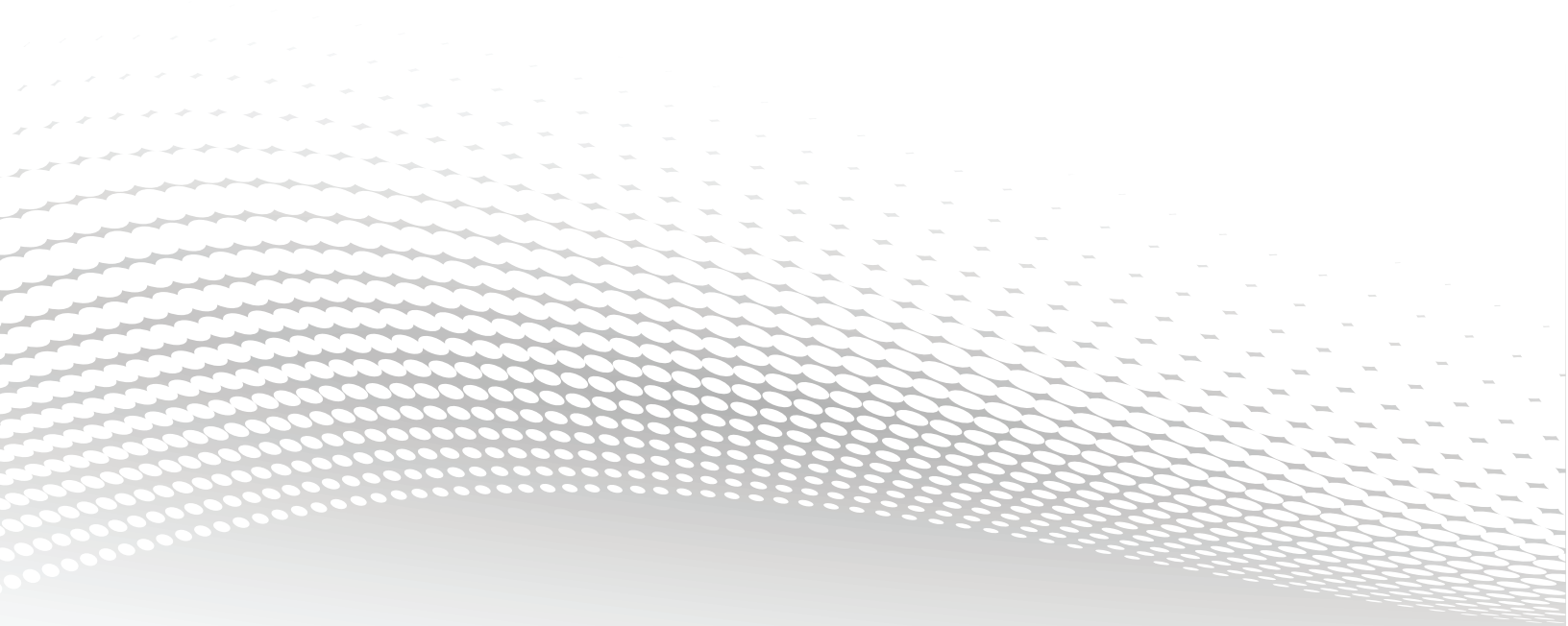




ANNUAL REPORT 2017





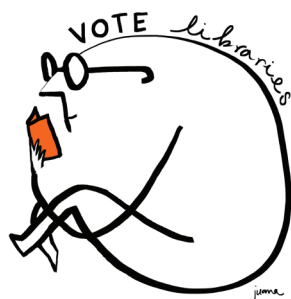
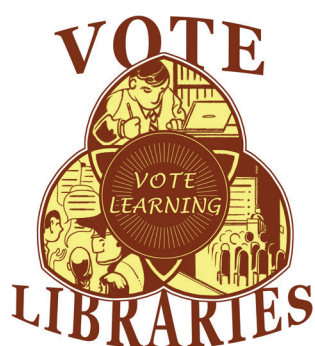
IN THIS REPORT

- 3 Executive Summary
- 6 Our Donor Community
- 10 2017 Election Days for Libraries
- 14 SaveIMLS.org and Federal Funding Fights
- 18 SaveSchoolLibrarians.org Launch
- 21 One Million Americans for Libraries
- 24 Speaking and Training
- 28 *Winning Elections and Influencing Politicians for Library Funding* Book
- 29 *The Political Librarian: Publishing and Scholarship*
- 32 EveryLibrary in the News: Press Coverage
- 35 Coalitions and Partnerships
- 40 *Medium* Magazine: Talking to the Public about Libraries
- 41 Special Projects
- 46 EveryLibrary Team Bios
- 50 Looking Ahead to 2018

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EXECUTIVE SUMMARY

EveryLibrary started with a hope that “any library funding measure anywhere should matter to every library everywhere.” The notion that we are all in this together—as a community of folks who believe in the power of libraries and who support the librarians who serve their communities—is at the core of our organizational values and work. In 2017, we were very effective in winning elections for libraries and helping school librarians whose jobs were threatened. We are proud to have grown as an organization by doubling our vendor-donors and increasing our personal donors by 150%. As we move into our sixth year, EveryLibrary is poised to move from advocacy to activism for libraries. We are dedicated to fixing the funding formula for libraries.

Since 2012, EveryLibrary has helped take 74 libraries to their Election Days. We are proud to have helped them win over \$255 million in 56 of those campaigns. Highlights from our 14 library campaigns this year include Rochelle Park, NJ, which now has a municipally funded library; Moniteau County, MO, which is reopening its expanded county library system; St. Clairsville, OH, which finally has local levy funding; and Dallas, TX, where two new libraries will be built and each branch will get long-needed upgrades. By the end of 2018, we expect to work with 20 to 22 more libraries on the ballot in red counties and blue cities.

This year, EveryLibrary expanded our direct support for school libraries and school librarians by launching SaveSchoolLibrarians.org, our direct action digital advocacy platform. We acknowledge Follet Learning for making a strategic donation to launch this project. They enabled us to work on more than a dozen actions in support of school librarian jobs or program budgets in schools and districts across the country. We were also able to engage with six state school library associations to provide state-specific support to advance their local advocacy agenda. Highlights include our tactical support for the Illinois School Library Media Association and their “Rally to Restore School Librarians” in Chicago this summer, and our strong support to help reinstate librarian positions at the South Orange School District in New Jersey.

EveryLibrary was proud to activate over 17,000 Americans through SaveIMLS.org to contact Congress and oppose President Trump’s elimination of the Institute of Museum and Library Services (IMLS) and the



Innovative Approaches to Literacy (IAL) school library grant program in his FY 2018 budget. We appreciate Gale Public Libraries for making a tactical donation in support of our activism and outreach. With their support, we were also able to work closely with four state library associations on state-specific SaveIMLS campaigns, and the American Indian Library Association on a campaign to preserve tribal library funding. This powerful mix of locally relevant messaging and targeted political advertising works.

The EveryLibrary Rapid Response Fund aids library communities when they run into a budget crisis with a municipal funder or if they are hit with massive opposition in the last few weeks before an election. With support from Rosen Publishing, we have helped numerous libraries answer that opposition over the years. A Rapid Response highlight this year was our targeted and effective support for the library in Mary Esther, FL. The city council there had promised to defund and close the library. We were able to activate hundreds of direct contacts in support of the library from local stakeholders and national supporters to reverse those cuts.

We were thrilled to host our second Artist in Residence program to bring the arts and the creative experience to our political work supporting funding for libraries. Cartoonist Kevin Moore joined us for a 10-week residency in 2017 focused on political cartooning and libraries. EveryLibrary was also proud to publish Issue 3 of our journal *The Political Librarian* to foster and encourage a new discussion at the intersection of public policy and tax policy for libraries. In addition, we launched *Medium*, a new digital magazine for the public about libraries and librarians. It is designed to create and disseminate content that repositions library services and librarianship in the eyes of an interested and underengaged public.

Finally, our “One Million Americans for Libraries” campaign launched in 2017. It is designed to create the largest group of “reachable and activated” people for library funding activism anywhere. We look at other issue-organizations like the ACLU, the NRA, Human Rights Campaign, the Sierra Club, and the Americans for Prosperity as examples of what effective advocacy groups can accomplish when they have both a legislative agenda and a large grassroots following. We started 2017 with 180,000 people on our Facebook page and 65,000 in our emailable database. We ended the year with over 250,000 people on Facebook and over 90,000 activists in our database. The “One Million Americans for Libraries” campaign will be sustained through 2018 to grow the “reachable and activated” list of people



from all walks of life who care about libraries—and are willing to act when asked. We are committed to sharing this list with other library organizations that participate in coalition work. When EveryLibrary activates people through our action.everylibrary.org and SaveSchoolLibrarians.org sites, or through the SaveIMLS.org effort and other state-by-state campaigns, we ask everyone who takes an action to opt-in. We were happy this year to have shared that contact information with partnered library associations and certain state and national organizations to help build their advocacy capacity.

Because of our donor support, EveryLibrary provides all our services to libraries pro-bono. Our commitment is to provide free consulting, training, coaching, and creative work based on campaign best-practices that are appropriate to each library community. We are entirely donor funded and have a healthy mix of both individual and vendor donors. Individual personal donors average a \$53.60 yearly donation. Our monthly donors average \$7.26 a month. Vendor and corporate donors average \$7,800 yearly, but are only half of our funding.

Our annual operating budget for 2017 was \$250,000, with one-third going to direct campaign expenditures, one-third to salaries and operations, and one-third to growing our organizational reach. Donors “Return on Investment” is \$1: \$1600 across our campaign wins. □

OUR DONOR COMMUNITY

EveryLibrary is supported by a powerful partnership of individual donor-activists from across the country and the library vendor-donors who build our capacity to campaign for libraries. We are fortunate to report that we grew the number of individual donors by 150% this year while adding 7 new vendor-donors. In 2017, our average personal donor contributed \$53.60 to help us fight for libraries. Our average library vendor donation was \$6,400 in support of our work. Both average individual and vendor-donor levels increased over 2016, which helps to stabilize and sustain our mission-driven work. Over 250 new monthly donors (at \$7.26 average) were started or renewed in 2017.

Our donors make EveryLibrary's campaigns for public and school library funding possible. As a 100% donor-funded organization, we could not do the specialized, personal, and effective work we do with our campaigns without both individual and corporate contributors. All of our work for library campaigns and direct actions for school librarians is pro-bono and for free. This broad-based donor support is needed to conduct day-to-day operations and to invest in new ideas that move the library community from advocacy to activism. Including our 2017 campaigns, we are proud have supported 74 public library campaigns to date, helping to win over a quarter of a billion dollars in stable funding for libraries. This year alone our donors allowed us to directly support 17 public library campaigns on the ballot, conduct more than a dozen direct actions in support of school library funding and school librarians across the country, empower over 17,000 people from all walks of life to contact Congress about IMLS and IAL funding, and train thousands of librarians in red counties and blue cities on the political literacy skills they need to secure their funding future.

About half of our budget is from individual donors and the other from our vendor partners. This mix of support is sustainable and smart. We are grateful to thousands of personal donors who have made a monthly or annual commitment to support this work. Please help share the word about our work building voter support for libraries with your friends, neighbors, family, and social networks. We gratefully acknowledge the generous contribution of our library vendor corporate donors in supporting our organizational growth and capacity.

2017 Library Vendor Corporate Donors

- Follett Learning: Founding sponsor for [SaveSchoolLibrarians.org](#) (New 2017)
- Gale, Cengage Learning: Founding [SaveIMLS.org](#) sponsor
- Rosen Publishing: [Lilead school librarian cohort training](#) and [Rapid Response Fund](#) sustaining donor
- BluuBeam: [National Disability Voter Registration Week](#) outreach (New 2017)
- ZooBean: “[Smart and Fun](#)” event sponsor
- Brainfuse, Inc.
- ByWater Solutions
- Communico (New 2017)
- Counting Opinions
- DEMCO
- EBSCO
- Innovative Interfaces
- Kixal (New 2017)
- Library Juice Academy
- Mango Languages
- Overdrive
- Niche Academy (New 2017)
- Noll & Tam, Architects
- Recorded Books (New 2017)
- Tech Logic
- Tutor.com
- W.T. Cox (New 2017)

EveryLibrary Community Fundraisers

EveryLibrary was the beneficiary of several wonderful independently run fundraisers this year. From teas and t-shirts to buttons, pins, and other labors of love, these creative and inspired fundraisers were a highlight of our year.

We were honored to be named a 2017 beneficiary of three “editors and agents auctions” that the San Francisco Writers Conference (SFWC) runs each year. Dozens of literary agents, reviewers, publishers, and editors annually offer their services at auction to seasoned and aspiring writers in the SFWC community. EveryLibrary is grateful to Gordon Warlock and his team at Fuse Literary Agency for identifying our work and organization for this fantastic program.



In February, a team of artists and librarians created the “**All Are Welcome**” buttons to highlight the role of libraries and librarians in building communities by breaking down barriers between people. Net proceeds from the sale of the buttons are being donated to help support our research agenda.



In July, artist Levy Greenacres created a lovely “**I Love My Library**” pin and pledged the proceeds to support EveryLibrary’s SaveIMLS.org outreach efforts. As Levi said “Libraries mean a lot to me, and to my amazing partner Muriel, who is a librarian. We wanted to do our part to help raise money for an important non-profit that helps inform voters on how to take political action at a local level to keep libraries open across the country.” We truly appreciate this support.

This summer, artist Stephanie Williams designed a great t-shirt in support of IMLS funding, and designated EveryLibrary’s SaveIMLS.org campaign as the beneficiary. The slogan “**My Library Runs on IMLS**” was smart, catchy, and effective.



In November, the team at Arbor Teas honored us with a new, ongoing fundraising project. They are pledging 10% of sale price of their teas (when using code “EveryLibrary”) to support our work on library Election Days. “Our primary focus is delivering the highest quality organic teas as sustainably as possible, but underpinning this is a passion to use our success to do good and give back,” said Aubrey Lopatin, co-founder at Arbor Teas. “That’s why Arbor Teas is excited to become a sustaining contributor to EveryLibrary’s efforts to rally communities in support of libraries facing funding challenges.”



Where Your Donor Funds Go

EveryLibrary puts our donor funding to work in three ways: (1) directly on local library campaigns—for both public libraries and school libraries; (2) on building our national reach as an advocacy organization for libraries; and (3) on staff and projects that run the organization. As the only national 501(c)(4) for libraries, we are able to “bundle” small donations from across the country and send it to local Vote Yes committees where it’s needed. All our consulting services for libraries—and for Vote Yes committees—are offered pro-bono and without any chargebacks, fees, or other back-end financial arrangements. When we need to travel to a community, our libraries—sometimes through the local Friends or Foundations—reimburse actual travel expenses so our pro-bono consulting work goes further. When

needed, our donor support allows us to waive travel costs for library communities that can't afford it.

EveryLibrary is entirely supported by individual and library vendor donors. We do not ask for or receive any funding from large grantmaking, philanthropic, or charitable organizations. As an independent 501(c)(4) we are also ineligible for government grants (federal or state). As a donor-funded organization, we keep our overhead very low. Our staff work together in a "virtual office environment" that has few fixed expenses. While our services to library campaigns and communities are pro-bono and donor supported, most campaign travel and related expenses are reimbursed by the local community. Our office environment is supported by G-Suite. Nation Builder hosts our public-facing action.everylibrary.org and saveschoollibrarians.org pages. We utilize PayPal and Act Blue for third-party donation processors.

Our donors have always expected a high level of transparency from EveryLibrary. We are proud to be one of a handful of national political action committees that encourages our donors to self-disclose. We voluntarily provide our financial disclosure information to GuideStar, one of the largest information clearinghouses about nonprofit financials in the country, where we currently **hold a "Gold Rate" certification**. EveryLibrary is in compliance with current federal law and regulation concerning 501(c)(4) social welfare organizations, and is in compliance with reporting to the State of Illinois, where we are chartered. In certain circumstances, donations are deductible expenses. Please consult your tax advisor or accountant. □



2017 ELECTION DAYS FOR LIBRARIES

EveryLibrary worked with 17 library communities on ballot measures in 2017. We are proud to report 14 wins, 1 partial win, and 2 losses for our efforts. These wins include a future where 8 new or significantly expanded library buildings will be built in 6 towns. Seven of our libraries will see an increase in operating funds with these wins. And in 2 places we were able to help them establish brand new taxpayer-funded library districts on Election Day. Over \$75 million dollars was at stake for these libraries this year.

This year, the average time we spent working with our library campaigns was about 10 months. That “10 month” figure averages out the 4 years since we first met the Kitsap Regional Library team and the one month we had with the team in Carbondale, KS. What we do with—and for—a library community depends on how many days we have until their Election Day. We are purposefully set up to respond quickly when a library community needs us. And we are capable of long-term, individual engagement with library leadership when the calendar allows.

Sometimes we have only a few weeks from when we meet the local campaign team until their vote happens. With such a compressed campaign timeline, our role is often “advice and money.” In Rochelle Park, NJ, we didn’t even have time to jump on the Turnpike and visit this year. But, we dove right in with their Vote Yes team to help them map out a messaging strategy and a renewed approach to coalition building. We also spent several hundred dollars in town on #votelibraries social media ads and boosting positive local news coverage of their campaign.

We got to work closely with folks in Henrietta, NY, St. Clairsville, OH, Villa Park, IL, and Coventry, CT this year. While our relationship with their library teams was only for a few months, we started off strong and strategic by reviewing their “enhanced voter file.” With that data, we then help them figure out—house by house—who the likely voters are and work on a Get Out the Vote campaign for their town. If they haven’t started their web or social media presence, we train on how to do that for a campaign. When they need funding, our donations often kickstart a local “challenge match” and move it into high gear. We always bring our best-practice examples to the community and put what works into action there.

Each town we work with is different. But in places as different as Lombard, IL, Hiawatha, IA, Clearview, CO, Madison, CT, and Ray or Moniteau County, MO, voters were willing to listen, engage, and act. When we have around a year to get to know the staff, board, and local volunteers, we help the library team and the Yes committee in different ways. For the library, we help Power Map the community then train the team on coalition building around the library's budget request. We also help the board and staff determine Plan B, which is what happens if the vote fails. This is key because voters who question taxes need to know what happens in the community and to their neighbors if the library is under-resourced. For the Yes folks, we help organize the committee to succeed in its four key tasks: more volunteers, enough money, wide-ranging endorsements, and effective communications.

When we have more than 18 months until Election Day, it sometimes feels like we have all the time in the world. But these campaigns are the ones where the days can rapidly click by. Our role with the teams in Dallas, Kitsap Regional Library, Greensburg-Hempfield Area Library, and Spokane, WA evolved over time. The campaign plan we help each library create and execute did not come from a tool kit or a one-day workshop. It was developed in close concert with a smart and capable team of librarians, library leaders, and local volunteers. It always focused on what is the right way to campaign in that particular community and for that particular library. We visited each of those places several times in the lead-ups to their Election Days. We got to know them and experience firsthand what makes them unique. But my job in each place—and EveryLibrary's job across the country through social media—is to help answer a universal question from their voters: "Do we still need libraries in this day and age?" With EveryLibrary in the mix, they are not alone in trying to figure out their answer.



Booth & Dimock Library

2017 Library Election Day Results

Carbondale City Library (KS)

Vote to affirm City Council action to purchase land to build a new library
Pass—December 12, 2017

Booth & Dimock Library, Coventry, CT

\$5.4 million funding to expand historic library building
Loss—November 28, 2017



Moniteau County Library

Moniteau County (MO) Library

1. Establish a new library district, and 2. vote to establish basic levy funding

Win—November 8, 2017

Hiawatha (IA) Public Library

\$1.7 million bond vote

Win—November 8, 2017



Greensburg-Hempfield Area Library

Clearview Library District (CO)

\$25-million bond to build a new library

Loss—November 7, 2017

Town of Rochelle Park, NJ

New municipal library with .3 mills “baseline funding”

Win—November 8, 2017



Kitsap Regional Library System

Greensburg-Hempfield Area Library (PA)

1-mill dedicated levy in 6 municipalities

Partial Pass—2 of 6 levies, November 8, 2017

Kitsap (WA) Regional Library System

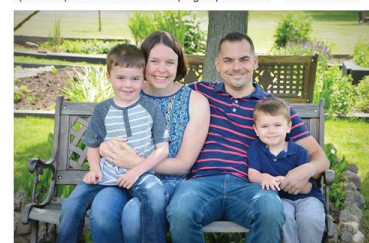
\$0.08-cent levy increase (\$3.45 million annually)

Win—November 8, 2017

Dallas (TX) Public Library

\$11.5 million dollar bond package

Win—November 8, 2017



Henrietta Public Library

St. Clairsville (OH) Public Library

Establish a new 5-year levy for operating expenses

Win—November 8, 2017

Henrietta (NY) Public Library

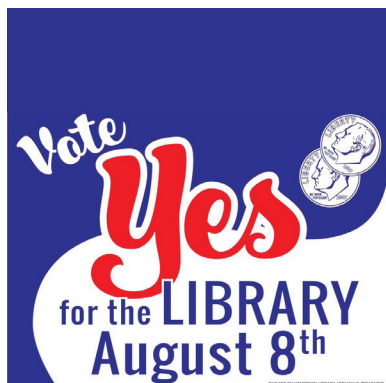
\$10 million dollar bond

Win—November 8, 2017

Christian County (MO) Library

Reinstate Levy (\$0.20 rate) and build new library

Win—August 8, 2017



Christian County Library



Villa Park Public Library

Ray County (MO) Library

Levy Increase—Vote

Win—April 25, 2017

Spokane (WA) Public Library

Renew dedicated \$0.12 cent library levy

Win—April 25, 2017

Villa Park (IL) Public Library

\$4.7 million dollar library building and remodeling project

Win—April 4, 2017

Scranton Memorial Library (Madison, CT)

Library expansion project

Win—February 7, 2017

With these wins and losses, EveryLibrary has now worked with 74 library communities on their ballot measures. We are proud of helping 55 win on Election Day. Since our first campaign in February 2013, we have helped secure over \$255 million dollars in stable tax funding for those libraries. □



SAVEIMLS.ORG AND FEDERAL FUNDING FIGHTS

Since the release of then-House Budget Committee Chairman Paul Ryan’s budget in [April 2014](#), EveryLibrary has been talking about threats to federal funding for libraries. Immediately following President Trump’s inauguration in January 2017, EveryLibrary began to sound the alarm about threats to federal funding for libraries. Grants to state library agencies through the federal Institute of Museum and Library Services (IMLS) are fundamental to the health, vitality, and future of libraries in the United States. Any threat to the stability and continuance of this sole federal appropriation for state libraries is an existential threat to the future of libraries everywhere. As early as February 3 in [Library Journal](#), executive director John Chrastka wrote:

The scope of the federal government is going to be changing under President Trump, Speaker Ryan, and Majority Leader McConnell not only from President Obama’s approach but from that of presidents Bush and Clinton. As of this writing, President Trump’s nominees to head the departments of Education, Treasury, and Commerce; to be the Attorney General; and to run the Federal Communications Commission are all committed to shrinking federal spending and curtailing the role that Washington has in rulemaking, enforcement, and direct support. Ryan’s budgets have, over the last several fiscal years, called for the complete elimination of the Institute of Museum and Library Services and zero funding for the Library Services and Technology Act. Likewise, Ryan and McConnell have placed many members in key committee chair roles who likewise believe in doing away with federal support for programs and federal oversight of protections.

The budget proposal from the new administration was in lockstep with the budget priorities from anti-tax and anti-government organizations like the Heritage Foundation and the American Enterprise Institute and the threat to IMLS grew. On February 25, EveryLibrary took the extraordinary step of purchasing the SaveIMLS.org URL in preparation for a likely campaign to activate the public. By March 8—when other organizations in the library advocacy ecosystem were still signaling that IMLS was “safe”—EveryLibrary launched a public-facing Contact Congress campaign in support of complimentary federal programs like NEH, NEA, and PBS. On March 16, the president’s FY 2018 budget was released and IMLS was indeed targeted

for a complete shutdown and defunding. EveryLibrary immediately rolled out our SaveIMLS campaign to Congress and began to build allies across the library community to push for more localized activism in the face of this grave threat.

In May, Gale Public Libraries identified EveryLibrary as an effective advocacy organization and provided us with a strategic donation that enabled us to run six state-level and national-level actions to deepen the impact and response to SaveIMLS. These included four state campaigns, an issue-targeted campaign for tribal libraries, and an increase to our targeted marketing of a national saveIMLS.org campaign. The campaigns were:



- Washington Library Association (April): saveWAimls.org
- California Library Association (May): saveCAimls.org
- Mississippi Library Association (June): saveMSimls.org
- South Carolina Library Association (July): saveSCimls.org
- American Indian Library Association (July): saveTribalIMLS.org

Each campaign was established as a partnership with a state or national library association. Each campaign utilized a wide range of tactics, and each tactic had its own level of success. Starting in April with the Washington Library Association (WLA), our social media campaign placed over 2.5 million impressions in front of Washington state residents to contact Congress. EveryLibrary also created a highly targeted direct mail postcard





See how the library community pushed back when Ivanka Trump tweeted about National Library Week when the president's budget called for gutting IMLS.

campaign to 4,000 residents that unfortunately yielded low results. Our collaboration with WLA included coaching sessions with WLA members to help them produce locally relevant press releases about the positive impact that current IMLS funding has on their libraries and highlighting threats to library services in their congressional districts if IMLS was cut. In addition, EveryLibrary created a series of social media-ready images that WLA sent to members to build awareness and direct folks to the take action URL.

In May, in collaboration with the California Library Association, we blanketed the state with paid social media ads encouraging individuals to contact Congress. We also collaborated to produce a robo-call campaign that dialed about 50,000 individuals. It is important to report that we had similarly low results for this robo-call campaign as with Washington and discontinued this approach moving forward. However, the social media ads in California far exceeded the results in Washington state. By June with the Mississippi Library Association, we focused entirely on social media ads. Mississippi residents were difficult to motivate to take action for causes in general but thousands did for this localized campaign issue. In South Carolina in July, we launched social media ads as well as a statewide postcard campaign with the South Carolina Library Association. There were press releases and educational social media posts as well. Our partnership for Tribal Libraries with the American Indian Library Association highlighted the unique impact that IMLS funding has for tribal, Native Alaskan, and Native Hawaiian library services across social media.

SaveIMLS Video and Badges

Gale Cengage's support for this campaign was instrumental in building momentum across these six campaigns. By July, EveryLibrary and our partners were running at full steam. We continued to produce social-media ready images for sharing and a marquee **SaveIMLS video** with a professional voiceover that has been viewed more than 318,000 times. Every piece of shareable material was branded with a SaveIMLS call to action for the public. The social media-ready images **were most successfully used when Ivanka Trump tweeted** about supporting libraries during national library week. EveryLibrary and the community of librarians pushed back.

EveryLibrary would like to acknowledge the unique and important role that Gale Public Libraries and Cengage Learning played during the IMLS crisis, nationally. Without the dedication and innovation of their leadership

team, we are not confident that the current threat to IMLS funding could have been turned around in Congress. We are grateful to them for investing their trust and donor-support in our efforts as well as their independent and effective advocacy efforts. As of this writing, the federal budget is still operating on a series of continuing resolutions. But within Congress, the IMLS funding stream seems secure. Everyone who responded to our calls-to-action is now in our database. Each of our state and national association partners also received all the contact information generated from their state. We can easily rally these Americans in support of future local, state, and national campaigns for library funding. This long-term strategy of building a national database of library supporters will continue to benefit the library community for many years. □



SAVESCHOOLLIBRARIANS.ORG LAUNCH

In June 2017, through a partnership with Follett Learning, EveryLibrary launched a unique school library/librarian advocacy and activism site at [SaveSchoolLibrarians.org](https://www.saveschoollibrarians.org) to help focus direct action and local attention on funding crisis facing school librarians across the country. Our #SaveSchool-Librarians project includes direct in-district action coupled with an expanded state-by-state partnership with five state school library associations to work on restoring school librarians to schools and districts—and to expand funding for school library programs—in their states.

EveryLibrary has been an active and engaged partner with local school library advocates in over a dozen communities this year alone. **Our action.** [everylibrary.org](https://www.everylibrary.org) platform had previously been used to find and activate thousands of local activists to contact their school boards and superintendents with a “save school librarians” message. Because of our donors, we were able to make a difference by engaging thousands of local school library supporters in new and innovative ways and activating them to support their local school librarians. We are proud that we have been able to use these tools to fight against school library closures and librarian layoffs and that we’ve won so many of them. From Chicago to Detroit to Virginia, down to Florida and out to California, the issues are the same: it has been too easy to cut school librarians for too long.

The last-mile of any advocacy campaign is to bring out the parents and local stakeholders to speak up for their school librarian and school library program. With help from our partners at Follett Learning, EveryLibrary’s new, dedicated [SaveSchoolLibrarians.org](https://www.saveschoollibrarians.org) site can do just that. Follett Learning’s donor support allows us to do targeted, smart and effective outreach and activism wherever and whenever it is needed. The core of the project are five advocacy partnerships between EveryLibrary and state school library associations, including the Nevada Library Association and the Clark County School Librarians Association, Pennsylvania School Librarians Association, Florida Association of Media Educators, Illinois School Library Media Association, Washington Library Association, and the Montana Library Association. With Follett’s support, we can build on our successes and try to address this school librarian crisis in schools and districts across the country. [SaveSchoolLibrarians.org](https://www.saveschoollibrarians.org) has one-click “take action” capabilities that make it easy for concerned parents and stakeholder to make their voices heard for school libraries and librarians.

Please share the news that SaveSchoolLibrarians.org is ready to help any school librarian who is facing a funding challenge to rally their community. Read more news coverage of SaveSchoolLibrarians.org from [Publishers Weekly](#) and [School Library Journal](#).

Rally to Restore School Librarians



Watch the video
slideshow from the
Rally to Restore
School Librarians

EveryLibrary was proud to be a founding supporter of the Illinois School Library Media Association's (ISLMA) [Rally to Restore School Librarians](#). ISLMA held this demonstration on Friday, June 23, at the Thompson Center in downtown Chicago to "call for the restoration of school librarian positions in schools and districts around the state, and improvements to funding for school library program budgets for all Illinois students." The "Rally to Restore School Librarians" was the culmination of a yearlong EveryLibrary partnership with ISLMA to encourage the governor and General Assembly, along with school boards and superintendents across the state, to address state aid for school libraries and local staffing priorities. Our partners in organizing the rally was the Urban Librarians Unite (ULU), well known for their event-based advocacy work like the 24 Hour Read-In for NYC Libraries.

Over 110 school librarians and supporters called on Governor Bruce Rauner and the Illinois state legislature to improve school funding and ensure a licensed school librarian in every Illinois school. Rally-endorsing organizations included the Young Adult Library Services Association (YALSA), the School of Information Studies at Dominican University, the American Library Association (ALA), the American Association of School Librarians (AASL), and the Illinois Library Association (ILA). Follett Learning, EveryLibrary's [partner on the SaveSchoolLibrarians.org project](#), was proud to support this event and ISLMA's efforts to restore licensed school librarians in schools across the state.

The Rally opened with incoming ISLMA president Jacob Roskovensky outlining the problems we are facing throughout the state. Testimony was given by Elizabeth Semande, a student from Spoon River Valley, Illinois, about how she and her classmates don't receive the educational support they need because their librarian was cut. Scott Walter, a parent of a Chicago Public School (CPS) student, spoke about how the cuts to CPS school librarians have been made even though education leaders have been put-

ting a focus on skills that are taught in the library and developed with teachers collaborating with instructional partners in the library. ISLMA President Patti Fleser concluded the speaking with encouragement that ISLMA will continue to advocate for the students of Illinois. Protesters then took home thousands of comment cards to be signed and sent to Governor Rauner and their own state legislators.

Numerous studies show that a licensed school librarian positively impacts student achievement. School librarians teach students to evaluate information that they read, critically and competently. Information literacy and Internet safety are at the core of their work. Districts across the state from Chicago and the suburbs to downstate rural communities have eliminated librarians. Staffing levels across the state have reached a crisis point. As Illinois looks to restore equity to our education system through implementing the Every Student Succeeds Act, the time is right to re-engage about budget choices that improve student outcomes, including library programs and librarians. □



ONE MILLION AMERICANS FOR LIBRARIES

At EveryLibrary, we have a *two-pronged strategy* to realize our unique mission of “building voter support for libraries”: (1) engagement with voters on ballot and funding measures at the local level; and (2) activating Americans from all walks of life—and from all across the country—to support “any library anywhere.” In 2017, we took a bold step to support the second part of our strategy by launching the “One Million Americans for Libraries” campaign to grow the “reachable list” of Americans from small, scattered pockets of supporters into a truly activated political force in this country. We know from examples as diverse as the NRA, Sierra Club, Human Rights Campaign, and the Christian Coalition that having at least 1 million people who have opted-in and been activated for an issue leads to proactive political change.



Add your name to the **One Million Americans for Libraries** campaign and invite your friends and family to support libraries across our country.

EveryLibrary’s “One Million Americans for Libraries” campaign is designed to activate everyday Americans around library issues. It will fundamentally change the success rate for library advocacy and activism across the entire country. As a community, how can we move from reactive “Save the Library” advocacy campaigns to forward-looking activism that secures the funding future for libraries without a large cohort of people at our side? How can we truthfully “be the change we seek for libraries” without asking our fellow Americans if they also believe enough in what librarians do?

EveryLibrary kicked off the One Million Americans campaign on our 5th Anniversary, September 5, 2017. Over our first 5 years we built our Facebook page to 210,000 people and our emailable list of Americans to more than 65,000. Our goal for this yearlong “One Million Americans...” campaign is the reach out across our existing network and ask people to help identify and activate their own social networks of neighbors, friends, and family members for libraries, while also actively advertising on social media to increase engagement with new people for libraries. As *Library Journal* reported:

When EveryLibrary works with a ... community, typically it’s with a small group: the library board, the Friends of the Library, sometimes volunteers. “There are very few people who have been activated in a way that’s focused on the library,” said John Chrastka, EveryLibrary founder and executive director and a 2014 LJ Mover & Shaker. Moreover, the local nature of the organization’s advocacy means it has been starting over from scratch reaching out



residents of each new community. So Chrastka asked himself how to change that, leveraging the supporters from one locale to aid another: “How do we get to the point where we have Bernie Sanders-size numbers, NRA-size numbers, Sierra Club-size numbers for our issue?”

There are significant challenges to reaching people who care about libraries in the current political climate and social media environment. We developed a whole host of digital and social media tools to help folks share the “One Million Americans for Libraries” message. These highly shareable and engaging images, videos, stories, and posts are designed to make it easy for people to spread the message. But the one thing that we know very clearly in working on nearly 75 library campaigns, dozens of direct actions for school librarians, and in reaching the first quarter of a million Americans is that organic likes don’t work by itself. As *Library Journal* went on to describe in their coverage of the “One Million Americans for Libraries” launch:

“Most people don’t realize that, for organizations, Facebook is a paid platform. Without constant advertising investment, only about three percent of followers see any given post,” Harmony V. Faust, VP of marketing and communications for Gale, part of Cengage Learning, and advisor to EveryLibrary, told LJ. “For a donor-supported group like EveryLibrary, having a larger Facebook audience means they can more easily extend the reach of their campaigns.” While EveryLibrary does actively advertise on Facebook, as Chrastka pointed out, “Three percent of 1 million people is 30K in organic reach, and that’s nothing to sneeze at.”

EveryLibrary will continue to include targeted paid advertising coupled with an activated group of supporters on social media as the critical mix

for a sophisticated marketing and outreach strategy for libraries. We know that without donor dollars being put to work in fulfilling this key part of our mission, we would not have the largest network of advocates and activists on hand for libraries anywhere. We are proud to report that over 2,500 people per week were added to our Facebook page from September 5 onward. More importantly, our emailable list has grown by 30%. We are on track to reach the one million person mark on Facebook by the end of 2018. □

SPEAKING AND TRAINING



The EveryLibrary team was highly sought after in 2017 as speakers, conveners, keynoters, and instructors. We were honored to present on a wide variety of “political literacy” topics for dozens of state libraries, state and regional library associations, and local library systems this year. One highlight was the seminar in library management that our co-founder and Political Director Patrick “PC” Sweeney taught for the San Jose State University i-School. Our focus on teaching “political literacy skills” and helping advocates become more effective activists is a unique voice within the library community.

Our 2017 itinerary included:

January 19: Bibliotheca Sales Conference

Lessons from the Campaign Trail (John Chrastka)

February 3–4: Ontario Library Association SuperConference 2017

Workshop: How to Strategically Engage Your Community

Spotlight Talk: Good Leaders Build Great Relationships (John Chrastka)

February 21: Tutor.com Webinar

Making a New Funding Ask (John Chrastka)

March 6: California Library Association Legislative Training Day

Patrick Sweeney and Erica Findley

March 12: South by Southwest 2017

Workshop: SuperPAC Hacks for Social Good (John Chrastka)

March 29–31: Montana Library Association Annual Conference 2017

You are a Library Activist, Keynote (Erica Findley)

March 31: LACONI Directors (IL)

Lessons from the Campaign Trail for Library Advocacy (John Chrastka)

April 4: Reaching Forward South (IL)

Librarian as Candidate/Library as Cause (John Chrastka)



April 5: Library Juice Academy
The Change We Seek (John Chrastka)

April 19: Texas Library Association Annual Conference 2017
Library Advocacy in Action (John Chrastka)

April 21: PLAN's "Library Essentials" Conference
Email, Big Data and Libraries (Patrick Sweeney)

April 25: OCLC WebJunction for ARSL
Build Your Political Literacy Skills for Advocacy
(John Chrastka, with Carrie Andrew)

April 28: Bucks County (PA) Libraries—Trustees and Directors Summit
Good Leaders Build Great Relationships (John Chrastka)

May 22: Academic Library Development Network (ALADN)
Librarian as Candidate and Librarian as Cause (John Chrastka,
with Scott Walter)

June 21: Canadian Urban Libraries Council (CULC)
Leadership Cohort Day Training (John Chrastka and Patrick Sweeney)

July 19: Gale Public Libraries Sales Conference
Lessons from the Campaign Trail (John Chrastka)

August 2: Northeast Ohio Regional Library System—NEO (Webinar,
members only)
The Librarian as Candidate: Putting the Best Advice from Elections to
Work for Your Library (John Chrastka)

August 3: Niche Academy Webinar
Power Mapping for Political Power and Influence (PC Sweeney)

August 9: North Eastern Kansas Library System Annual Assembly
From Advocates to Activists and Power Mapping for Your Library (PC
Sweeney)

Contact the EveryLibrary team to talk about ways that we can be bring engaging and informative content in your library conference, symposium, or webinar series.

August 10: Northwest ILL Conference Keynote
Best Kept Secret No More: Talking to Voters, Funders, and Politicians about Interlibrary Loan and Resource Sharing; Next Level Messaging for ILL Funding Success – Session (John Chrastka)

August 30: Northeast Ohio Regional Library System – NEO (Webinar)
The Library as Cause: Lessons from Winning Campaigns; The Librarian as Candidate: Putting the Best Advice from Elections to Work for Your Library (John Chrastka)

September: Mississippi Library Commission (webinars)
Building Library Support One Jug of Sweet Tea at a Time; Your Networks are Your Neighbors: Effective Coalition Building (John Chrastka)

September: Association of Rural and Small Libraries (ARSL Preconference)
How To Activate Voters and Constituents for Funding Support – 1/2 day session (John Chrastka and Peter Bromberg)

September 11: Staff Training for Lackawanna County, PA
Understanding and Influencing Local Politics (PC Sweeney)

September 12: Staff Training for Wayne County, PA
Building Effective Messages (PC Sweeney)

September 14: Northern Lights Library System Keynote
How to Strategically Engage Your Community (John Chrastka)
The Librarian as Candidate; Lessons from the Campaign Trail (John Chrastka)

September 13: Michigan Library Director's Summit
Political Literacy (PC Sweeney)

September 19: Tutor.com Webinar
Email, Facebook, and Big Data (PC Sweeney)

September 27–30: South Dakota Library Association
Opening Keynote: From Advocates to Activists (PC Sweeney)
Library Advocacy Panel: It's Not Always about Big Campaigns and Politics (PC Sweeney)



October 2–3: Maine Library Conference
From Advocates to Activists (PC Sweeney)
Schmoozing for Beginners (PC Sweeney)

October 9: Panhandle Library Access Network (PLAN)
Moving from Advocates to Activists for Libraries (Brian Hart)

October 10: Illinois Library Association
Getting Your Community to Say Yes (John Chrastka)

October 11–13: South Carolina Library Association
Librarians Make It Happen, Luncheon Speaker (John Chrastka)

October 16–17: Mountain Plains Library Association
Your Strategic Plan for Political and Funding Success (PC Sweeney)

October 18: Mississippi Library Association
Conference Opening Session and Conference Closing Session Keynotes
(John Chrastka)

October 20: Florida State Library Directors Summit
Invited panelist (John Chrastka)

November 1: California Library Association
From Advocates to Activists (PC Sweeney)

November 1: Northeast Ohio Regional Library System – NEO (Webinar)
Building the Campus Coalition for Advocacy Success (John Chrastka)

November 6–8: Lilead Fellows 2017 Cohort Training
Next Level Political Literacy for School Librarians (John Chrastka)

November 16: Library Marketing and Communication Conference
Holistic Digital Strategies (PC Sweeney)

November 19: Miami Book Fair
Panel Session: The Public Library in a Disruptive Age (John Chrastka)

December 19: Montana Library Association
Library as Cause webinar (John Chrastka) ☐



WINNING ELECTIONS AND INFLUENCING POLITICIANS FOR LIBRARY FUNDING BOOK

EveryLibrary's political director Patrick "PC" Sweeney and executive director John Chrastka published *Winning Elections and Influencing Politicians for Library Funding* through [ALA Neal-Schuman](#) this year. All politics are local. And 90% of funding for public libraries comes from the will of local politicians and, in turn, from local voters. So, it's urgent that librarians, library supporters, and anyone interested in running an election or campaign for a library understand the strategies, resources, and tactics necessary for positive political action. Whether election day is four months away or four years away, there are immediate steps library leaders and local library ballot committees should take to help secure a successful ballot initiative later. This is book one in a series focused on improving "political literacy" skills for librarians, boards, stakeholders, and advocates. Based in real-world experience from dozens of library funding campaigns and Election Days, *Winning Elections and Influencing Politicians for Library Funding* shares best practices to build a campaign team and ways to effectively activate broad-based support for libraries. □

THE POLITICAL LIBRARIAN: PUBLISHING AND SCHOLARSHIP

The Political Librarian



EveryLibrary was proud to publish *The Political Librarian*: Volume 3, Issue 1 this year. 2017 marks our third year of publishing this open access scholarly journal covering public policy and tax policy issues for libraries. In the public sphere, everything is political. In 2017, no one could afford to claim neutrality. Libraries exist because countless people, with intentionality, worked to establish these essential services. They worked to pass laws and create political structures that support libraries and their communities. The political structures that support libraries are the direct interest of this journal. In this issue of *The Political Librarian* we invited people from across the library world to re-envision advocacy, policy, and funding.

At EveryLibrary, we truly believe that librarianship sits at the nexus of politics, advocacy, and taxes. Please consider writing for *The Political Librarian*. Submissions, questions, or project ideas can be addressed to series editor Dustin Fife at dustin.fife@everylibrary.org.

Read the full issue along with previous volumes at <https://openscholarship.wustl.edu/pollib/>.

Table of Contents for Issue 3, Volume 1

White Papers and Editorials

What's Next After a Library Community's Legislative Advocacy Campaign? Three Scenarios from the Kansas Library Community, by Heather Braum

Trickle Down Economics: Anticipating Significant Shifts in Local Political Climates for Library Taxes Following the 2017 Tax Reform Bill, by John Chrastka

Building Support for your Library Budget: A Recipe for Success, by Peter Bromberg

An Organizer's Tale: LIU Brooklyn's Lockout and Union Contract Negotiation, by Emily Drabinski

Peer Reviewed Articles

Libraries, Social Media, and Politics: Do Library Professionals Post about Politics on Institutional Social Media Accounts?, by Dustin Fife and Mary Naylor

Academic Libraries and Vulnerable Student Populations: A New Model of Embedded Librarianship for First-Generation University Students, by Adriana Parker

EDITORIAL TEAM

- Dustin Fife, Series Editor
- Rachel Korman, Assistant Editor
- Johnna Percell, Editing, Design, and Layout
- Annie Smith, Editorial Support
- Eileen Palmer, Acquisitions Editor

EveryLibrary wishes to thank Lindsay C. Sarin for her work through early 2017 as the founding Series Editor for *The Political Librarian*. Without her guidance and dedication, the journal would not have been more than an idea.

EDITORIAL BOARD

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EveryLibrary gratefully acknowledges the **Washington University Open Scholarship Platform** for hosting *The Political Librarian*. To discover other scholarship within libraries and beyond, please visit <https://openscholarship.wustl.edu/>.

*Other academic and scholarly publishing in 2017
by EveryLibrary team members include:*

“What a Renewed Federalism Means for Libraries”

John Chrastka in *The Library Quarterly*
Volume 87, Number 4 | October 2017

“Measured Success”

John Chrastka and Brain D. Hart in *Library Journal*
February 3, 2017

“Creating Tomorrow’s Civic Leaders by Learning to Be Civically Engaged Today”

John Chrastka
Young Adult Library Services; Volume 15, Number 4 | Summer 2017 □

EVERYLIBRARY IN THE NEWS: PRESS COVERAGE

Throughout 2017, EveryLibrary team members were frequent contributors to professional journals and blog sites. Our unique experience building voter support for libraries and focusing on library funding made our team a go-to for current and relevant commentary inside the industry. We were proud to be featured in stories across local media before and after our campaigns as well.

News Stories about EveryLibrary

EveryLibrary team members and our work building voter support for libraries are frequently mentioned in library trade publications and news from the communities we serve.

“Q&A with EveryLibrary Artist in Residence Kevin Moore”

Library Journal, 15 December 2017

“Reasons for optimism cited on Greensburg Hempfield Area Library’s future”

Greensburg Tribune (PA), 10 November 2017

“This Week in Libraries” coverage of November 2017 library campaigns

Library Journal, 9 November 2017

“EveryLibrary Prepares To Build a National Base of Library Supporters”

Library Journal, 18 October 2017

“We Can’t Be Complacent Anymore – PL Talks With Patrick Sweeney”

Public Libraries Online, 17 October 2017

“EveryLibrary Kicks Off Awareness Campaign”

Publisher’s Weekly, 8 September 2017

“EveryLibrary, Follett Partner to Save School Librarians”

Publisher’s Weekly, 18 August 2017

“Today Kicks Off National Disability Voter Registration Week”

KLKN News, 17 July 2017

[“New Advocacy to Save School Librarians”](#)*School Library Journal*, 6 July 2017**[“Stand Up for School Librarians in Chicago”](#)***Huffington Post*, 22 June 2017**[“Is Crowdsourcing Good for Philanthropy?”](#)**

AssociationsNow, 20 June 2017

[“Librarians School Ivanka Trump After Tone Deaf Tweet”](#)*Huffington Post*, 17 April 2017**[“Develop a Disability Coalition in Your State”](#)**

AAPD, 12 April 2017

[“Why Nonpartisan PAC EveryLibrary Defends the Future of Libraries”](#)

Shareable, 17 February 2017

The EveryLibrary team was also happy to be interviewed by several library-focused podcasts and political blogs this year:

[EveryLibrary, America’s Library PAC](#) from CallHub Blog

October 10, 2017

[Circulating Ideas: #118](#) podcast interviews John Chrastka, Executive Director

October 1, 2017

[Libraries, Literacies, and Literature](#) “Mini-Talk” Podcast (University of Illinois SLIS) interviews John Chrastka, Executive Director

April 6, 2017

Midwest Collaborative for Literacy Services **[Twitter Chat about Political Literacy](#)** with John Chrastka, Executive Director

February 16, 2017

The Library is Open Podcast from ByWater Solutions interviews John Chrastka, Executive Director, and Patrick “PC” Sweeney, Political Director
January 12, 2017

DEMCO’s “Ideas and Inspirations” blog interviews Patrick “PC” Sweeney

- **“How to Use Data to Plan a Targeted Library Campaign,”** October 2017
- **“Why You Need to Turn Your Library Advocates into Library Activists,”** July 2017
- **“6 Steps to Building Partnerships That Benefit Your Library Campaigns,”** May 2017 □

COALITIONS AND PARTNERSHIPS

As part of our [2017 EveryLibrary Action Agenda](#), EveryLibrary took a deliberate step to approach existing coalitions that support the people libraries serve and to build key partnerships with organizations that share a common cause with libraries. Our hope this year was to find willing and engaged partners who understand that libraries are part of the solution to problems facing America today. Our hope for the future is to build on our success and to expand the awareness- and capacity-building projects that coalitions and partnerships bring to libraries.

Through a collaborative discussion with EveryLibrary's supporters, donors, advisors, and social media followers, we identified 11 "areas of concern" that we could explore coalitions and partnerships within. These areas of concern touch on the competencies of libraries and librarians while looking at impact of better-supported libraries on the people they serve as the core reason for EveryLibrary to reach out.

- Voter Rights and Ballot Access
- Money in Politics
- Protections for Public Sector Workers and Pension Reform
- Civil Society and Teaching Civics
- Economic Freedom and Prosperity
- Media Literacy
- Literacy, Education, and Lifelong Learning
- Information Access and Freedom of Information
- Net Neutrality and the FCC
- Federal and State Budgets and Regulations
- First Sale, Copyright, and DCMA Reform

We discuss our reasoning behind each area of concern in detail at "Leaving Our Silos—Coalition Agenda for 2017." In 2017, we were able to realize 5 new partnership projects and coalitions that advanced EveryLibrary's mission and work while building new support for libraries on local, state, and national levels.

Voting Rights and Election Protection

EveryLibrary works to build voter support for libraries. We believe that access to the ballot is a fundamental part of American citizenship. Free and

fair elections start with informed and enfranchised citizens. We support and encourage the key role for libraries in registering people to vote, and voter education.



National Disability Voter Registration Week

EveryLibrary approached AAPD, the **American Association of People with Disabilities**, in the hopes of joining their National Disability Voter Registration Week (NDVRW) efforts as a channel partner for libraries. National Disability Voter Registration Week is an annual campaign that is designed to increase the political power of people with disabilities while also engaging candidates and the media to recognize the disability community. NDVRW is the only voter registration event in the country uniquely focused on enfranchising over 34 million Americans with disabilities to vote. We are very pleased and proud to have found a **willing and engaged partner with AAPD**, the nation's oldest and largest 501(c)(3) organization for the disability community. In advance of the July 17–21 celebration, EveryLibrary and AAPD jointly developed a **library-focused toolkit** and supported libraries across the country in creating non-partisan on-site and off-site voter education and registration events. While each library supported **NDVRW** in their own way, several projects are of particular note:

- The South Carolina State Library made NDVRW a priority by encouraging all libraries in the state to take part in the campaign by creating and distributing a **South Carolina specific guide** for libraries and their local partners.
- Hartford (CT) Public Library partnered with their local Registrar of Voters office to provide tablets for voters with disabilities, and someone to demonstrate how to use it. The new stand-alone, tablet-based registration system required no telephone or Internet service and is intended to be adaptable to a variety of assistive technologies.
- The Spokane Public Library hosted several events to raise awareness and conducted targeted outreach efforts to get more citizens registered to vote. Librarians educated the community about barriers to voting and informed people about their options to vote. The library had dedicated staff at each location to sign up citizens for library cards, promote the collections that people with disabilities can use such as audiobooks, eBooks, and large print materials.

This kind of work is a critical part of the effort by librarians across the country to ensure that all our neighbors who want to vote can vote. Librarians are working hard to ensure that Americans, regardless of race, gender, economic status, or ability, are not denied their rights as citizens. EveryLibrary is grateful to our colleagues at AAPD for their dedication and collaboration on launching this very successful new project for libraries. The goal of NDVRW is to ensure that no Americans are denied their right to vote. Through our partnership with AAPD and our national network of libraries, we have been able to [sign up nearly 150 libraries in 46 states](#) to take part in the nationwide campaign to register voters during [NDVRW 2017](#). We are looking forward to expanding participation by libraries in the National Disability Voter Registration Week in 2018.

National Voter Registration Day



EveryLibrary also expanded our work as a library channel partner for “[National Voter Registration Day](#),” the annual non-partisan voter registration effort celebrated annually in advance of November’s elections. While this was an off-cycle, non-Congressional year, the NVRD coordinating reported that 9,631 volunteers from 2,851 partners across the country collectively gathered 124,290 new or updated voter registrations. Both of these numbers far exceeded their original goals of 2,000 partners and 75,000 registrations. EveryLibrary has identified nearly 450 libraries that we have recruited to this day of action since our first involvement in 2014. We will be investing heavily in promotions and outreach for NVRD 2018.

Money in Politics

As a 501(c)(4) political action committee for libraries, EveryLibrary is committed to transparency in our fundraising and our spending. We believe that transparency correlates with a healthy and transparent democracy. As an organization, we believe that dark money makes bad politics. Because of our unique position, we want to help lead a new discussion in America about the role that money should play in politics.

In 2017, EveryLibrary signed on to support SB 2089, a bill in Illinois that would subject us and other 501(c)(4) super-PACs to the same laws and disclosure requirements as every other political action committees in Illinois. EveryLibrary is chartered under Illinois law and headquartered in the state, making us a stakeholder organization in this process. The [Illinois Campaign for Political Reform](#), a 501(c)(3) organization, organized the coalition.

SB 2089 was written to do two smart things to change the role money plays in Illinois politics. It would create a new point of access for the public to information about who is spending money to influence policy and tip elections. SB 2089 also secures and ensures the continued confidentiality of non-political donations and keeps those donors' records secure. EveryLibrary identified this bill as an important step in the right direction for cleaning up the issue of “dark money” in politics, and fully supported its passage. We are proud to have **activated hundreds of people** across Illinois to contact their member of the General Assembly to urge passage of the measure. Unfortunately, SB 2089 did not advance out of committee. EveryLibrary remains committed to advancing this issue in 2018.

Net Neutrality and FCC Regulation Coalitions

EveryLibrary believes that an informed public makes better choices for itself and for future generations, and that a level playing field on the Internet and across broadcast media is the only way to ensure economic freedom and prosperity. We anticipate that Net Neutrality principles and policies will need to be defended again in the new administration. Libraries best serve the public, students, scholars, and local businesses when Internet access is open to all.

In 2014, EveryLibrary joined the Mozilla Foundation–convened Net Neutrality Coalition to help advance new rulemaking by the FCC. We were proud to have added our name, voice, and activist network to this cause and celebrated when Net Neutrality protections were enacted in 2015. We were early to reactive our networks in 2017 when the FCC under the Trump Administration took steps to reverse the Obama-era protections on open and fair access to the Internet. As part of this **national coalition** of nonprofits, media companies, civil society groups, and 50 other library communities, EveryLibrary worked to **activate over 5,400 individuals** to contact Congress in advance of the December 14 FCC vote. After the FCC repeal that day, the coalition has continued its strategy to appeal to Congress for “Congressional Review Action” on the repeal order. In 2018, EveryLibrary will continue our coalition work and public outreach to restore a free and open net for libraries and the communities that use them.



Please see the SaveIMLS.org discussion elsewhere in this Annual Report for a longer discussion of the coalition approach to advocacy EveryLibrary took this year.

Federal and State Budgets and Regulations

In any administration, the library community benefits from a unified and cohesive voice when defending and extending key programs and federal funding for libraries. EveryLibrary is concerned about any erosion to federal- and state-level funding that diminishes capacity for innovation and service by libraries.

EveryLibrary was highly engaged in support of full funding for the Institute of Museum and Library Services (IMLS) in partnership with several state and national library organizations, as well as full funding for the Innovative Approaches to Literacy grant program for school libraries. Both unique sources of federal funding for libraries were under threat in 2017 by the Trump budget.

In May, EveryLibrary's executive director John Chrastka was invited to speak to the **National Advisory Council On Innovation And Entrepreneurship** (NACIE) within the Office of Innovation and Entrepreneurship at the US Department of Commerce. This session was designed to highlight the role that libraries have in supporting the small business development, ideation, and entrepreneurs through their collections, built environment and technology, and professional staffing in advance of a discussion and recommendations by the Council to the Secretary on opportunities for the Department to pursue in support of entrepreneurial communities. □

MEDIUM MAGAZINE: TALKING TO THE PUBLIC ABOUT LIBRARIES



In June, EveryLibrary premiered our new digital magazine for the public at medium.com/EveryLibrary. This magazine is a unique public-facing channel designed to advance our mission of building voters' support for libraries. Stories and features on EveryLibrary's *Medium* magazine showcase innovative projects, programs, products, and services offered through libraries, and shows off librarians from diverse backgrounds working in communities across America. In 2017, we took a particular focus on stories that feature the library as a solution for two key audiences: parents of school-aged children and pre-k; and, entrepreneurs and small business people. Both audiences are eager to learn about how the library can address not only what they need, but also help them be more successful. While different topics and areas of concern, EveryLibrary is skilled in marketing our content to appropriate audiences through targeted social media advertising. Our hope with the magazine is to not only "build awareness" but also to "create a new audience" for library services among specific groups.



If you have a story to tell about the solutions libraries provide people or the work you do as a librarian every day, please contact Mr. Kagan.

We are fortunate to have several professional writers and authors who are bringing top-level, engaging content to the public through our *Medium* magazine. We are especially thankful to Oleg Kagan for helping to launch the project as our Managing Editor. Every article on our *Medium* magazine is featured on EveryLibrary's social media sites. We actively advertise this content using appropriate keywords. Paid advertising support provides maximum visibility for this pro-library and librarian-friendly content and maximizes engagement across the social graph.

Highlights from the [EveryLibrary magazine](https://medium.com/EveryLibrary) for the public this year include:

- [Homeschool resources that extend the curriculum and build community](#) by Tom Bruno
- [Ten Experiential Learning Activities for Non-reading Kids](#) by Cat Johnson
- [5 Important Ways Libraries Are Getting Kids Excited About Science!](#) by Meredith Sires
- [Need Market Research? Ask a Librarian](#) by Oleg Kagan
- [Tips from a Business Reference Librarian](#) by Nicolette Warisse Sosulski
- [Useful Hacks for Making the Library Your "Home" Office](#) by Cat Johnson □

SPECIAL PROJECTS

Artist in Residence

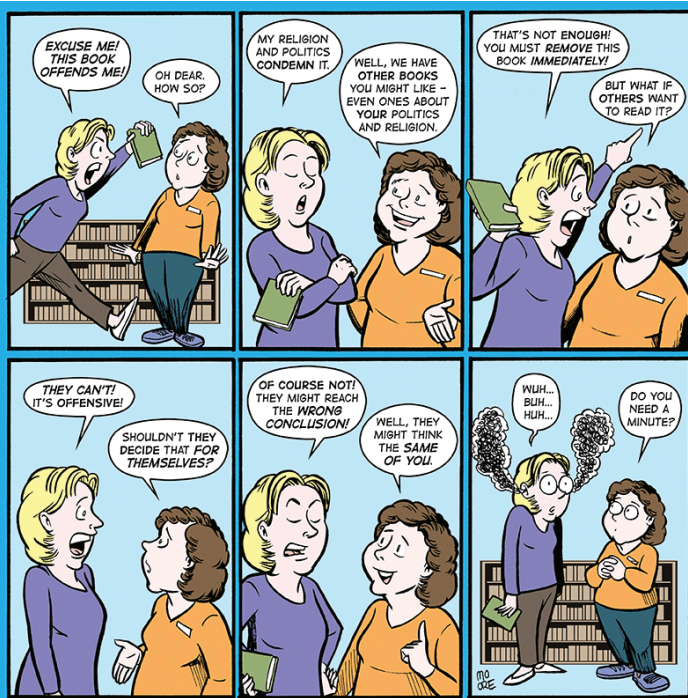


Download social media ready versions of the cartoons on [EveryLibrary](#).

EveryLibrary was proud to welcome [Kevin Moore](#) as our 2017 Artist in Residence. Political and editorial cartooning is one of the oldest forms of political expression in America. Libraries and political cartoons share a common American ancestor in Benjamin Franklin. Around the same time he set up the Library Company in Philadelphia, his newspaper was printing the “Join or Die” cartoons calling for American self-determination. There is a long and important interaction between the arts and politics. We wanted to purposely bring this tradition to the discussion of library funding and library ballot measures across the country.

As a noted editorial cartoonist and a working librarian, Mr. Moore brought a unique and timely perspective on the political climate for libraries through new creative work. His residency began September 4 and ran through November 7, the traditional “Labor Day to Election Day” period when political and issue campaigns are in the minds of voters across the country. Mr. Moore created a series of weekly editorial cartoons focused on library-related issues and themes. All the cartoons were released on our [Medium.com/EveryLibrary](#) magazine for the public along with our Facebook and Twitter feed. All the cartoons are available without copyright restrictions to be used by libraries across social media and outreach channels.

Before his residency began, Mr. Moore stated that “Libraries have long faced challenges in securing funding, serving diverse constituents, and keeping current with rapid technological changes. This year poses a more serious threat to the support of libraries because the patrons and students they serve are being made vulnerable by drastic changes in immigration policy and economic disparity. Yet librarians are rising to these challenges and pushing back. With my Artist in Residency I hope to provide amusing and inspiring cartoons that can help library supporters highlight the different ways libraries provide value to their communities. My work will reflect the values that librarians stand for: freedom of information, diversity of access and the rights of citizens to inform themselves, make up their own minds, and contribute to debates on issues vital to our society and to our nation. These cartoons will be shareable, meme-friendly, and humorous. I hope to contribute to the efforts of EveryLibrary and anyone who loves libraries.”



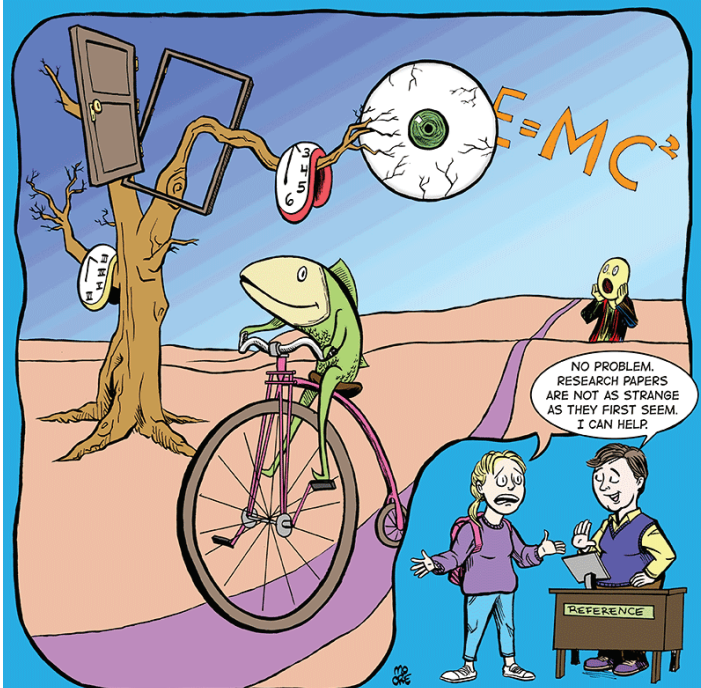
Libraries are for everyone,
even people we disagree with.



Don't fall for fake news.
Support your local library!



Intellectual freedom is a core principle of
public libraries and a healthy democracy.



Research is a process that starts to make
sense with the help of your local librarian.



Lilead Fellow Cohort: Political Literacy Training

The Lilead Fellows Program is an advanced and intensive professional development program designed to empower, enable, and equip school district library supervisors to think differently and creatively about their

library programs and to be effective and inspirational leaders for change in their districts. The program is designed to provide them with real-world, actionable experiences that help them address the challenging and pressing funding issues in their districts and states. EveryLibrary was proud to work with the 2016-17 Fellows cohort on a special

one-day intensive training on “Political Literacy” in January. Following that successful event, EveryLibrary’s executive director John Chrastka was invited to support the 2017-18 Fellows cohort as an a trainer and guide.



EveryLibrary is especially grateful to Rosen Publishing for a donation to support our Political Literacy trainings for Lilead Fellows this year. This donation supports the development of a robust curriculum along with personal consultations to aid Fellows in the development and implementation of their individual projects. Rosen Publishing’s donation allows EveryLibrary to participate fully in the cohort’s work and to also engage individual Fellows on critical analysis and planning exercises. The Lilead Fellows Program is a project of the iSchool at University of Maryland and the Darden College of Education at Old Dominion University, and is supported by an IMLS grant. Thanks to Dr. Ann Weeks, Jeffrey DiScala, and Christie Kodama for their close collaboration this year.

"Send Librarians to Congress"

In 2015, EveryLibrary was proud to be one of the hosts for noted photographer and author Kyle Cassidy as he took thousands of pictures of the wonderful, engaging, and beautiful librarians for a project called “Alexandria Still Burns”. This photo essay would be published in 2017 as [*This Is What A Librarian Looks Like*](#) from Hachette. On those pages, people get to see first hand about the powerful librarians do, and who they are as people.

We did this project because we believe that it can only help if the people who are making a critical decision this year about funding for IMLS and



IAL can also see the librarians who are doing good work with that funding. The library as institution—especially for non-users—is kind of abstract. We know how powerful it is to talk about librarians because that is we do in every local library election we help run. When the institution is abstract, it's easy to vote no. When the people who work there are hidden, it's really hard to justify why they need funding. We know very clearly from our campaigns and the available voter data that voters, constituents, donors, and elected officials not only see the library as an institution, but they also want to see the librarians who work there. Sending librarians to Congress—even in book form—goes a long way to bringing the people to the fore.

In support of this celebration of librarians, EveryLibrary was proud to send a over 100 copies of this book to key members of Congress this year. To do this, we raised over \$4,000 from nearly 150 donors to send the books to elected officials in Washington. Thanks to your support, every member of the United States Senate and over 50 key leaders and committee chairs in the House of Representatives are receiving this book—and this new insight into the life and work of librarians across the country—as a gift from you. We sincerely hope it will open eyes about who librarians are and what they do for every community.

Outside the Lines 2017

EveryLibrary has been an organizational sponsor of “Outside the Lines: Libraries Reintroduced” since 2014, its inaugural year. In 2017, we deepened our support to help enhance and empower participating library communities to take direct actions, especially to elected officials. In March we hosted a [#GetOTL training webinar](#) with our colleagues at Niche Academy designed to help library leaders find new ways to engage their communities and build visibility for library services by using Door-to-Door campaign techniques—particularly for Library Card Signups—during Get Outside the Lines. The Niche Academy team continues to host the webinar as a self-guided training for GetOTL and other uses.

In September, EveryLibrary and Outside the Lines [promoted the SaveIM-LS.org site as an “action item” for participating libraries](#). The focus of this action was to encourage participating libraries to use #GetOTL as a way to activate their local community around library funding. In future years we hope to make our [action.everylibrary.org](#) site available so that participating libraries can host petitions to elected officials at any level of government about library funding. In September, EveryLibrary co-founder Erica Findley hosted a Niche Academy #GetOTL training webinar called “[How to Influence Politicians](#)” focused on building library advocacy skills and creating more activists within libraries.

During the week of September 10–16, participating libraries agree to host at least one event or campaign designed to get people thinking—and talking—about libraries in a new way. Participants are also encouraged to develop community partnerships as a way of furthering their community reach beyond the library walls. Libraries, partners and media are encouraged to spread the word about their involvement using the #getOTL hashtag across social networks. □



EVERYLIBRARY TEAM BIOS

John Chrastka, Executive Director

EveryLibrary's founder is John Chrastka, a longtime library trustee, supporter, and advocate. Mr. Chrastka is a former partner in AssociaDirect, a Chicago-based consultancy focused on supporting associations in membership recruitment, conference, and governance activities. He is a former president and member of the Board of Trustees for the [Berwyn \(IL\) Public Library](#) (2006–2015) 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](#)). He is a member of ALA as well as the Illinois Library Association ([ILA](#)), and the American Political Sciences Association ([APSA](#)). He was named a 2014 Mover & Shaker by *Library Journal* and tweets [@mrchrastka](#).

Erica Findley, Development Director

Erica Findley is a passionate library supporter and is influential in the broader library advocacy ecosystem. Ms. Findley is the Cataloging/Metadata Librarian at Multnomah County Library (OR) and is a 2008 MLS graduate from Emporia State University. She is an active member of the American Library Association where she is an at-large member of their governing Council. She was a 2012 ALA Emerging Leader and was recently appointed to the ALCTS Leadership Development Committee. Ms. Findley is a co-convener of the Library Think Tank and tweets [@efindley](#).

Patrick Sweeney, Political Director

Patrick Sweeney is a tireless and innovative advocate for libraries. A 2007 graduate of the San José School of Library and Information Sciences, Mr. Sweeney is a former Administrative Librarian of the Sunnyvale (CA) Public Library and was Executive Director of [EveryLibrary California](#), a statewide initiative to support library propositions. He has been a lecturer at the San José Information School where he taught courses on political activism and libraries. He is active in the California Library Association and across library social media as a co-founder of the Library Think Tank. His library [blog](#) is well respected, and he is a sought-after speaker and presenter. A recent project, the [Story Sailboat](#), worked to provide library services and materials—by boat—in the San Francisco Bay area. He tweets at [@pcsweeney](#).

Brian D. Hart, Director of Special Projects and Initiatives

Brian Hart is at the confluence of a national conversation about the image of librarians and librarianship among the public. He is a 2012 MLIS graduate from the University of South Carolina, where he was awarded the Ethel Bolden Minority Scholarship. He is formerly the Assistant Director for Middle Georgia Regional Library System in Macon, GA, and is currently pursuing a Masters of Public Administration from Georgia College and State University. Mr. Hart was selected as a 2014 **Emerging Leader** by the American Library Association, where he co-founded the ALA “**Librarians Build Communities**” MIG to coordinate skilled volunteer efforts and celebrate the diverse ways librarians enrich, educate, and enhance their local communities. He is a member of the Board of Directors of the Black Caucus of the ALA (**BCALA**) and is a member of the North Carolina Library Association (**NCLA**). He tweets from [@BrianDHart](#).

Peter Bromberg, Board Member

Peter Bromberg deeply believes in the potential of every person, and believes that libraries play a significant role in helping us unlock and develop our abilities and move in the direction of our dreams. He is a 1992 MLS graduate of Rutgers University and is the Executive Director of the Salt Lake City Public Library System. He understands the crucial role libraries play in supporting democracy by creating a neutral space for respectful civic discourse, and by offering access and guidance to unbiased information. Over his 25 year career, Mr. Bromberg has held numerous leadership roles in state and national associations, including helping to create and launch ALA’s Emerging Leaders program and co-creating and delivering a **statewide leadership institute for the Oklahoma Library Association**. He can be found online at [peterbromberg.com](#).

Mel Gooch, Board Member

Mel Gooch understands the ecosystem of library advocacy, from frontline staff to citizen leadership. A 2002 MLIS graduate from Rutgers University, she is Librarian III—Main Library 5th Floor Manager for the San Francisco Public Library. Ms. Gooch is active in the American Library Association where she is an at-large member of their governing Council, serves on the Library Leadership and Management Association (LLAMA) Program Committee, and the Library and Information Technology Association (LITA) Program Committee. She is a co-founder of **Bay Area Off Desk**, a

professional group created to promote and support libraries, library staff, and librarianship in the Bay Area. She tweets at [@mel_gooch](https://twitter.com/mel_gooch).

2017 Interns

Allison Randall Gatt worked with us in the spring semester as an academic Intern. She is a MLIS student at San José State University who plans to pursue a career in youth librarianship. For the past three years, she has been the lead writer for the SJSU iStudent Blog and has published articles in BayNet and Hack Library School. Her internship focused on building capacity within EveryLibrary for institutional relationships and fundraising success.

River Wittke Interned this summer and provided extensive creative support for the One Million Americans for Libraries and the SaveIMLS.org campaigns. Her video and image editing skills were truly appreciated, and we wish her well on the next step in her career.

Advisory Committee

EveryLibrary is fortunate to have a large group of leaders and influencers from public, school, and academic libraries supporting our work and advising on strategic and tactical direction. 2017 has been a socially contentious and politically fraught year. Throughout the year we were challenged to develop library-centric responses to current events while continuing to engage in a values-based approach to building voter support for libraries. Our Advisory Committee helped provide the guidance and insights we needed.

We are especially grateful to **Jan Ison** and **John Ison** for serving on the Advisory Committee for the last several years. Jan's advice on instructional design for our trainings and campaign coaching was invaluable. John's assistance with networking and outreach to the vendor-donor community was foundational for our success. We wish them the best as our newest Emeritus Advisors.



Dustin Fife



Oleg Kagan



Harmony Faust

EveryLibrary was proud to welcome three new members to the Advisory Committee this year in key roles:

- **Dustin Fife** is Series Editor for *The Political Librarian*, our journal of tax policy and public policy for libraries, and is the Director of Library Services at Western State Colorado University.
- **Oleg Kagan** is Contributing Editor for the *EveryLibrary Magazine, Medium* and is the Community Engagement Coordinator for the County of Los Angeles Public Library.
- **Harmony Faust** advises EveryLibrary on marketing strategy and is the VP of Marketing and Communications for *Gale, a Cengage company*.

2017 EveryLibrary Advisory Committee Members

Rebekkah Smith Aldrich
 K.C. Boyd
 Michele Cobb
 Kyle K. Courtney
 Francine Fialkoff
 Dustin Fife
 Harmony Faust
 Ed Garcia
 Sara Kelly Johns
 Oleg Kagan
 J. Turner Masland
 JP Porcaro
 Nicole Powell
 Lindsay Sarin
 John Shableski
 Ian Singer
 Kate Tkacik
 Andrew (Andy) Woodworth

Special Thanks

We would like to especially thank **Tina Creguer** for her volunteer creative and editing work this year.

LOOKING AHEAD TO 2018

EveryLibrary will continue to work in 2018 to fulfill our core mission of building voter support for libraries. As we review the federal 2017 Tax Reform Act and anticipate significant changes to tax revenues, it is reasonable for us to expect that federal funding and programmatic support for education, social welfare, healthcare, citizen's rights, workforce development, and libraries will shrink. Local and state governments will have to fill in the gaps and pick up the slack. As this tax policy agenda is implemented, there will be a greater need for libraries to serve diverse populations with a myriad of needs at exactly the time when there will be increased demands on the local tax base.

In 2017, we published our "Organizational Agenda." Our intent is to continue these strategic priorities in 2018:

1. We will redouble our efforts to support local library communities that **go the ballot** to **renew or extend their basic taxpayer approved funding**, and cultivate opportunities for libraries that want to enhance services and facilities through municipal budgets or voter approved measures.
2. We will join and support **coalitions** that align with the mission of libraries as institutions; that promote and extend the **rights and prosperity of the people our libraries serve**; and protect the rights, employment, and pensions of the people who work in all types of libraries.
3. We will continue to build a unique and extensive **network of Americans** who believe in the power of libraries to change lives and build communities, and who are **ready to become advocates and activists** for libraries.
4. We will support the role of library boards and commissions in governing libraries, making policy, and setting budgets that are responsive to diverse local priorities and **create inclusive, prosperous, and vibrant communities**.
5. We will continue to **broaden our focus beyond public library funding** and speak in support of **School Library programs** as effective solutions for some of the biggest problems facing schools and districts across the country. We will assist to our colleagues in academic libraries who need institutional support from their administrations and students.

6. We will be a **leader** and a **listener** in a national discussion about the role that public, academic, and school libraries have in people's lives, and work **within the profession** and **across civil society** to find the best ways to preserve, protect, and extend **everyone's right to use libraries**.

Our organizational vision is that "Any library funding challenge anywhere should matter to every library everywhere." Our mission is to "Build Voter Support for Libraries." Please join us in our efforts to reach and activate **One Million Americans for Libraries**. Please consider creating or expanding a **monthly donation** or **annual donation** to help us fulfill our mission together. Contact EveryLibrary executive director **John Chrastka** to discuss opportunities for corporate donations and sponsorship.

EveryLibrary.org | action.everylibrary.org
SaveSchoolLibrarians.org | VoteLibraries.org

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