Any library initiative anywhere matters to every library everywhere
In 2014, our donors saw our impact. We are happy to report a successful year in meeting our goals. Our funders and the broader library advocacy community know that we continue to positively impact the outcome of ballot measures. Our donors saw a $1 : $1600 ROI as we helped 14 of 18 campaigns win over $31.2 million in stable tax revenue last year. Our work with library communities on town/city/county budget negotiations turned around several local funding issues. We tested new outreach channels to the public about libraries and librarians in print, at events, and online. Our board members spoke at dozens of library conferences and symposia about political action and campaign success. And most significantly, we grew our funding through new and renewed individual and corporate donations.

Our ambition for 2015 is to diversify and increase our funding streams to provide for full-time staffing and expand our capacity to engage voters for libraries. We are proud to have a strong base of support from our individual donors. It is important to note that we have been successful in maintaining our average level of individual support near $50 per donation. Our corporate contributors have identified EveryLibrary as a legitimate and effective organization focused on library budgets. Their contributions averaged $2,800 and are the base on which we will continue to scale up our work.

In 2015, EveryLibrary plans to impact at least 25 library communities at the ballot box and through budget negotiations in towns/cities/counties across the country. Your support is key to EveryLibrary’s success. As an individual hoping to help libraries and librarians have the funding needed to grow and serve, or as a vendor interested in stabilizing collections, programs, services, and staffing budgets, your donations matter.
2014 In Review

EveryLibrary is built in a fundamentally different way than other organizations, associations, non-profits, and stakeholder groups in the library advocacy ecosystem. As a 501c4, we are set up to work on local library funding measures at the ballot box and with local library advocates to secure library funding. Our legal structure is material because it allows us to act in new and impactful ways. While the IRS designation is as a “Social Welfare Organization”, we are also called a Political Action Committee (PAC). In 2014, EveryLibrary took several significant steps toward solidifying our base of support while building necessary and important internal structures to scale-up our ability to work as a national library PAC.

*EveryLibrary worked with 18 campaigns, winning 14 for a total of $31.2 million in stable tax funding for those libraries.*

Our work is 100% pro-bono for the libraries and local committees. We are 100% supported by our donors

All of our work is pro-bono and all of our funding comes from our donors. Our donors include individual librarians, staff and trustees from around the country interested in the work we do securing more stable funding for libraries at the ballot box and corporate contributors interested in the future of library funding. These individual and corporate donors allows us to fulfill our three core missions: 1) providing pro-bono training and consulting to library leaders and staff for Information Only campaigns; 2) providing pro-bono advising and consulting to local pro-library ballot committees; and 3) supporting library budget negotiations with town/city/county government through our Rapid Response Fund. Our donors also enable us to provide limited unrestricted contributions to support local ballot committees’ Get Out the Vote (GOTV) efforts. This year, for every dollar in strategic GOTV funding we provided to campaigns, a total of $1,600 has been returned to those communities in the form of stable tax revenue for their libraries. This ROI is both a point of pride and an indicator of our unique impact in the library advocacy ecosystem.

Personal Donors

We are pleased to report that over 925 individual contributions have been made to EveryLibrary for an average donation of $48.50 per person. Personal donors are the core of our support base, both financially and tactically. Our support base extends beyond donors to our networks on Facebook, Twitter and Tumblr. In 2014, we surpassed 5,000 Facebook followers, 2,200 on Twitter, and count our 650 Tumblarians among our most dedicated supporters and donors. As part of our efforts to build stable and sustainable funding for the organization, EveryLibrary activated a Monthly Donor program in mid-2014 to provide personal donors the flexibility they need to provide ongoing contributions to support our work. We were also gifted by several donors who made “challenge contributions” to encourage matching gifts from other donors. We gratefully acknowledge an anonymous donor along with Aaron Dobbs and Ben Bizzle for making “challenges” this year.

*EveryLibrary’s ROI on campaign spending is 1:1600. For every dollar we have invested in Get Out the Vote campaigns we return $1,600 to the library in stable tax money.*

Personal donations in 2014 averaged $48.50. Our personal donors are listed at rally.org/everylibrary
In 2014, EveryLibrary actively sought corporate donations to help underwrite our pro-bono training and consulting work. We are pleased to acknowledge generous contributions from library vendors including OverDrive, Mango Languages, Rosen Publishing, Midwest Tape (Hoopla), Demco, Evanced, Total Boox, Treehouse, Brainfuse, and ByWater Solutions, along with several other anonymous corporate donors. These corporate contributors are providing early funding and lending their name to endorse our work at the ballot box for libraries. We appreciate the leadership that their staff, management, and ownership has show in identifying that EveryLibrary as a trusted partner in supporting library leaders and local community advocates as they campaign for more stable library funding. We would like to especially thank ByWater Solutions for allowing us to use their first corporate donation as a ‘challenge’ to also encourage more personal monthly donors.

Our average corporate donation in 2014 was $2,800. Thanks to DEMCO, Overdrive, Rosen Publishing, Midwest Tape, Mango Languages, Treehouse, ByWater Solutions, Evanced, Total Boox, and Brainfuse, along with two Annon donors.

We are particularly grateful to Rosen Publishing for renewing their 2013 support with a new gift this year to set-up and activate our Rapid Response Fund. The Rapid Response Fund is designed to help libraries overcome last minute budget challenges in town/city/county government and to successfully negotiate for budget increases in the face opposition by local elected officials. Rosen Publishing’s support has set the stage for several public and confidential successes by EveryLibrary this year, including our work with the Save Miami-Dade Library Coalition discussed later in this report.

We truly appreciate Mango Languages, Treehouse, and BrainFuse for underwriting our After Hours fundraising parties and owe a special thanks to Total Boox for supporting our outreach events during the Library Journal ‘Lead the Change’ series in the fall. Because of their support, several hundred supporters - both new and renewing - were able to celebrate and socialize while helping to fund our work.

“Thank you for all your assistance with the campaign. Scenic Regional appreciates your support. The Facebook campaign was great and was something that we wouldn’t have done without your help (or to that scale). With as close as the election was in Franklin County, it was probably a difference maker.”

- Steven Campbell, Director, Scenic Regional Library (MO)
April 8th, 2014 new $1.6 mil levy
Campaign Support

EveryLibrary is unique in our ability to work with the staff and elected/appointed leadership of libraries on planning and executing effective information Only campaigns as well as being able to actively engage local ballot committees and citizen groups in advising and consulting on Get Out the Vote and voter engagement for the library measure. Since our founding in late 2012, EveryLibrary has provided pro-bono support to 25 library communities at the ballot box.

In 2014, we are proud to report supporting 18 campaigns, helping to secure over $31.2 million in stable tax revenue for libraries. With 14 wins and 4 losses, our 2014 campaign support outpaced 2013’s 5 wins out of 7 total campaigns for a combined $42 million in tax revenue secured for libraries. This work was only possible because of our donors.

Scenic Regional Library, MO.
Levy increase from $2.051 million to $4.8 million ($2.8 million)
Win - May 2014

Scenic Regional Library was on the ballot for the first levy rate increase since 1959. The library serves 3 counties outside of St. Louis. Their largest population center has split service with another community. We began our engagement with staff and board leadership there in late 2013 and provided ongoing support to their effective Information Only communications campaign. We also provided key tactical support including advising, consulting and funding to the Scenic Regional Library PAC committee on GOTV and voter engagement. All three counties passed the measure.

2014 campaigns by the numbers:
3 campaigns to establish or restore library services
2 campaigns to fund construction or remodeling
7 campaigns to renew basic operating funding
5 campaigns to increase operating funds
1 advisory referenda

Smallest 2014 campaign was Georgetown, CA. with an $80,000 parcel tax.

Biggest 2014 campaign was Kent District Library outside of Grand Rapids with a must-pass $20.6 million renewal of 100% of their funding.

Monroeville, PA.
New District status and $1 million Levy
Loss - May 2014

EveryLibrary got involved with the Yes to Libraries, Yes to Monroeville committee 11 days before their May 20th election because of significant opposition to the measure by both the local Democrat and Republican leadership in town. We believed it important to support a plan for more stable funding and allow the community to engage in a fair and open discussion about the role a District library could have. Because of the short timeline, our work was limited to providing a sustaining donation to the committee and to tactical consulting on last-mile GOTV. After the measure failed, we worked with the staff and board on planning communications around their 2015 municipal budget.
Sacramento, CA.
$1.9 million dollar parcel tax
Win - June 2014

Voters in the city of Sacramento approved Measure B, a supplemental parcel tax for operations. EveryLibrary worked closely with the Yes on Measure B committee, particularly with their social media strategy and library-specific campaign messaging. We also help train and coach the library staff in their Information Only communications campaign across the system, both city and county branches. The entire library advocacy ecosystem in Sacramento was engaged in the success of this Measure, including the Foundation and Friends. They are anticipating a renewal measure in 2016.

South Lake Tahoe, CA.
$425,000 parcel Tax
Win - June 2014

South Lake Tahoe is a special Zone of Benefit area within El Dorado County. EveryLibrary help the branch staff and leadership scope out an effective and engaging Informational campaign that communicated with education, arts and culture, the business community, and civic groups. Our work there included in-person training and ongoing coaching. We were also happy to assist the Measure L - Committee for the South Lake Tahoe Library group on their GOTV work, including a donation in support of their outreach. The committee did an excellent job of voter engagement and are a model for local media outreach.

Georgetown, CA.
$80,000 parcel tax
Win - June 2014

Like South Lake Tahoe, Georgetown’s Measure G was a Zone of Benefit-specific election, and was the smallest funding proposition EveryLibrary worked on, both funding and population, in 2014. The library staff were highly engaged in sharing about the value of the library and the role they have as partners with the community for education, business development, personal enrichment, and community engagement. Our work with the Yes on Measure G committee included a donation along with ongoing strategic support for their local media outreach and an early proof of concept for our “Cross Roads, Waiting Rooms, and Bar Stools” strategy for GOTV in small and rural communities.

Jacksonville, FL.
Advisory referendum concerning district status
Loss - August 2014

EveryLibrary got involved with the Save Jax Libraries committee very late in their campaign in support of an advisory referendum about district status for the Jacksonville - Duval County Library. With 11 days before election day, EveryLibrary donated $1,000 to the committee for social media advertising in the county, along with providing tactical advice on public engagement on Facebook. While the measure did not pass, we are proud of our ability to help them move from a 40% pre-poll to 49% on Election Day. The library’s budget continues to be under threat by the County Commission.
Kent District Library, MI.
$20.06 million levy renewal
Win - August 2014

In August, Kent District Library asked voters to renew nearly 100% of their operating, collections, and programming funding. EveryLibrary supported the good work of their library administration in planning and executing an effective Information Only campaign. Of particular note was the director’s extensive engagement with local budget watchdog groups well in advance of the ballot. This work, combined with a strategic engagement across education, civic, social, and business stakeholder groups, was a model for opposition engagement. We were happy to help the Yes for KDL committee reorganize and become operational on GOTV work. Our donation to the committee, along with tactical advice and consulting, helped the committee do effective neighbor and voter engagement on social media.

"The Citizens for Kent District Library thank EveryLibrary for supporting our successful millage campaign on August 5, 2014. EveryLibrary was our link to campaign best practices, providing us with practical advice on launching a campaign website and social media to engage voters, and acted as a sounding board on campaign do’s and don’ts. We appreciate EveryLibrary’s donation as well. We used it to help cover costs for yard signs to remind residents to Vote YES. AND THEY DID!"

- Pamela VanderPloeg, Citizens for Kent District Library (MI)
August 5th, 2014 levy renewal at $20.6 million

Dewitt District Library, MI.
$646,000 levy
Win - August 2014

DeWitt District Library faced a must-pass renewal of their operating levy after a defeat in 2013. EveryLibrary worked with the staff and leadership of the library to reframe their Plan A and Plan B informational campaign to distinguish it from the earlier, failed measure. The library team did an excellent job of community outreach in advance of the campaign providing a foundation for another community conversation about expanding library funding while securing the basic funding needed to serve the community at this election.

Clinton Macomb Library, MI.
$1.9 million levy lift
Win - August 2014

EveryLibrary began work with the staff and leadership at the Clinton Macomb Public Library in Fall 2013. The Information Only plan that senior staff developed was a model for thoroughness and the staff were ready for training on community outreach in support of their Plan A and Plan B communications. EveryLibrary was proud to work with the Say Yes to CMPL committee, providing a sustaining donation to their GOTV work in the community and on social media. We provided ongoing guidance on campaign tactics during committee transitions which provided continuity on the road to a successful Election Day.

Northvale, NJ.
New municipal library at .3 mils ($320,000 per year levy)
Win - November 2014

We supported the Northvale Residents for a New Municipal Library committee as this group of residents worked to set up a new municipal library. Their town’s association library closed in 2009. Our work was with the committee only (there was no library and therefore no staff or board) and included an in-person consulting and advising.
Campaign Support (continued)

Eastern Shore Public Library, VA.
$3.5 million bond authority for new main library
Loss - November 2014

We worked with staff and the board on Information-Only communications while providing extensive advising and a contribution to the Vote YES for Eastern Shore Public Library committee. ESPL was forced onto the ballot by their county commission in August 2014. The library leadership had a building plan that would require a $6 million bond, but the commission said “no, you get $3.5 million and good luck”. EveryLibrary supported this campaign to help the community engage in a more substantive dialog about the future of library services. With 47% of the vote, we believe that we helped advance the discussion.

Pomona Public Library, CA.
Measure PPL to reestablish public funding for 10 years
Loss - November 2014

EveryLibrary began working with Save Our Pomona Public Library committee (SOPPL) in late 2013 following the loss of Measure X funding there in 2012. Our work with the ballot committee included extensive advising and consulting on their plan for voter engagement, coalition building, and fundraising. We provided a significant donation to the committee to use as a local fundraising challenge, which they met and exceeded. The Measure was unfortunately opposed by the California Association of Realtors and lost. We are continuing to support the committee as they plan and evaluate next steps.

Josephine Community Library, OR.
$990,000 levy and new district authority
Loss - November 2014

Our work with the Keep Our Libraries Open committee (KOLO) in Josephine County began with supporting their spring 2014 petition drive to place a citizen initiative for library funding on the ballot. By May 2014, they had exceeded the number of valid signatures and we began working with Josephine Community Library staff in early 2014 to anticipate their Information Only campaign. EveryLibrary continued to consult with KOLO on social media, opposition engagement, voter data, and other GOTV strategy. Unfortunately, the measure lost with 47% of the vote. A previous attempt only garnered 40%. We look forward to supporting the JCL community as they plan for a future measure.

Cranston Public Library, RI.
$1.2 million remodeling bond
Win - November 2014

In Rhode Island, these types of building Bonds need to first pass the state Legislature and be signed by the governor. After these steps were completed, EveryLibrary supported the staff and leadership of the Cranston Public Library as they built a very effective Information Only campaign to about the library’s plans for remodeling and renovations should their Bond pass. Our work included all-staff training and ongoing discussions on ways to best integrate Info-Only communications into regular community outreach and patron engagement.

Park Ridge Public Library, IL.
4-year $550,000 levy increase
Win - November 2014

EveryLibrary was proud to work with the library staff in Park Ridge to help plan a highly effective Information Only campaign. We worked with the board on several occasions to help them recognize and activate their own role in the campaign as well. Our work with the Citizens for Park Ridge Public Library committee began with their convening and quickly
moved into advising them on a tactical plan for local Get Out the Vote work, especially on social media. Passage ensure more stable funding for the library and supplements cuts made over the past 8 years by City Council.

**Paulding County Carnegie Library, OH.**
$490,000 annual operating levy renewal  
Win - November 2014

The Paulding County Library levy was a “must-pass” renewal. EveryLibrary was happy to work with their competent and engaged staff leadership on their plans for Informational outreach and communications around the County. We provided extensive support including advising and funding to the PCCL Levy Committee (Vote4PCCL) as they campaigned in the community. The results were tight with a 26 vote margin triggering an automatic recount. In the end, the levy renewal prevailed after 2 prior losses.

**Northville District Library, MI.**
4-year $440,000 levy renewal  
Win - November 2014

EveryLibrary was proud to provide tactical support and funding to the Committee to Support the Northville District Library Millage Renewal (YES to NDL) as they campaigned for their library’s levy renewal. We were able to provide ongoing advising to their team on voter engagement in town and online. Our work with their staff and leadership included early 2014 training on their Information Only roles and opportunities. They were a model for effective stakeholder engagement about the library plan.

Town/City/County Budget Negotiation Support

Our most public work assisting library communities directly with budget negotiations was with the Coalition to Save Miami-Dade County Libraries. When the Mayor wanted to cut the library budget there in 2013, EveryLibrary worked with an ad hoc group of grassroots and stakeholder-group advocacy to turn back that cut. In 2014, EveryLibrary was asked to convene a two-day retreat of advocates for the library. We were honored to work with our colleagues at Urban Libraries Unite (ULU) as our partner in this convening. ULU’s record of success in engaging the public through grassroots action was a key asset.

*Our work with the Coalition to Save Miami-Dade Libraries helped shape their negotiating strategy to reverse proposed cuts and succeed in adding $8 million in new funding for the library.*

EveryLibrary worked with the Coalition for several months to help stakeholders build consensus on a funding level and plan of action for engaging elected officials and the media. The work the Coalition’s work was focused, intense, and based in the community’s need for a well funded library. We are proud to report securing a $54 million operating budget for FY2015, an $8 million increase over FY2014 and $22 million more than the Mayor’s proposed budget.
As an organization, EveryLibrary’s core competency is helping library stakeholders - both staff and leadership as well as local residents - understand their own legitimacy and operationalize their political power for library funding. As word about EveryLibrary and our work as a Political Action Committee for libraries has spread, we have become involved with several library communities who are engaged in a budget negotiation with their town, city, or county government. In 2014, we were proud to start the Rapid Response Fund and to begin work with several communities in support of their budget negotiations.

The EveryLibrary Rapid Response Fund is designed to amplify the voices of local library advocates during a crisis by supporting paid ads for outreach and action. In setting up the Rapid Response Fund we will not replace local advocates; rather, the Fund is designed to drive traffic to their calls-to-action by both new and existing constituents and advocates. EveryLibrary will not set the agenda or create the calls-to-action. That responsibility still resides with the local advocates. We will work to spend the Rapid Response Funds in a way that creates success through broad-based or targeted advertising that produces measurable results.

Rosen Publishing Company provided initial and substantial support to create the Rapid Response Fund. Their contribution, and the visionary approach that their President Roger Rosen has about library advocacy, have been instrumental in our early success as an organization. We gratefully acknowledge over 30 personal donors who gave specifically to help create the Rapid Response Fund. These one-time and recurring individual donors are providing the stable funding to necessary to quickly and effectively respond when library stakeholders need our help.

“Thanks to EveryLibrary’s generous donation, Yes to Libraries, Yes to Monroeville had the opportunity to amplify the story of the Monroeville Public Library. The donation enabled the committee to peel back the community’s misconception of libraries being obsolete. Although, the overall outcome was not in our favor, I believe a new conversation emerged of how much the Monroeville Public Library provides to its community through its wealth of programs, book selection, and knowledgeable staff.

- Terrina Gogue, Campaign Manager, Yes to Monroeville
Trainings, Speaking and Convening

We know from the data that voter perception of the librarian and the library drives behavior at the polls. We believe that our approach to identifying the “librarian as candidate” while helping staff and trustees to update the incumbent institutional record in the eyes of voters and constituents is most impactful when done as early as possible. EveryLibrary worked hard in 2014 to host trainings and conversations at appropriate library conferences, symposia, and events to share our perspectives and experience.

We don’t do “train the trainer”. We are with our campaigns for every step toward Election Day.

This year, EveryLibrary board members were frequent speakers, presenters, conveners, and keynotes for library conferences and symposia around the country. Our hope when presenting is to provide a new context for conducting everyday library advocacy that is informed by political campaigns and rooted in techniques from successful candidates. Many of our trainings are not about the specifics of library campaigns and local politics but instead focus on ways for librarians, trustees and other stakeholders to activate the public in the absence of a measure before the voters. We were very happy to be invited to guest lecture for a number of MLS/MLIS classes this year as well. In 2014, we were pleased to present to the following library communities:

EveryLibrary board members spoke or keynoted for 22 library conferences and guest lectured for 3 MLS/MLIS programs in 2014.

Library Associations and Systems Keynotes
Association of Connecticut Library Boards (ACLB)
New Hampshire Library Trustees Association (NHLTA)
New Jersey Library Trustees Institute
Pioneer and Southern Tier (NY) Systems
Nicolette (WI) Library System

State Library Agencies
Rhode Island State Library
Colorado State Library
Connecticut State Library
New Jersey State Library

MLS/MLIS Programs
San Jose State University (Colloquium)
Florida State University
Dominican University
Trainings, Speaking and Convening (continued)

Invited Speakers or Accepted Presentations

Lead the Change 2014  
Public Library Association  
New York Library Association  
California Library Association  
Connecticut Library Association  
Virginia Library Association  
Computers in Libraries

Urban Librarians Unite  
Oregon Library Association  
Utah Library Association  
Maryland Library Association  
2014 Conference  
Atlas Illinois Library Trustees  
Conference

We broke new ground in 2014 by co-hosting a preconference on political action and campaign planning with the Association of Rural and Small Libraries (ARSL) at their Annual Conference in Tacoma, WA. About a dozen libraries and several state library agency development office staff participated in this full-day event. Participants came away with a deeper understanding of the role that librarians play in public-facing advocacy campaigns and a set of practical tips for building new coalitions for the library in their communities.

EveryLibrary was a proud organizational sponsor of Outside the Lines, a national project to encourage non-traditional points of contact between librarians and the public. In addition to our sponsorship, EveryLibrary produced a 10 page guide to doing Library Card Signups Outside for free use and adaptation. The techniques of door-to-door public engagement around library cards are important for library staff to learn and are a significant opportunity to introduce non-users to modern librarianship.

EveryLibrary is indebted to our adviser Jan Ison for her help developing our speaking and teaching approach. Her assistance as an instructional design expert shaped an outcome-focus that provided real value and practical insights to the hundreds of individual librarians, staff, trustees, and commissioners we reached in 2014.

With the guidance provided by EveryLibrary, the Coalition to Save Our Libraries in Miami-Dade County was born, resulting in a grassroots effort that ended four years of consecutive and crippling budget reductions; closed a $30 million budget shortfall; prevented further layoffs; provided a slight funding increase for new materials, programs, technology upgrades and expanded operating hours at some locations; and created a solid foundation upon which to build. Without the support of EveryLibrary, none of this would have been possible.

– John Quick, President (2013-2014),  
Friends of the Miami-Dade County Libraries  
2014 Co-Chair of Coalition to Save Our Libraries
EveryLibrary believes in the power of social convenings to bring about community consensus and build the familiarity necessary to advance issues of common cause. We were honored this year to host several hundred supporters and donors at a series of social events across the country. We were humbled to have the support of several volunteer co-hosts and local arrangements coordinators to help make our social events fun and engaging. We are lucky to have had the following people and companies co-host our events this year:

**Midwinter Fundraiser and Film Festival**
Daniel Verbit, an MLIS candidate at The University of Alabama co-hosted with sponsorship by Mango Languages

**Tatas for Libraries**
Allie Flannery (Miz Shiny) was our co-host and Masters of Ceremonies at this burlesque event featuring the performers at Tart Cabaret

**ALA Vegas After Party**
Librarian Wardrobe was our co-host, with significant sponsorship by Mango Languages and Treehouse

**CLA Pre-Party**
Special thanks to Sharon McKeller and her colleagues at the Oakland Public Library, especially Mana Tominaga & Lana Adlawan, Gary Lee, Amy Martin, Erica Siskind, deputy director Jamie Turbak, and director Gerry Garzon, plus the band Pomegranate for entertaining and Brainfuse Inc for sponsoring

**Lead the Change 2014**
Peyton Stafford and Total Boox convened our After-LTC meet-ups around the country

**VLA Pub Crawl**
Margaret Howard and Barry Trott were our co-hosts, with special thanks to VLA’s New Members Round Table for making EveryLibrary a stop on their popular conference Pub Crawl.

**Rhode Island Meetup**
Michelle Cobb and Ed Garcia were our co-hosts for a meet-up following the RILA/COLA/State Library workshop

**MayDay Meetup**
Kate Tkacik was our co-host in Chicago

**SxSW LAM Meetups**
Innovative Interfaces and Mobile Beacon were our co-hosts

**Central LA Meetup**
Mary Abler was our co-host in Los Angeles

**ULU Con After Party**
JP Porcaro was our co-host in New York City after the Urban Librarians Unite conference
As a political action committee for libraries, we know how significant it is for our campaigns to have non-local messaging support about the value, impact, and importance of well-funded institutions with professional staffing. One of our key goals for 2014 was to begin doing targeted, measurable outreach to certain segments of the public about libraries and librarians. We did this for two reasons: to test a set of assumptions about the current image of the profession in the minds of the public; and to learn how to update the nostalgia the public has for libraries into a 21st Century model.

In 2014, EveryLibrary identified the tech sector as being a potential media market to invest marketing and messaging time and resources into. We know that entrepreneurs and starters would benefit from utilizing library collections and from the research support that librarians can provide, but that they underutilize our offerings. We understand that the public looks to librarians as trusted referrers and recommenders for new and emerging tech, but that venture capitalists have limited visibility to library’s role in making a market or training the public. As our colleague Lisa Waite Bunker from the Pima County Library said, “Business reference is as pervasive in libraries as story time, but no one knows it”.

We identified the convening that librarians, archivists, and museum professionals have been holding as the #sxswLAM group during South By Southwest Interactive conferences as a test environment for this outreach. EveryLibrary engaged an experienced tech-focused PR firm, Prosper Strategies (formerly LMM Group), to write, edit, and field targeted outreach to the tech community in advance and after SXSW 2014. We are happy to report that several of the pieces had national pick-up in influential online venues like Tech Cocktail and Serious Startups. EveryLibrary continued proof-of-concept outreach directly to two Chicago-based tech incubators, 1871 and Catalyst. With invaluable assistance from our advisor Kate Tkacik, we surveyed the entrepreneurs and starters about their familiarity with library services and customized an orientation program for them about their local library assets.

EveryLibrary was proud to work with several organizations during SxSW Interactive to help showcase libraries and librarians at this important trade show and policy conference. We were honored to work with the advocacy organization LGBT Technology Partnership on a program discussing the role that libraries and librarians have in “Reducing Isolation in LGBT Communities”. We appreciate the support that Mobile Beacon provided to the #sxswLAM community, including co-sponsoring our meet-ups. EveryLibrary would like to acknowledge and thank Innovative Interfaces for their substantial support for underwriting and staffing a first-ever joint library organizations booth presence at the Interactive Trade Show. Their support leveraged our marketing and PR work in advance of the conference by providing a venue from library and information sciences professionals to be visible, equal participants in the conference.
We were pleased to welcome three new members of the Board in 2014: Peter Bromberg, associate director for public services at Salt Lake County (UT) Public Library; Mel Gooch, learning and instruction coordinator for San Francisco (CA) Public Library; and Lindsay Sarin, MLS program coordinator for University of Maryland, College Park. They joined founding board members Erica Findley, cataloging/metadata librarian at Multnomah County (OR) Public Library, PC Sweeney, administrative librarian at Sunnyvale (CA) Public Library, and John Chrastka, Executive Director in direct outreach, campaign support, conference speaking, fundraising and organization management. This growth in our Board helped facilitate the growth in our campaign support.

EveryLibrary board members spoke or keynoted for 22 library conferences and guest lectured for 3 MLS/MLIS programs in 2014.

We would like to acknowledge and thank Rachel Korman for her fantastic work as EveryLibrary’s intern this year. Ms. Korman has recently completed her Masters in Library Sciences studies at Drexel University and is Senior Circulation Assistant at the Thomas R. Kline School of Law there. She was responsible for many of our weekly Library Politics Rodeos and has been a valuable member of our team producing valuable and actionable insights into political trends and voter attitudes. We wish her well as she returns to her native Toronto to pursue topics related to social justice and librarianship.

Library Journal named EveryLibrary’s founder and executive director John Chrastka as one of their 2014 Movers & Shakers. Mr. Chrastka joins board member Peter Bromberg who was previously acknowledged as a Transformer in the 2008 Mover & Shaker cohort.

EveryLibrary is grateful for the support, encouragement, guidance, and connections our Advisors provide. We are pleased and honored to welcome Michele Cobb, President of the Audio Publishers Association, John Shableski, Library Program Manager for comic and graphic novel publisher iVerse Media, Melissa Gardner, Assistant Director at the Palatine (IL) Public Library, and Ben Bizzel, author and Director of Technology at the Jonesboro (AR) Public Library to our Committee of Advisors this year. They join Francine Fialakoff, JP Porcaro, Kate Tkacik, Jan Ison, John Ison, and Andy Woodworth on our team of Advisors. Each of our Advisors brings a particular set of experiences and competencies to EveryLibrary, providing invaluable advice and assistance in their respective fields.

“When I heard about our library bond measure I immediately thought of EveryLibrary. You helped us tell our story the right way. The knowledge, confidence and structure EveryLibrary provided was a big part of our campaign’s success.”

– Ed Garcia, Director, Cranston (RI) Public Library, November 8th, 2014 – $1.2 million remodeling Bond
EveryLibrary has previously stated our intentions to file as a 501c4 Social Welfare Organization with the IRS. We are happy to report that in 2014 that the IRS-mandated ‘waiting period’ has ended and that our 1024 filings have been completed and submitted to the IRS for review. As of this writing, we are awaiting confirmation from the IRS of our status. To date, the IRS has not provided any questions or asked for additional commentary about our mission, work, and public purpose. We continue to operate under the assumption that we will receive c4 status and are proudly accepting donations to in support of our mission in the mean time. Our legal counsel of record, Mayer Brown, LLP., assisted in completing the filings. The EveryLibrary board, under the able guidance of our treasurer Erica Findley and secretary Patrick Sweeney, maintains our State of Illinois and federal filings, including our most recent 990s, for inspection by the public.

EveryLibrary is chartered in the State of Illinois as a non-profit corporation and is seeking 501c4 status as a Social Welfare Organization with the IRS. All donations to EveryLibrary are subject to disclosure requirements put forth in current law. Donations to EveryLibrary are not tax deductible, generally. Please consult your accountant or tax professional for further advice.

These contributions were used to further three projects: 1) to provide training and coaching about Information Only campaigns to library leaders and staff; 2) to provide pro-bono advising and consulting to local ballot committees’ GOTV efforts; 3) to provide for a pool of donations we made to several local ballot committees; and 4) to facilitate EveryLibrary’s strategic and tactical support for library communities facing a budget negotiation with town/city/county governments.

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