# 2018 Annual Report

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Our donors have recognized from the start that EveryLibrary has a measurable and significant impact on public library funding.
The core of EveryLibrary’s work is our unique focus on local library Election Days for new and renewed funding.

Since 2012, we have been involved closely with 96 libraries and their local “vote yes” committees. We are extraordinarily proud of our 80% win rate, and we are humbled to report that through the 2018 Midterms we have helped secure over $320 million in stable tax funding per annum for libraries to date. Our donors have recognized from the start that EveryLibrary has a measurable and significant impact on public library funding. If we roll up all of the bonds, millages, warrants, parcel taxes, referenda, levies, and measure funding over the life of each of these taxes, it is over $1.7 billion dollars in library funding.

2018 Election Days for Libraries

In 2018, EveryLibrary worked with 17 local library communities on their ballot measures. This was a Midterm year, so the elections were broken up between the congressional primaries in the spring or summer, and the general elections on November 6. Leading up to every Election Day, EveryLibrary is able to work on both the Informational Communications Campaign and also on local political actions for libraries. This is because we are structured as a 501(c)(4) organization and not as a 501(c)(3). We work within current law and IRS regulations to focus on ballot issues and ballot measures for libraries. It is important to note that EveryLibrary does not in any way, shape, or form work on campaigns for any candidates for office at any level of government.
When we support a local library community on the ballot, we do it in four ways:

1. By bundling small donations from across the country to make larger donations to a local campaign (or YES committee)
2. By building messages and voter data for Get Out the Vote work
3. By training library staff and library boards as Community Engagement Teams
4. By supporting library boards and leadership on their path to the ballot

2018 was a mixed year for our libraries. The libraries on the spring ballots did better overall than libraries on the Midterm election. With 10 wins, 1 partial win, and 6 losses we continue to learn how to best help under-resourced library leaders and local Vote Yes committees engage their communities.

Highlights from our year include helping to establish a new library district in Potomac, Illinois. The library in this town of 646 people was set to close without passing this new district measure. In Douglas, Massachusetts, we were proud to help the Simon Fairfield Library team campaign and win critical funding authorization for their library, town, and schools. This was a quick election having been called for early May. Without that win, the library would have closed by the 4th of July. In Bucyrus, Ohio, we helped the library establish its first-ever local levy with a win in May. This was the 8th time in 12 years that the library had attempted to pass a funding increase. We had the pleasure of working with the library leadership team at the Spokane (WA) Public Library on another election this year. Passing this $77 million dollar bond package means two new libraries (co-located with the school district) and renovations across the system. SPL was our first ever campaign in 2013, and this is our third Election Day with them.

After almost 2 years of consultation, work, and visits, we were very happy to have helped the voters of Ferguson, Missouri, approve new funding for the Ferguson Municipal Library in April. This marked the first citywide funding referenda since the riots and unrest of 2014. The library, which was a beacon of hope in the city during the unrest, had received a windfall of donations from around the world as an endorsement of their work. That unbudgeted funding was set to run out, so the new library levy was
designed to make the new programs and staffing permanent. We appreciate the faith and trust that director Scott Boner and the library leadership placed in our work. It is only because of our donor support that we can do this kind of long-term engagement with a library in need.

On heartbreak we had in 2018 was the loss in Vineland, New Jersey. The library was faced with an unexpected cut of 37% to its budget in March. This cut immediately forced the library to close part time and to furlough staff, dramatically cutting services for residents and students. By May, we had begun to work with the leadership on their plans to field a petition to place the measure on the ballot. Following that success, we offered a wide range of supports to both the library leadership and the local Vote Yes committee. We were happy to help fund the Vote Yes activities as well as providing technical assistance and tactical support to their Get out the Vote efforts. Unfortunately, voters there rejected a new local funding levy in November and the city’s budget cuts will become permanent.
EveryLibrary provided us with training that helped us develop messages about our new building proposal and understand how to most effectively prioritize our efforts to get those messages out into our community. The team effort resulted in our library’s story having a strong presence during the campaign and a 62% favorable vote on Election Day, and those strategies we learned through the campaign are continuing to serve us well as we seek to keep our community informed as we finish planning and begin building our new library. We are so grateful for the passion and dedication EveryLibrary brings to their work.

—Adrienne Furness, Director
Henrietta (NY) Public Library
November 2017 building bond win
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<th>Location</th>
<th>Description</th>
<th>Outcome</th>
<th>Date</th>
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<td>Anythink Libraries (CO)</td>
<td>A 2.2 mill increase to the levy ($11.6 million)</td>
<td>Loss</td>
<td>November 6, 2018</td>
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<tr>
<td>Clearview Library District (CO)</td>
<td>2.585 mill levy increase ($23 million) to pay for the construction and operation of a larger, more central library facility</td>
<td>Loss</td>
<td>November 6, 2018</td>
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<td>Kansas City (MO) Public Library</td>
<td>An 8-cent increase in the property tax operating levy, the first such request in 22 years</td>
<td>Win</td>
<td>November 6, 2018</td>
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<td>Peter White Library (Marquette, MI)</td>
<td>Chocolay Township; Sands Township; City of Marquette; Marquette Township; Powell Township Wins in all but Powell Township (4 of 5) — November 6, 2018</td>
<td>Wins</td>
<td>November 6, 2018</td>
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<td>Pine River Library (Bayfield, CO)</td>
<td>Increase the mill levy from 2.5 to 4.5 mills ($454,185 annually)</td>
<td>Loss</td>
<td>November 6, 2018</td>
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<tr>
<td>Rochester (IL) Public Library District</td>
<td>$3.2 million dollar bond which to expand and renovate the library</td>
<td>Loss</td>
<td>November 6, 2018</td>
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<td>Sequim Library, North Olympic (WA) Library System</td>
<td>November 6, 2018 Pass — Prop No. 1 create the Sequim Library Capital Facility Area tax district Fail — Prop No. 2 finance the project by approving bonds and tax levies for a $12.4 million expansion project</td>
<td>Win</td>
<td>November 6, 2018</td>
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<td>Spokane (WA) Public Library</td>
<td>$77 million bond for both dedicate library building projects and joint-use facilities with schools</td>
<td>Win</td>
<td>November 6, 2018</td>
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<td>Vineland (NJ) Public Library</td>
<td>Increase the local rate from 3.3 cents to 5 cents per $100 of assessed property valuation.</td>
<td>Loss</td>
<td>November 6, 2018</td>
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<td>Ypsilanti (MI) District Library</td>
<td>.7 mills of operating funds for 12 years for operations and construction</td>
<td>Win</td>
<td>November 6, 2018</td>
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<td>Oakland, CA</td>
<td>$10 million annually for the city’s libraries for the next 20 years</td>
<td>Win</td>
<td>June 5, 2018</td>
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<td>Wallowa County, OR</td>
<td>To create a Special Library District in the County of Wallowa</td>
<td>Loss</td>
<td>May 15, 2018</td>
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<td>Simon Fairfield Public Library (Douglas, MA)</td>
<td>A $1.5 million levy lid lift for the town that ensured the library remains open</td>
<td>Win</td>
<td>May 8, 2018</td>
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<td>Bucyrus, OH</td>
<td>Vote to establish a 0.5 mill dedicated local levy for the library in addition to state aid funding</td>
<td>Win</td>
<td>May 8, 2018</td>
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<td>Fayetteville Free Library (NY)</td>
<td>Budget increase of 1.89 percent to $1,824,396</td>
<td>Win</td>
<td>May 15, 2018</td>
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<td>Ferguson, MO</td>
<td>Citywide levy to fund the library with $345,000 in new support for operations, collections, programs, and services</td>
<td>Win</td>
<td>April 3, 2018</td>
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<td>Potomac, IL</td>
<td>Referendum to establish a new library district and fund the library with a $30,000 annual levy</td>
<td>Win</td>
<td>March 20, 2018</td>
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From a $77 million dollar win in Spokane to a $30,000 win in Potomac, Illinois, EveryLibrary is involved with small towns, big cities, and sprawling counties in red and blue states. Because of our donors, we provide all our campaign services and support pro-bono to each and every library we work with. This allows us to bring our skills and experience to each unique and distinct place in a way that is relevant to them and not driven by a profit motive for us. It also allows us to bundle up donations from across the country and provide seed or sustaining money to local Vote Yes campaigns. As trainers, coaches, and guides, EveryLibrary staff time and experience is the key deliverable. Our donors make that focused engagement possible.

“The smartest thing I did with this campaign was to contact you and ask for your help!!!! It was a pleasure working with EveryLibrary. You were a GREAT support!”

—Brenda Crider, Director
Bucyrus Public Library
May 2018 levy win

Bucyrus, Missouri
I can’t express enough how grateful I am on behalf of the patrons, staff, and trustees of the Simon Fairfield Public Library for EveryLibrary’s assistance and their donation. We had 6 weeks to do what everyone said was impossible, and it came down to a mere 12 votes. Without their guidance on this, there is no doubt in my mind it would have failed.

—Justin Ray Snook, Director, Simon Fairfield Public Library in Douglas, MA
May 2018 town lift win
VoteLibraries Month is designed to reach Americans who believe in the power of libraries and encourage them to “pledge to vote for libraries and politicians who support libraries.”
In 2018, EveryLibrary ran our second Vote Libraries national marketing campaign in the lead-up to the Midterm Elections.

VoteLibraries Month is designed to reach Americans who believe in the power of libraries and encourage them to “pledge to vote for libraries and politicians who support libraries.” Through a coordinated campaign across social media and paid advertising, EveryLibrary and dozens of our corporate sponsors and organizational partners reached nearly 10 million Americans with the message. Thousands stepped up to take the pledge and opt-in as library advocates and activists. People across the country were eager to support libraries—when asked.

Our VoteLibraries campaign included social media tools for individuals to join the campaign, including “twibons” for their profile pictures and over 100 #votelibraries images we created and hosted on our Flickr account. These were designed to make it easy for people to share the “pledge” for libraries. The twibon was downloaded over 2,000 times and the hashtag was used hundreds of times a week. In 2015, with the support of dozens of donors we commissioned several VoteLibraries poster and social media images that any library campaign can use for free and without copyright restrictions. In 2018, they were used extensively in library campaigns across the country and were an important component of several Vote Yes campaigns.

Over 75 libraries in small towns and big cities were on the ballot at the Midterms. There were thousands of local elections for town boards, county commissioners, and city councils who make local decisions about library funding. Over 900 school board seats were on local ballots. And there were hundreds of state and federal elections for political leaders that will be responsible for making decisions about library funding. We would like to
especially thank our sponsors at OverDrive for sharing the VoteLibraries message prominently on their download pages. In 2016, OverDrive was an early supporter of the VoteLibraries campaign. In 2018, their support helped reach tens of thousands of Americans with the VoteLibraries message.

Our focus was on public libraries and school libraries, and that was reflected in the tweets, retweets, and new followers. There was wide support for this non-partisan, pro-library campaign from public, academic, and school libraries accounts as well as individual activists as well. Dozens of our sponsors and many allied organizations helped share the “Pledge to VoteLibraries” on their social media.

We appreciate that VoteLibraries had broad-based support from our colleagues at other library organizations including the Association of Rural and Small Libraries (ARSL), the ISTE Librarians Network, and state library associations from Alaska to Wisconsin and Pennsylvania to Florida. We want to thank the leadership and social media teams at Gale, DEMCO, Ebsco, Bibliotheca, Follett Learning, OverDrive, Niche Academy, Credo Reference, Noll and Tam Architects, Baker & Taylor, AudioFile Magazine, Mango Languages, Bond Architects, and ByWater Solutions for tweeting multiple times during the month.

We capped off our VoteLibraries Month campaign with our annual “Library Watch Party” on Election Night. It is an amazing and humbling experience to report on the results of dozens of library elections across the country. Early in 2018, we continued our post-election reporting partnership with Library Journal with a comprehensive recap and discussion about 2017 results. This was the 4th year of this important reporting partnership. We’ll repeat this coverage for 2018 elections in early 2019 as well.
Direct Actions for Public Libraries

Our action.everylibrary.org digital advocacy platform was put to good use in 2018 for several public libraries facing crisis and cuts. Our Action platform allows EveryLibrary to conduct three kinds of direct actions for libraries quickly and effectively. We are able to support petitions, emailing elected officials, and social-influencing campaigns using these modern, robust campaign tools. Like with the SaveSchoolLibrarians.org site, we can set up a direct action in only a few hours. And because of our donor support, we can have that campaign out in front of the local, regional, or national stakeholders across paid social media. It is the combination of grassroots and paid advertising that makes us so effective.

One highlight in 2018 was our campaign to support the Middle Georgia Regional Library in Macon-Bibb. We began working with the leadership at MGRL in late June when the county commissioners voted down funding the library system. That massive cut would have forced the closure of three branches in the system. We were able to quickly build an “email the commissioners” campaign on our Action platform. We spent significant funds to put the petition in front of hundreds of thousands of Americans and tens of thousands of local residents. We also emailed our network of identified library supporters who quickly helped make the library closures a national issue. Finally, we supported the advocates on the ground by alerting local supporters to attend a rally on the night of the first budget vote. We kept the pressure on the County Commissioners by asking supporters to continue to attend meetings until the final vote was cast. In the end, the cuts were reversed and the libraries re-opened. The Macon Telegraph newspaper recognized the librarians at MGRL as their “persons of the year” for their efforts.
Libraries, Museums, and Archives are intertwined through the Institute of Museum and Library Services (IMLS).

This unique agency in Washington, D.C., is responsible for helping public, tribal, and state libraries provide innovative, relevant, and high-impact services to their communities; helping museums of all kinds to amplify their cultural programs and educational mission; and helping archives to preserve and connect people with their local and cultural history. The IMLS mission is bigger than just libraries, so the coalition of stakeholders who want to see IMLS properly authorized and funded is as well. When President Trump’s FY2019 budget called for the complete defunding on IMLS, we were prepared to act. When the reauthorization of the Museum and Library Services Act (MLSA) stalled in the House right before the New Year, we stepped up again to activate the public about their libraries, museums, and archives.

SaveIMLS 2018

The president’s budget was released on February 12, and EveryLibrary immediately activated our network of nearly 250,000 thousand Americans to get involved and contact Congress. Whether they use the library themselves or simply understand that our nation is stronger, more secure, and more successful when other people have access, our network of engaged, involved, and reachable Americans is a key part of the national advocacy matrix. To enable them to quickly and easily contact Congress requesting support for these key initiatives, EveryLibrary updated our action center and activated a national paid advertising campaign to reach beyond librarians. The SaveIMLS action center included easy-to-use social sharing tools
as well. But the key differentiator—and why tens of thousands of everyday Americans have responded over the last two fiscal year campaigns—is the paid advertising and our email list. This is why we are singularly focused on continuing to grow the list of “reachable Americans for libraries,” and to invite donors who understand that paid advertising is the one sure way to break through the political noise to support us.

Reauthorize MLSA

MLSA is the foundation upon which all federal support for libraries, archives, and museums stands. It authorizes IMLS as our national support system for the cultural, educational, historical, and community development mission that our institutions provide. In late 2018, the long overdue reauthorization of MLSA stalled in the House of Representatives. The Senate had previously passed the reauthorization unanimously. Then, in late December, the speaker and majority leader placed a “hold” on the bill. Throughout 2018, we had kept up a steady stream of pro-MLSA advertising and outreach across our networks urging Americans from all walks of life to “Tell Congress to Support Libraries.” When the bill was in jeopardy, we were able to immediately email over 100,000 Americans in every congressional district to pressure their Representatives about MLSA. Thankfully, the crisis was resolved quickly, and the five-year reauthorization of MLSA was signed into law.

Looking Ahead to 2019

With the reauthorization of MLSA in place, library, museum, and archives stakeholders have to turn their attention again to the annual budget appropriations cycle. We have no reason to assume that the president’s FY2020 budget will change its tune on defunding and closing the Institute of Museum and Library Services. It is a core budget tenant of this administration to find ways to shrink or eliminate the role of the federal government. Despite the outcry at previous cuts in calendar 2017 and 2018, we will have to fight this fight again. Through our outreach to the public, a small but dedicated group of Americans have said again and again that they want federal funding for libraries, museums, and archives to continue. But need to make this a bigger effort in 2019 and 2020 if we want to see IMLS off the chopping block.
EveryLibrary is dedicated to working in coalition with other national libraries, museums, and archives stakeholder organizations to ensure more than a status quo IMLS budget in FY2019. We want to see the legitimate stakeholders from state libraries, national museum organizations, state archives, and tribal libraries have their budget needs heard and met by this next Congress. EveryLibrary recognizes that the future of IMLS funding needs to be an ongoing part of our core work and that our mission to build voter support for libraries extends to bills and budgets in Congress. We are ready to stand alongside and in support of other national organizations and bring our network of Americans to these coalitions.

Portland-based artist Levi Greenacres designed and donated a lovely “I Love My Library” pin as a fundraiser, and it sold out quickly. Hundreds of library lovers are now wearing this high-quality enamel pin, and Levi has allowed us to use the design on promotional stickers for conferences and special events, too. Special thanks to librarian Muriel Wheatley for handling the shipping logistics. Over $5,000 was raised on this special edition collectible alone.

“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 nonprofit that helps inform voters on how to take political action at a local level to keep libraries open across the country.”

—“I Love My Library” Pin Artist Levi Greenacres
School Library Focus

*School libraries and school librarians are a central part of our mission and work.*

SaveSchoolLibrarians.org

We engage with people every day from across the country about the importance of having school librarians staff the largest classroom of the school: its library. Through 2018, we now have more than 25,000 people who’ve signed up via SaveSchoolLibrarians to take direct actions specifically for school libraries. This list of dedicated, reachable Americans is unique in the school library advocacy ecosystem. It needs to grow, but over the first 18 months of our initiative, it has allowed us to campaign across 23 school and district level problems. We are thankful to Follett Learning for being the lead sponsor of this initiative. Without their support, EveryLibrary could not put these advocacy petitions in front of local parents and stakeholders.

One highlight of our 2018 SaveSchoolLibrarians.org advocacy campaigns was in Cabell County, West Virginia. In May, the school board threatened to cut all school librarian positions. We quickly set up a digital advocacy campaign targeted to the superintendent and board. They heard from hundreds of residents and parents, but they did not appreciate being called out for these cuts. Instead of reversing these cuts, and knowing that Follett Learning is a key sponsor of our SaveSchoolLibrarians.org initiatives, the superintendent threatened to instead end the school district contract with Follett to try and pressure us to end the advocacy campaign. We know Follett’s commitment to the profession and knew that these threats would be hollow.

“As a company, we believe in this mission, and we believe that libraries are critical to a future-ready school. If this district chose to do away with librarians that’s their prerogative, but the mission of EveryLibrary is to make sure that they understand the things they could be losing as a result of that. We’re standing by our financial support of EveryLibrary.”

—Britten Follett

Publishers Weekly, June 15
Another highlight was the fight to restore school librarians to Tamalpais High School District in Marin, California. Our SaveSchoolLibrarians.org efforts kicked in after school librarians there were given layoff notices in early April. We worked closely with individuals on the ground to mount a campaign to contact the school board and push back against these cuts. We were able to rally hundreds of residents to take action to support the high school libraries. The board president has stated that she answered each email.

We are excited to share that on October 19, the board of Utah Education Network (UEN) voted unanimously to immediately reinstate access to EBSCO K–12 databases for over 650,000 students in Utah. The board had previously taken action on September 21 to remove access to the database, based on a single unsubstantiated claim from a self-described concerned parent that pornography was available in the database. Within two weeks, our joint petition with the Utah Library Association (ULA) had gathered over 530 signatures, generating almost 7,000 total emails to the UEN board. One board member commented that the emails they received ran 20:1 in favor of reinstating access to EBSCO. Without a doubt, this clear and voluminous expression of support from Utah residents for reinstating EBSCO was a significant factor in board’s decision. This type of “rapid response” — the ability to quickly engage supporters and activate them to take action — is
something that EveryLibrary is uniquely positioned to do, and was key to the ULA’s success in this fight.

A critical component of our SaveSchoolLibrarians.org digital advocacy is our ability to engage in crisis response for school librarians. Often, no one inside the school library is aware that cuts are coming until the crisis hits. And then, the turnaround time is always short. It is a symptom of how many school boards and superintendents behave. Because of the support we get from our donors, we are able to quickly and effectively engage at the local level and often turn around the problem. It takes bravery for people under threat of their jobs to speak up for themselves. It is important for us to honor that and step up for them when asked.

Training School Librarians on Activism and Advocacy

Another key component of the SaveSchoolLibrarians.org efforts is our mission to train and support school librarians before a crisis hits. We were proud to partner with the ISTE Librarians Network to cohost a series of “From Advocacy to Activism” training webinars in 2018. The ISTE Librarians Network is the largest special interest group inside ISTE and sponsors excellent professional development and networking events for school librarians. This partnership featured four webinars by our EveryLibrary team where participants learned from real-world examples of how to fight cuts and turn around the funding conversation:

- Help Them Fund You
- Fighting Back When Cuts Are Threatened
- Power Map Your District for Advocacy Success
- Using Social and Email to Maximize Your Visibility

Follett Learning was our lead sponsor on these webinars. We are proud to announce that we will be continuing this series in 2019.

“Our partnership with EveryLibrary was incredibly useful and important for the members of our network of school librarians around the world. In a time when so many school librarians are facing crisis, EveryLibrary’s trainings provided the tools, information, and resources to address these challenges head-on. We are ever grateful for their commitment and dedication to school librarianship. The ISTE Librarians Network is proud to have cosponsored the “From Advocacy to Activism” webinars with EveryLibrary.

—Heather Lister
ISTE Librarians Network 2018–2019 President-Elect
State Ballot Measures for Educational Funding

EveryLibrary took a bold step in 2018 by helping two state school library association partners identify state ballot measures that, if passed, would improve funding for school library programs in their state, and help operationalize their voter-facing outreach campaigns. This focus on new revenue for education is not common in library advocacy settings because it requires school library stakeholders to join broad-based coalitions outside of libraries. It also places library organizations alongside educational unions and political action committees. As the first and only national political action committee for libraries, EveryLibrary is comfortable in this emerging role. While neither measure passed, we were proud to bring our resources and experience to help our colleagues in Colorado and Utah build new relationships in the education-funding conversation.

In Colorado, Amendment 73 would have changed the state constitution to include a new income tax provision to fund education. Our colleagues at the Colorado Association of Libraries and the Colorado Association of School Librarians were part of a statewide coalition to pass the measure. Through our SaveSchoolLibrarians.org platform, EveryLibrary supported their statewide voter engagement and activation campaigns and managed paid ads to likely pro-library voters across the state.

Question #1 in Utah was a state ballot measure that would have created a new gas tax to fund education and infrastructure there. Our colleagues at ULA joined their statewide coalition to campaign to do voter education and campaign for passage. Like in Colorado, EveryLibrary supported and advertised ULA’s message about the positive impact on Utah school librarians to pro-library voters across the state.

Lilead “Political Literacy” Training Wraps Up

Through sponsorship support from Rosen Publishing, EveryLibrary has been a partner with the Lilead Project, a very effective training and leadership cohort for district-level school library supervisors. The Lilead training program is the vision of Ann Weeks, Jeffrey Discala, and Christie Kodama
at the University of Maryland i-School. It is intended to strengthen school library district supervisors’ leadership skills, enable supervisors to build coalitions at the district level to strengthen learning and teaching, and develop skills and programs to enhance professional development for building-level school librarians.

Many decisions about budget allocations and staffing are both political and interpersonal in nature. Taxpayer funding for districts is always political. EveryLibrary was involved closely with the 2017–2018 cohort to provide training and coaching on “political literacy skills” to these school library professionals. This includes training and coaching on negotiations, coalition building, and marketing for support. We are grateful to Rosen Publishing for underwriting our ability to work directly with supervisors from 45 districts in 25 states. We hope and expect that these two leadership cohorts will not only succeed in their district-level projects but also take these new political and funding-focused skills to state and national advocacy efforts for school libraries.

Supporting State Organizations’ Legislative Agendas

In Michigan, the legislative advocacy committee of the Michigan Association of Media Educators (MAME) was very successful in having three complimentary bills introduced in the House. Taken together, these bills would have radically improved the future funding formula for school library programs and the role of school librarians in the largest classroom in the school. EveryLibrary provided the digital platform for citizens to contact their legislators and put advertising support to work across the state. As of this writing, the bills are in committee.

The Pennsylvania School Library Association (PSLA) likewise had a bill (HB740) that would mandate school librarians on a per-capita formula in Pennsylvania public schools. Our support on SaveSchoolLibrarians.org included targeted outreach to constituents of Education Committee members in the state House. While we had hoped that bill would get a hearing before the end of the year, it will be reintroduced in the 2019 session. We stand ready to work with PSLA on advancing their legislative priorities.
In Nevada, another school librarian mandate bill was introduced in the House Education Committee by the Clark County School Librarians Association (CCSLA) with support from the Nevada Library Association (NLA). Our approach on SaveSchoolLibrarians.org for the Nevada bill was similar to the other states where we helped amplify the local library stakeholder’s agenda and put advertising support to work breaking through to interested, willing, and engaged citizens. We also provided technical assistance to the CCSLA and NLA teams in planning their approach to the Education Committee.

In Wisconsin, the Common School Fund is a unique funding source for school library programs. It is administered to the benefit of students by several state constitutional officers. When the role of the state treasurer was being threatened by a constitutional amendment to make it into an appointed rather than elected role, EveryLibrary joined our colleagues at the Wisconsin Educational Media Technology Association to oppose the Amendment. We placed paid voter engagement ads on social media across the state and asked people to “Pledge to Vote No” on the amendment.

“What’s different about this [SaveSchoolLibrarians.org] campaign, as opposed to a Change.org petition, is that literally every time someone signs it, it goes to whomever I designate it should go to. As a result, as each of the roughly 400 signatures were added to the new EveryLibrary petition, every school board member and the superintendents received notices via email. It made their email system almost crash.”

—Elissa Malespina
Publishers Weekly, June 15
FROM ADVOCACY TO ACTIVISM

Teaming with EveryLibrary was a game-changer."
- Elissa Malespina, School Librarian

At EveryLibrary, we believe that school librarians should be at work in every school in our country. The school library is the largest classroom in the school, and it needs to have a collection that supports the curriculum. And that unique kind of classroom needs its school librarian to help every student succeed.

Our SaveSchoolLibrarians.org digital advocacy initiative has helped secure or restore the jobs of dozens of school librarian around the country. We are proud to have helped rally local stakeholders fight unfair budget cuts to their school library programs.

EveryLibrary helps every step of the way, including writing the emails and petitions to the local school board and superintendent and planning a successful coalition-building strategy. Follett Learning’s donor support allows us to spend a small amount of “smart advertising money” in each local community to reach people who can be activated in support.

SPONSORED BY FOLLET LEARNING

School and District focused direct action about school librarians

State by state support for school librarian organizations’ legislative agendas

Trainings for school librarians to fight for their future with ISTE Librarians Network
THE EVERYLIBRARY INSTITUTE

A NEW 501C3 DEDICATED ENSURING CONTINUED PUBLIC AND POLITICAL SUPPORT FOR LIBRARY FUNDING

We are ready to partner with foundations, philanthropic organizations, associations, non-profits, and academic institutions to enhance public perception of libraries and librarianship through research-driven direct engagement with American society.

Contact: John Chrastka, Executive Director | john.chrastka@everylibrary.org | 312-574-0316
In 2018, we were excited to launch The EveryLibrary Institute, NFP, as a 501(c)(3) companion organization to EveryLibrary.

This independent but related nonprofit organization is dedicated to ensuring continued public and political support for library funding. The core work of the EveryLibrary Institute will be to advance a research, training, publishing, and programmatic agenda that strengthens the policy framework for libraries and librarians in the future. The Institute’s 501(c)(3) charter is aligned with EveryLibrary’s 501(c)(4) mission of building voter support for libraries, but it functions solely within traditional 501(c)(3) grant eligibility and spending limitations.

Since 2012, EveryLibrary has been the only national 501(c)(4) political action committee for libraries. Our status as a 501(c)(4) has allowed us to work within the law and current IRS regulations on political activities and political action for libraries, without the caps and restrictions of a charitable, association, foundation or nonprofit organization. EveryLibrary has changed the way that individual and corporate library stakeholders put donations to work on political outcomes for library funding. To date, we have helped libraries win over $320 million dollars in new or renewed tax funding support with this approach. The legal “form” of EveryLibrary as a 501(c)(4) has allowed us to “function” in a unique and high-impact way for libraries.

The same goes for chartering the new EveryLibrary Institute as a 501(c)(3) organization. Launching the EveryLibrary Institute as a 501(c)(3) will allow us to put grant funding and other restricted sources of donor support to work on research and public engagement about libraries, librarians, and taxes.
As a library ecosystem, we only have a limited understanding of what Americans think of libraries, librarians, and taxes. As we have seen with the recent release of the 2018 *From Awareness to Funding* (OCLC, ALA) study, the gaps in our industry’s knowledge and understanding of what motivates Americans about library funding are alarming. With the new EveryLibrary Institute, we are ready to partner with foundations, philanthropic organizations, associations, nonprofits, and academic institutions to enhance public perception of libraries and librarianship through research-driven direct engagement with American society. Our interest is in developing a new understanding of voter and public perceptions to share with the entire library ecosystem. We hope to see benefits for library funding accrue at the ballot box, with local and state government, in Washington, D.C., from our partnership-driven work.

"The EveryLibrary Institute helps library leaders understand complex issues and answer important questions about how Americans choose to tax themselves to create, support, and extend libraries as a public good in communities and on campuses."
Board of Directors for EveryLibrary Institute

The EveryLibrary Institute, NFP, is proud to announce the nomination of 15 outstanding library industry leaders to join its Board of Directors in 2019. The board is charged with supporting and extending the EveryLibrary Institute’s core mission to understand and improve public and voter perception of libraries and librarians. Their role will include setting strategic priorities for the Institute’s research, publishing, training, and programmatic agendas, along with building partnerships inside and outside of libraries for success.

Please join us in congratulating our new board colleagues:

Kyle Courtney | Harvard Library
Trevor A. Dawes | University of Delaware
Britten Follett | Follett Learning
Amy Garmer | Aspen Institute
Fran Glick | Baltimore County Public Schools
Sandy Hirsh | San José State University
Jill Hurst-Wahl | Syracuse University
Kafi Kumasi | Wayne State University
Steve Potter | Mid-Continent Public Library
Nedra Sadorf | Demco Inc.
MaryEllin Santiago | Gale, a Cengage Company
Rivkah Sass | Sacramento Public Library
Cal Shepard | State Library of North Carolina (retired)
Maureen Sullivan | Independent Consultant
Ann Weeks | University of Maryland

Board members will begin their terms in January 2019 at the EveryLibrary Institute’s first Annual Meeting in Seattle, Washington. These new EveryLibrary Institute board members will join current board members John Chrastka, Erica Findley, and Patrick “PC” Sweeney. They will succeed Brian Hart, J. Turner Masland, Peter Bromberg, and Harmony Faust, whose role as a “caretaker board” is ending. They will remain solely on the EveryLibrary board. ►►
National Partnerships

As EveryLibrary continues to grow, we look for ways to partner with other organizations and agencies who share a common cause with a core issue for libraries or have a common concern for a population we likewise care about.

Our approach to coalitions and partnerships is rooted in the knowledge that libraries function best when they are not isolated. In 2018, we paid particular attention to deepening existing coalition work around voting and voter rights, about media literacy, for school librarians, and in new programmatic areas like entrepreneurship in libraries. Our approach is wide-ranging, but so are the relationships libraries need to develop and strengthen in order to succeed.

National Voter Registration Day 2018

Since 2013, EveryLibrary has been the “library partner” for National Voter Registration Day (NVRD) each September. Led by Vote.org, NVRD is a one-day social media and on-site voter awareness and nonpartisan registration activity. This year, we were proud to deepen our partnerships within the national coalition as one of 48 “Premier Partners” including the Carnegie Corporation, Google, League of Women Voters, Mi Familia Vota, National Association of Secretaries of State, National Council of Nonprofits, National Urban League, Rock the Vote, Twitter, and the YWCA. As reported by the coalition in its 2018 recap report,

“Using targeted ads and outreach, EveryLibrary recruited 327 libraries to participate in 2018, representing more than half of all libraries that signed up as partners.”
EveryLibrary has been and remains an effective partner of the American Association of People with Disabilities (AAPD) by supporting our REV UP Campaign and its mission to increase the political power of people with disabilities. Without wasting any time, EveryLibrary mobilized their network of libraries to participate in National Disability Voter Registration Week (NDVRW) and worked with us to make connections between the disability community and local libraries. Thanks to EveryLibrary’s tireless efforts, we had NDVRW events in almost every state.

—Helena Berger
President and CEO of AAPD
National Entrepreneurship Week 2018

EveryLibrary was honored to be one the national coordinating partners for National Entrepreneurship Week 2018, February 18–24. We recruited over 75 libraries across the country to be local partner sites to bring renewed focus on how libraries support innovation, entrepreneurship, and small businesses. The #NatlEshipWeek coalition partners included the National Association of Community College Entrepreneurship Education (NA-CCEE) and Entre-Ed, the organization for K–12 e-ship education. These organizations represent other key anchor institutions. As a partner organization, we convened one of five #NatlEshipWeek webinars to focus specifically on the role that rural and urban libraries play in supporting an e-ship ecosystem, and to focus on how librarians are e’ship ecosystem builders. We appreciate our colleagues from Anythink Libraries, MidContinent Public Library, and the Ferguson Library in Stamford, Connecticut, joining us to share their experience and insights for a national audience.

To add your library as a local entrepreneurship hub and support this important outreach to starters and small businesses, please visit action. everylibrary.org/entre-lib
Fundraising and Donor Support

As we enter our sixth year, it is important to share that we are on track to reach these important financial goals over the long term.

Since the beginning, our hopes and plans have been to create our organization’s financial sustainability through a healthy mix of personal donors and corporate sponsors. In 2018, EveryLibrary hit an important fundraising milestone where we now have about 55% of our donor funding coming from individual donors and 45% coming from our corporate partners. Our 10-year goal is to have about 80% of our funding from personal donors and 20% from corporate sources. Meeting this goal will mean that the core funding for our work building voter support for libraries will come from small donor stakeholders, while our capacity-building projects will be from corporate sponsors.

Small Donor Success

Our largest area of donor growth continues to be from individual donors who are not themselves librarians but who care very deeply about an America that has libraries in every community and on every campus. These donors and supporters have told us they see public libraries as civic, educational, cultural, and community benefits; that they care about school libraries as the best way to create and sustain equity in education; and they recognize that the work of librarians is vital, unique, and high-impact. We are happy to report that thousands of Americans from all walks of life are finding EveryLibrary to be a trusted organization that puts their donations to work supporting a future for libraries.

"We want to see EveryLibrary have the resources it needs. The impact they have on library funding at the ballot box is new, important, and impressive. We want to encourage people to become monthly donors because those donations are the base for growth."

—Brendan Gallagher
Co-owner and CEO, ByWater
2018 Corporate Donors and Sponsors

We gratefully acknowledge our corporate donors. These visionary companies are committed to the future of library services and identify EveryLibrary as an effective partner in helping to secure that future. Their donations add real capacity to our ability to provide pro bono services to libraries on the ballot, to school librarians facing crisis, and to reach Americans from all walks of life about libraries.

- Bibliotheca — Event cosponsor for 2018 New Orleans fundraiser
- Bond Architects, Inc. — Event sponsor for ARSL 2018 party
- ByWater Solutions — 2018 Donor Challenge Match sponsor
- Communico — “Throw an Axe for the Stacks” event sponsor at PLA 2018
- Follett Learning — Founding sponsor for SaveSchoolLibrarians.org
- Gale, a Cengage company — Founding SaveIMLS.org sponsor
- Kixal — The Political Librarian webinar series
- Rosen Publishing — Lilead school librarian cohort training
- SirsiDynix — Event cosponsor for 2018 New Orleans fundraiser
- Zoobean/Beanstack — Event sponsor for ISTE 2018 Librarians Network party

BiblioBoard (New 2018)  
BiblioCommons  
Bibliotheca (New 2018)  
Bond Architects, Inc (New 2018)  
BluuBeam  
ByWater Solutions  
Communico  
Counting Opinions  
DEMCO  
EBSCO  
Follett Learning  
Gale, a Cengage company  
Innovative Interfaces  
Kixal  
Library Juice Academy  
Library Journal  
Mango Language  
OverDrive  
Niche Academy  
Noll & Tam, Architects  
Recorded Books  
Rosen Publishing  
SirsiDynix  
Tech Logic  
Tutor.com  
W.T. Cox  
Zoobean/Beanstack
Since the beginning, our hopes and plans have been to create our organization’s financial sustainability through a healthy mix of personal donors and corporate sponsors.
Special Events across the Country

At EveryLibrary, we believe very strongly in an approach to community building that includes the principals of Make it Happen and Party Hard. Our campaign work and activism are focused on the making it happen for libraries every day. On some wonderful occasions this year we were able to bring together a group of supporters, donors, and stakeholders to celebrate our successes and build our community of supporters.

We had a wonderful time hosting hundreds of people across our networks during six special fundraising events in 2018. It was great to host parties in Salt Lake during the Library Journal Design Institute in March, at the ARSL Conference in Springfield, Illinois, in September, and in San Jose for the California Library Association in November. Thanks to each of those organizations for putting on great conferences and meetings, too.

We had even more fun cohosting with some of our key corporate partners and sponsors throughout the year. Their partnerships allow us to extend our networks and lets individual ticket proceeds go to further our mission. It also allows us to introduce them to some wonderful people in our network of engaged and connected library activists:

**Throw an Ax for the Stacks with Communico.** Special thanks go to our partners at Communico for sponsoring a unique and sold-out *Throw an Ax for the Stacks* fundraiser in Philadelphia in March. Exactly 100 people participated in 8 heats that evening for a fun, friendly, but at times intense competition, that was a highlight of the conference experience for all.

**Beer and a Boil in NOLA with Bibliotheca and SirsiDynix.** Our co-hosts and sponsor at Bibliotheca and SirsiDynix helped us welcome 375 of our closest friends to a great time in the Big Easy in June. Local chefs rolled out a spectacular crab and shrimp boil while partygoers danced to a local street band in a magical setting. It was a wonderful way to celebrate libraries and advocacy success.

**An Evening with the ISTE Librarians Network.** The team at ZoomBeam/Beanstack were our cohosts and sponsors for a rooftop reception in Chicago during our first ISTE Conference. It was a great experience meeting so many of the school librarians involved in the ed-tech space, and nearly 75 people came out despite the rain.
Special Fundraising Projects with Partners

EveryLibrary is fortunate to have companies, individuals, and organizations who want to closely support our fundraising goals by bringing their networks, talents, and good name to a fundraising campaign.

2018 Bywater Fundraising Challenge. In 2018, our colleagues at ByWater Solutions hosted their 4th annual ByWater Monthly Donor Challenge to encourage more sustaining donations. Their $1,500 matching gift brought in dozens of new donors. Over the years, these monthly matching donations now account for nearly $10,000 a year in support for our mission and work.

NoveList/EBSCO Powers 5 Library Campaigns. NoveList, a division of EBSCO Information Services, is providing a subscription of LibraryAware to five of our 2019 library campaigns as a component of their donor support. LibraryAware helps libraries connect with their communities and keep them engaged with professionally designed and customizable print and email templates. As part of this partnership, LibraryAware is creating new, campaign-specific templates that reinforce and complement the libraries’ 2019 Informational Communication Campaigns. This offering includes full access to LibraryAware, including the award-winning NextReads newsletters, email templates, bookmarks, shelf talkers, flyers, and more. The libraries will be able to use LibraryAware to support their Informational Communication Campaign, as well as to promote books, programs, and other library resources. ►►

“NoveList and EBSCO support EveryLibrary’s mission of building voter support for libraries. Through these LibraryAware-supported campaigns, we aim to help libraries communicate more effectively in order to build and sustain community engagement.”

—Danielle Borasky
Vice President, NoveList
The EveryLibrary team was in high demand again in 2018 as conference, webinar, and seminar speakers, presenters, workshop leaders, and keynoters.

Our approach is rooted in the data about voter and public perception of libraries and is informed by our successful advocacy campaigns and direct activism for public and school libraries across the country. We hope in all our speaking and training events to share actionable insights and build new political literacy skills for our audience.

State Library and Systems Training

The EveryLibrary leadership team hosted several statewide political literacy and marketing communications trainings in 2018 for state library agencies. These were facilitated either through EveryLibrary or in conjunction with the new EveryLibrary Institute. These trainings are full-day, intensive sessions for library directors, senior staff, and board leaders.

We take one of two approaches depending on the state library or library system’s needs. In Washington state, we provided campaign and advocacy training at four in-person events. Over 80 library leaders across the state came away with new insights into campaigns about library funding. In Alabama, we ran three daylong sessions on “Marketing to Build Support” that provided non-political insights into best practices for advertising, email, social media, and engagement campaigns.
Executive Director John Chrastka and Political Director Patrick “PC” Sweeney were invited to keynote the CILIP 2018 Annual Conference in Brighton England this summer. CILIP is the Chartered Institute of Library and Information Professionals, the UK’s largest library professional organization. Their speech and workshop discussed EveryLibrary’s unique digital advocacy campaigns at the local level and our approach to reaching and activating the general public for libraries. It was well received.

In January, Patrick taught a 12-week online course for San José State University through ALA Publishing. In this advanced course, he shared the secrets of major national PACs, campaign consultants, community organizers, and local and presidential campaigns that help library leaders build relationships to sustain or increase funding for libraries. The course was well attended and will be repeated in 2019.

In February, John keynoted the Iowa State Library’s virtual conference with a session on library funding campaigns. In April, he keynoted the Library Journal Design Institute in Salt Lake, and our board member Peter Bromberg spoke in his role as director of the Salt Lake City Library. Also, for Library Journal, John was part of the “Fund Your Library” webinar series. In June, John and Patrick presented two workshops on advocacy and activism at the Knight Foundation’s “Library Make and Shake” event in New Orleans. In July, John was invited to guest lecture at Harvard University on library funding campaigns for the Planning and Design for Public Libraries course. Our board member Brian Hart was a panelist for ALSC’s webinar in September. Patrick spoke at both the Kansas and Iowa Library Association while John presented the president’s program at the New Mexico Library Association and the Florida Association of Media Educators conferences. The year ended with John keynoting the two days of the SirsiDynix Connections Summit with a talk on “Funding Your Next Big Idea.”

EveryLibrary continued its training arrangement with OCLC/WebJunction in support of the Association of Rural and Small Libraries (ARSL). “Getting Unstuck” included insights from our colleagues Lee Hallberg, Executive Director, Mancos Public Library, Colorado; and James Ochsner,
Director of Library Services, Sutter County Library, California, about how to motivate communities to campaign for new library funding. As noted earlier, our training webinars with the ISTE Librarians Network were well attended. In September, John presented a session called “The Data We Don’t Collect” for library data professionals with RIPL, the Research Institute for Public Libraries.

Focus on Entrepreneurship, Economic Development, and Libraries

Libraries have always had a role in supporting the economy, especially through services to starters, entrepreneurs, and small business owners. As noted earlier, EveryLibrary is coalition partner on National Entrepreneurship Week. Through this coalition, we have built new relationships with other organizations focused on economic development and prosperous communities. Our goal is to reintroduce libraries to the broader business development ecosystem. It helps libraries on Election Day to be seen not only as literacy and education partners but also as economic development engines.

In May, EveryLibrary was a co-convener of the Rural Rise Summit in Davis, West Virginia. We presented on “Libraries as Entrepreneurship Ecosystem Builders” and had a central role in the national policy discussion about e-ship in rural America. The summit convened policymakers and practitioners from government, nonprofit, foundation, and business stakeholder
groups to talk about ways to create systemic improvements for economic development in rural communities. Over 40% of all public libraries serve rural-defined places. Only 11% of venture capital and 17% of philanthropy is dedicated to these places. We know that libraries have a central role to play.

In September, we participated in the Entre-Ed Conference in Pittsburgh. This event is focused on K-12 entrepreneurship education. John was joined by our colleagues Heather Lister and Paul Signorelli to present on school library makerspaces and e-ship services. As the EveryLibrary Institute grows several of these programmatic initiatives will transfer to over to our non-profit companion organization.

Conferences and Speaking Outside of Libraries

It is very important for EveryLibrary to be outward-facing even as we support new political literacy skills within the profession. In 2018, EveryLibrary leadership was involved in bringing the library perspective and experience to several non-library conference and summits. In February, John and Patrick convened a library policy workshop at the Road Ahead Conference sponsored by BISC, the Ballot Initiative Strategy Center. This is the only national conference focused on state and local ballot measures. In March, we continued to represent library interests to tech leaders at the South by Southwest Interactive Festival in Austin. In April, we returned to the political conference circuit with AAPC, the American Association of Political Consultants conference.
“Libraries have entered financially perilous times as the merits of public services, once described as ‘common goods,’ are under attack.”

—Dustin Fife

The Political Librarian (vol. 4, issue 1)
In June, we were proud to publish volume 4, issue 1 of The Political Librarian, our journal of public policy and tax policy for libraries.

This issue included cutting-edge thinking on issues affecting the future of the common good, and how funding for libraries follows the values espoused by a community. As series editor Dustin Fife says in his introduction:

Libraries have entered financially perilous times as the merits of public services, once described as “common goods,” are under attack. Institutions that have been unassailable for over a century are being undercut nationally and locally. Public schools are being stretched financially by for-profit charters, prisons are being privatized, and libraries and museums are being asked to quantify the unquantifiable. Asking questions is a good thing, and services can be justified through both quantitative and qualitative research, and should be. Questions about the inequitable distribution and implementation of public services are essential. But what do we do when the idea of a “common good” existing at all is under attack? How do libraries, as one indispensable aspect of the public square, help protect the entire public square? The answer is politics and policies.

Fife goes on to say “All of these articles implore each of us to wake up and do more than retweet ideas, policies, and services that we believe in. We must be policy advocates and build a better and brighter public square.” Every Issue of The Political Librarian is available open access and for free via our hosts at the Open Scholarship platform at Washington University in St. Louis.
We want to thank our team of Dustin Fife, Series Editor; Rachel Korman, Assistant Editor; Johnna Percell, Editing, Design, and Layout; and Annie Smith, Editorial Support.

EveryLibrary welcomes submissions of new opinion pieces, white papers, research, and peer-reviewed submissions on issues affecting the policy and funding future of libraries of all types.

Editorial Board

- **Jason K. Alston** | Doctoral Candidate, School of Library and Information Science, University of South Carolina
- **Trevor A. Dawes** | Vice Provost, Libraries and Museums, University of Delaware
- **Sandra Hirsh** | PhD, Professor and Director, School of Information, San José State University
- **Paul T. Jaeger** | PhD, JD, Professor and MLS Program Director, College of Information Studies, University of Maryland College Park
- **Lindsay C. Sarin** | Director of Academic Programs and Editor Emeritus for *The Political Librarian*, College of Information Studies, University of Maryland College Park
- **Andrea Snyder** | Outreach Services Specialist, Nassau Library System, Long Island, New York
- **Courtney L. Young** | Head Librarian (Librarian and Professor of Women’s Studies), Penn State Greater Allegheny

TPL Webinars

We were excited to continue the policy conversations started in volume 3, issue 1 (2017) of *The Political Librarian* with a three-part webinar series featuring in-depth discussions by several authors. Dustin Fife and Mary Naylor added to their research with “Libraries, Social Media, and Politics: Do You Know What to Post?,” Emily Drabinski gave further insights from her workplace union action with “An Organizer’s Tale,” and Peter Bromberg took a deep dive into his budget advocacy at Salt Lake City Public Library with “Building Support for your Library Budget: A Recipe for Success.” This series was sponsored and facilitated by Kixal, our partner and a leading provider of instructional design services for libraries, nonprofits,
and issue organizations nationwide. We truly appreciate the help in facilitating, hosting, and promoting each webinar.

Writing in Other Professional Publications

Breaking Records at the Polls
February 20, 2018, *Library Journal*
John Chrastka and Erica Findley

Reversing the Slide in Voter Support
May 18, 2018, *Library Journal*
John Chrastka

Looking Ahead for the Journal

In 2019, we will be transferring ownership of *The Political Librarian* to the new EveryLibrary Institute. The journal will continue to be focused on public policy and tax policy for libraries, but its archive and future issues will anchor the EveryLibrary Institute’s publishing mission. Watch for changes to our editorial board and editorial team in 2019. ►►

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/](https://openscholarship.wustl.edu/).
Our public-facing magazine at medium.com/everylibrary continued to create and syndicate high-quality, engaging articles for a general audience this year.

We believe that librarians are solution-providers for literacy, jobs skills, entrepreneurship support, community building, culture, and the arts. The library itself is the channel or vehicle for those librarian-led solutions. In Medium, we commission articles from authors and writers both inside and outside the library world and publish their stories on our digital platform. We repost these articles in frequent rotation across EveryLibrary’s social media channels and we encourage libraries to use these well-written, accessible, pro-librarian articles on their own social media feeds as well. Through 2018, we created and marketed 50 stories on Medium and pushed over 10 million impressions of the articles to the public.

Two important partnerships helped extend our reach and deepen our impact this year. First, we were happy to coproduce articles with the staff at AudioFile magazine to bring quality writing about audiobooks and literacy for all ages to our digital magazine. Over a 6-month partnership, AudioFile and EveryLibrary talked to parents and listeners of all ages about the ways that audiobooks and spoken word content engage early learners and listeners of all ages. From April to June we were proud to cross-promote their Synch program, which provides 2 free digital downloads to teens and tweens each week. We appreciate our Advisory Committee member Michele Cobb for connecting EveryLibrary and AudioFile magazine on this project and Francisca Goldsmith for creating this series.

Our second partnership is with the Center for Media Literacy (CML) and focuses on creating new, engaging infographics and articles about topics like Fake News, how to be a producer and not only a consumer of information, and how to help students do better research. Our partnership with the
Center helps us deliver timely and engaging articles and graphics that are being widely shared. We would like to thank Sara Morris at nucleuslearningnetwork.org for helping to shape and launch this new series, and CML president Tessa Jolles for her partnership.

We would like to especially thank our volunteer editor Oleg Kagan for his excellent work in 2017 and 2018. He has helped to shape the editorial guidelines, recruit writers, and manage workflow. His dedication has been instrumental in growing our digital magazine from an idea to an important voice about library ideas. Special thanks as well to Tom Bruno, Laura Kathryn Bright, Joy Mancuso-Mohsen, Brianna Austin, Meredith Sires, Allison Randall, Rana Hutchinson Salzmann, and Cat Johnson for contributing original, engaging content. ►►
Board of Directors

EveryLibrary added two board members in 2018.

Harmony Faust, Vice President of Marketing and Communications at Gale, a Cengage Company; and J. Turner Masland, Access Services Manager at Sonoma State University Library in Sonoma, California, join John Chrastka, Erica Findley, Patrick “PC” Sweeney, Brian D. Hart, and Peter Bromberg as the Board of Directors.

We would also like to acknowledge and thank Mel Gooch as she ended her term of board service, having helped EveryLibrary grow as an effective organization. We are grateful that she will continue her support and involvement with us as a member of our Advisory Committee.

Interns: Academic and Early-Career

EveryLibrary continued to host academic and early-career interns for 20 to 30 hours a week either remotely or at our Brooklyn coworking space. We are proud to provide a small stipend to our early-career interns and to act as a venue for academic projects for our student interns. We want to thank and acknowledge Samantha Mairson, our 2018 Academic Intern from Syracuse University for her wonderful work and insightful final report. Special thanks go out to Michael Parchinsky, Haiqi Guan, Annette Chin, Adam Qiu, Ryan Deng, and Mingcan Li for helping us build capacity for marketing, outreach, and data projects. We are happy to welcome William Engquist as our Spring 2019 Academic Intern from Syracuse University as well.
Harmony Faust has a passion for helping libraries secure the funding they need to make an educational and economic impact. She brings her expertise as a brand strategist, storyteller, and campaign planner to help EveryLibrary raise its own profile as an organization, as well as increase legislator and public awareness around the value of libraries to their communities. Mrs. Faust has worked for Gale for seven years, with 17 total years of experience marketing to and on behalf of public, school and academic libraries, as well as an M.S. in Integrated Marketing Communications from Eastern Michigan University. She lives in Plymouth, Michigan, with her husband and two young children.

Turner Masland is Access Services Manager at Sonoma State University Library in Sonoma, California, and is a 2012 MLS graduate of Emporia State University in Portland, Oregon. Mr. Masland has a wide breadth of service across many library organizations including the ALA Committee on Legislation where he sits on the Subcommittee on Government Information and was on the organizing committee for the Northwest Interlibrary Loan conference. His professional research interests are on the intersection of social justice, critical theory, and library management.
Putting Donations to Work Every Day

EveryLibrary puts donor funding to work in three ways: directly on local library campaigns—for both public libraries and school libraries; on building our national reach as an advocacy organization for libraries; and 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. All our work with school librarians in crisis is likewise pro bono. When we need to travel to a community, local libraries—sometimes through the local Friends or Foundations—reimburse actual travel expenses so our pro bono consulting work goes further. Our donor support allows us to waive travel costs for library communities that can’t afford it.

EveryLibrary is entirely supported by individual and corporate donors. As an independent 501(c)(4) we are also ineligible for government grants (federal or state). We do not ask for or receive any funding from large grantmaking, philanthropic, or charitable organizations. As a donor-funded organization, we keep our overhead very low. To keep costs low, our staff and interns collaborate together in a paid coworking space in Brooklyn, New York, and across the country in a “virtual office environment” that has few fixed expenses. Our office environment is supported by G-Suite. Nation Builder hosts our public-facing web pages. We utilize PayPal, Stripe, and Act Blue for 3rd 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 encourage 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. ►►
Looking Ahead to 2019

Here at EveryLibrary we are working to close the gap between how the public appreciates libraries and the willingness of voters to approve new funding for libraries.

By helping librarians build partnerships and join coalitions based on our value system, EveryLibrary hopes to empower librarians in the political process.

EveryLibrary will continue to work in 2019 to fulfill our core mission of building voter support for libraries. We believe that library advocacy and marketing need to be refocused on building support instead of simply inviting use.
Our Vision, Mission, and Values

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.” Our value system is rooted in access, inclusivity, and empowerment and is expressed by being politically active about funding and policy.

Following the 2016 elections, we developed our four-year “Organizational Agenda.” We advanced this agenda in 2018 and intend to work through 2019 to implement these strategic priorities:

1. We will invest in local library communities that are going the ballot to renew or extend their basic taxpayer approved funding and cultivate opportunities for librarians who 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 around 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.
Every day, we reach out directly to Americans across social media and through our Action.EveryLibrary.org and SaveSchoolLibrarians.org channels to ask people to support libraries. To do this effectively, we need your help. If you believe that there should be a politically active organization that is uniquely focused on pro-library elections and funding for libraries, please donate today. If you believe that every town, city, and county should have the best library possible, please donate to support our unique and high-impact work today. ►►

Contact EveryLibrary executive director John Chrastka to discuss opportunities for corporate donations and sponsorship.

Please consider creating or expanding a monthly donation or annual donation to help us fulfill our mission together.