraising outreach partnerships to cultivate individual, corporate, union, and PAC funders.



Goal B

Provide campaign trainings to local ballot committees within 9 months of Election Day, and planning and consulting services to local ballot committees within 36 months of Election Day.

Tactics to Support this Goal

- To do this at scale, host training and planning events via regional or statewide events concurrent with library association conventions, and through webinars. Develop donor and sponsorship plans for these events.
 - Engage experienced instructional designer to create training curriculum appropriate to each audience.
 - Engage partnerships or fee for services arrangements with locally known political consultancies to augment training and strategic services.
-

Goal C

Develop opportunities for EveryLibrary to be in coalition with library, literacy, civil society, and technology organizations to provide greater visibility to our work and leverage to our fundraising and outreach.

Tactics to Support this Goal

- Identify appropriate conferences, symposia, and events to host a branded presence for EveryLibrary, and convene discussions with thought-leaders and political actors in an EveryLibrary branded setting.
 - Establish a journal on political action and libraries to comment on and advance academic discourse around topics of interest in the industry and among the public.
 - Publish and present actively in non-industry contexts on library topics in order to expose new audiences to both modern libraries and librarians.
-

Goal D

Expand our own Board and committee structure to add capacity within the organization to conduct effective outreach, advocacy and training.

Tactics to Support this Goal

- Identify and recruit a compliment of national board members with appropriate skills and networks for 3-year terms. Identify and recruit chairs for editorial, fundraising, and policy committees.
-

2015 Cycle / Year 3

Goal A

Continue to provide our core services in support of local ballot committees including funding resources, training and consultancy, and planning at scale while anticipating the 2016 election cycle in our fundraising and leadership-outreach.

Goal B

Expand outreach to the public about libraries beyond a focus on specific Election Days to include advocacy about libraries and librarians in local, regional, or national settings.

Goal C

Explore the feasibility of creating additional politically active organizations dedicated to supporting libraries and librarians by outside stakeholders including a Foundation arm of EveryLibrary to support libraries through effective grant making in a c3 rubric.

2016 Cycle / Year 4

Goal

Continue to provide our core services in support of local ballot committees including funding resources, training and consultancy, and planning at scale through our fundraising and leadership outreach.

EveryLibrary Team



John Chrastka / Executive Director

EveryLibrary's founder and Executive Director is John Chrastka, a long-time library trustee, supporter, and advocate. Mr. Chrastka is a partner in AssociaDirect, a Chicago-based consultancy focused on supporting associations in membership recruitment, conference, and governance activities. He is also president of the Board of Trustees for the Berwyn (IL) Public Library (2006 – present) and is a former president of the Reaching Across Illinois Libraries System (RAILS) multi-type library system. Prior to his work at AssociaDirect, he was Director for Membership Development at the American Library Association (ALA), the world's oldest and largest organization for librarians, library workers, supporters, and advocates. He is a current trustee member of ALA and the Illinois Library Association as well as the American Political Science Association (APSA).

Erica Findley / Board Member

Erica Findley is a passionate library supporter and is influential in the broader library advocacy ecosystem. Ms. Findley is the Digital Resources and Metadata Librarian at Multnomah (OR) Public Library and is a 2008 MLS graduate from Emporia State University. She is an active member of the American Library Association where she was chosen as a 2012 Emerging Leader. She currently serves as a member-guide in the Emerging Leaders program, vice-chair of the Instructional Technologies Interest Group for LITA, and is an intern on the ALCTS board. Ms. Findley is a co-convenor of the ALA Think Tank, moderates Oregon4EveryLibrary, and regularly hosts “pop-up libraries” when traveling by train or plane.

Patrick Sweeney / Board Member

Patrick Sweeney is a tireless and innovative advocate for libraries. A 2005 graduate of the San Jose School of Library and Information Sciences, Mr. Sweeney works for the San Mateo County (CA) Library and manages the East Palo Alto and Portola Valley Public Libraries. He is active in the American Library Association where he is an at-large member of their governing Council. As a California Library Association member, Mr. Sweeney has most recently served on their Conference Committee. His library blog is well respected, and he is a sought-after speaker and presenter. His most recent project, the Story Sailboat, works to provide library services and materials, by boat, to advocate for libraries and literacy in the San Francisco Bay area.

About EveryLibrary

EveryLibrary is the only national Political Action Committee dedicated to building capacity at a local level to secure and extend library funding at the ballot box. EveryLibrary is organizing as a 501c4 Social Welfare Organization and is registered in the State of Illinois as a non-profit corporation with a mission to provide campaign consultancy, technical assistance, and direct funding support to locally organized pro-library ballot committees and PACs. As a 501c4, we do not campaign for or support any candidate for office at any level of government. We do work on occasion to promote state-level legislation when it directly affects libraries' ability to act as a taxing district.

