OUR MISSION

We believe that any library funding challenge anywhere should matter to every library everywhere.
Our work as the only national political action committee for libraries reached several important milestones in 2019. EveryLibrary was proud to celebrate our 110th library Election Day with a win in Southwest LaPlata County Colorado. This is our nation’s newest library district and passing this measure ensures that the library will remain open in this rural community.

On social media, EveryLibrary has grown to be an impressive national network of over 350,000 Americans who are library supporters and advocates.

Through our petitions and direct political actions, we now have a database of over 155,000 registered and engaged activists for libraries. Most have taken two or more pro-library actions and are personally invested in the cause.

Through our SaveSchoolLibrarians.org platform, we have identified and activated 24,000 Americans for school libraries and school librarians. We were proud to partner with dozens of state and local library organizations and associations to help advance their policy and funding agendas through direct political actions.

We have activated nearly 20,000 people to contact Congress through our petitions about IMLS funding and other key federal issues.
EveryLibrary 2019 Annual Report - Executive Summary

Libraries 2020 Campaign
In 2019 we took the bold step to launch Libraries 2020, a national voter engagement campaign to identify, cultivate, and empower supporters for libraries across the political spectrum. Libraries 2020 will use the best digital and in-person campaign tools to educate more Americans about the role and impact of libraries and librarians and activate them for funding and political outcomes. Libraries 2020 also focuses on connecting with candidates for office in races from school boards and city councils to the state legislature and Congress to make libraries, both school and public libraries, an issue in their campaigns.

Our hope is to put the skills, techniques, and successes we have built here at EveryLibrary to work on a national scale. Our aim with Libraries 2020 is to secure better funding for school and public libraries from all levels of government and see stronger support for our issues through this campaign. The campaign is a collaboration between EveryLibrary, the EveryLibrary Institute, and other state and national partners. In effect, we want to build the Library Party in the United States.

Donor Support is Strong
All donations made to the EveryLibrary are put to work in three ways.

One is by providing free consulting services, training, and support to public libraries when they are on the ballot or are negotiating with municipal partners; Our pro-bono approach is unique and high impact. Since our first campaign 7 years ago we have returned over $330 million dollars annually in stable tax money to libraries through these wins. Cumulatively over the lifetime of those bonds, levies, warrants, and other tax measures we have helped secure over $1.8 billion in stable revenue for public libraries. Our donors know that EveryLibrary has measurable and visible outcomes because of their support.

The second way we put donations to work is our focus on the future of school library funding. The overall decline in the number of school libraries across the country is a national crisis. In 2019, the ongoing support of our donors allowed us to reach and activate tens of thousands of people across the country for school libraries. Through dedicated support from Follett Learning, our SaveSchoolLibrarians.org digital advocacy platform has allowed us to work in dozens of schools and districts to fight cuts and restored school librarian jobs.
EveryLibrary 2019 Annual Report - Executive Summary

The third way we put our donors’ trust to work is by spending smart money to create and grow the national network of Americans who truly support libraries. EveryLibrary’s core mission is to build voter support for libraries. In 2019, we surpassed 300,000 people in our national network placing us just behind the New York Public Library and the Library of Congress as one of the largest national library organizations or institutions on social media. We are building this network in order to change the library advocacy landscape from reactive to proactive. As we grow toward one million Americans for libraries, we can see that starting to shift. Last year, we partnered with a dozen state library associations and organizations to reach people in their states to support their legislative agendas or advance policy and funding asks. When asked, Americans will stand up for their school or public library. We are proud to put donor support to work making that ask.

Our Hope for Libraries
Here at EveryLibrary, we believe that all Americans deserve free and open access to education, literacy, and our shared culture and heritage through libraries. We believe that every student deserves a school library program that supports the curriculum and a school librarian staffing that largest classroom in the school. We, quite simply, admire and support librarians. They do the important work of connecting people to whatever they need. It is because of this that are at work every day trying to win elections for libraries, to save school librarian jobs, and to advance the idea that America is a better place when libraries are open, thriving, and properly funded. We think that each and every library matters whether it is in a school or on campus or at the center of a neighborhood or town.

If you believe like we do that is important work, please join us. We can only continue this fight for libraries in 2020 with your support.

Donate today at everylibrary.org/donate to help us help librarians across the country get the funding they need to serve their communities and schools.
On December 3, EveryLibrary and the EveryLibrary Institute announced the launch of the Libraries 2020 campaign, a first of its kind nationwide voter engagement campaign for libraries. Using modern, advanced voter engagement strategies, the Libraries 2020 campaign will build political power, lasting public engagement, and true voter support for library funding across the country. This campaign brings the skills, competencies, and successes of both EveryLibrary, the only national political action committee for libraries, and the EveryLibrary Institute, a non-profit library think tank focused on the future of library funding.
While libraries are well-loved and highly used across the county, their funding is often at-risk during election cycles and from attacks by anti-tax organizations or ideologically driven politicians. There are significant challenges to reaching people who care about libraries in the current political climate and social media environment. Libraries 2020 will be the first national library voter engagement campaign to purchase radio ads, television ads, billboards and outdoor signage, as well as social media ads and coordinated in-person canvassing. A national voter engagement campaign of this size and scope has never been attempted in the United States. Our goal is to leverage all our experiences across EveryLibrary and the EveryLibrary Institute to build new voter and public support for libraries in 2020.

Across the country, we are seeing a significant decline in political support for libraries by local, state, and federal elected officials, regardless of party. Over the years, cuts have come from both progressive and conservative leadership. Libertarian thought-leaders are already aligned against the core concept of using taxes to fund the public good. For example, we’ve seen proposed or instituted cuts to library funding from governors like Andrew Cuomo (D), Jerry Brown (D), Ted Strickland (D), Matt Blevin (R), Mike Dunleavy (R), and Brian Kemp (R), to name a few. President Trump has proposed eliminating the funding for the Institute of Museum and Library Services every year of his term. Democratic presidential hopeful Cory Booker has a history of cutting library funding when he was mayor of Newark, NJ. Those of us who have participated in legislative days at the state level often hear from politicians on both sides of the partisan divide say that libraries are a “nice to have” and not a “need to have” and therefore are subject to cuts in times of budget shortages.

Another significant problem for the library industry is that we are losing support among both conservative and progressive voters. Through campaign public opinion polling and through the data in the “From Awareness to Funding” studies (OCLC 2008 and 2018) we know that both political sides will support libraries if given the opportunity and, most critically, if they are spoken to in the political language that they understand. That means that if we speak to conservatives using conservative language about libraries, then they will support libraries. If we speak progressive language to progressive voters, they too will support libraries.
For example, if we speak to conservative voters about connecting marginalized communities to government services, then they are unlikely to support libraries. But if we talk to those same voters about libraries giving people the ability to pick themselves up and put themselves back to work, then they are highly likely to support libraries. In either case, we are not changing the work, activities, or services provided by libraries to the community. We are changing voters’ opinions of libraries and building their propensity for voting for libraries.

School libraries and school librarianship will be a core focus of the Libraries 2020 campaign. We want to see real change happen with a better future of school library funding and the role of certified school librarians. This can only be accomplished by directly engaging with school boards, school board candidates, superintendents, and principals about the role and impact of effective library programs and by identifying, cultivating, and empowering more Americans to demand school librarians in their schools. The Libraries 2020 campaign will build on our successes with the SaveSchool-Librarians.org advocacy initiatives and employ similar digital and real-world engagements with parents, school board members, and stakeholders for real and lasting change.

As 2020 opens, we are looking for funding partners and networking partners to help us conduct voter engagement at scale across in the United States. You can support this work as a donor and a connector. Please visit Libraries2020.org to be a part of this important campaign.
“EveryLibrary’s track record of success building voter support for libraries means that we can quickly put smart donor money to work at a new scale to reach people who care about their communities, their schools, and their neighbors, but who haven’t been activated for libraries before. Our hope and intent with the Libraries 2020 campaign is to address and overcome these issues and reverse these perception-shortfalls through targeted, effective, and sustained engagement with American voters.”

- John Chrastka, Executive Director
PUBLIC LIBRARY CAMPAIGNS

We were proud to work with 14 public library communities on their 2019 Election Days

EveryLibrary was proud to work with 14 library communities on their ballot measures in 2019. As a political action committee for libraries, we are able to work with both library staff and boards on planning and executing effective Information Only campaigns as well as being able to actively engage local ballot committees and citizen groups in advising and consulting on Get Out the Vote and voter engagement for the library measure. We are uniquely positioned as a 501(c)4 non-profit to work on both aspects of the campaign. As it has been since our founding, all our campaign consulting, coaching, guidance, and advising is done pro-bono and for free because of our donors.

Through 2019, we have helped 110 libraries with their ballot measures winning 80% and securing over $1.8 billion in new or renewed funding for these libraries.
EveryLibrary was proud to work with 14 library communities on their ballot measures in 2019. As a political action committee for libraries, we are able to work with both library staff and boards on planning and executing effective Information Only campaigns as well as being able to actively engage local ballot committees and citizen groups in advising and consulting on Get Out the Vote and voter engagement for the library measure. We are uniquely positioned as a 501(c)4 non-profit to work on both aspects of the campaign. As it has been since our founding, all our campaign consulting, coaching, guidance, and advising is done pro-bono and for free because of our donors. Through 2019, we have helped 110 libraries with their ballot measures winning 80% and securing over $1.8 billion in new or renewed funding for these libraries.

**Highlights 2019**

One 2019 campaign highlight was the voter approval of the new Southwest La Plata County Library District near Durango, CO. We worked closely with the volunteer-led campaign team during the petition process last summer and up through Election Day in November. They had to go to the ballot because the county commission had cut off funding for their two community libraries. Without a new taxing district, those libraries would have closed. As in many other places, EveryLibrary was the first donor to their Vote Yes campaign. One of our strengths is our ability to “bundle up” small-dollar donations from around the country and give a larger donation to library campaigns like this. The library district passed 52% to 48% and the new board and a Friends group are getting organized.

Other highlights include Spokane County, WA., where Proposition 1, a new operating levy to expand services and stabilize the library’s future, passed with a 53% Yes vote. About 93% of the library’s budget is funded by property taxes. Without this increase in funding from the levy, the Spokane County Library District would have cut services and staff and, in the next few years, some library branches could close.

We were also thrilled for the Pend Oreille (WA) County Library District’s 63% yes vote to restore a property tax levy for operations. Without that funding, two branch libraries in their very rural county would have closed. In Palatine, IL. voters approved a tax increase by 64% that will allow the library to maintain services while keeping its infrastructure up-to-date. In DeSoto, MO. 62% of voters said yes to restoring the levy rate to 0.35 cents. This will dramatically increase services for all. In Rockton, IL. 69% of voters approved a bond for the Talcott Free Library to finish their building expansion project and truly be an anchor for their main street.
As much as we focus on the wins we need to evaluate and engage with our losses. In Lafayette Parish, LA, voters approved a $10 million “rededication levy” that takes funding away from the library reserves to pay for a flood control project. We never want to see any library targeted like this. It is one of only two “Vote No” campaigns we have ever run (the other was also in Louisiana for Lafourche Parish in 2013). We were also sorry that the River Grove (IL) Public Library lost their bond measure 462 to 1,016 in the face of strong local anti-tax sentiments.

We had the wonderful opportunity to work with the Pine River Library District in Bayfield, CO, again this year. On the 2018 Midterms they lost a levy campaign by 9 votes. Under the leadership of library director Shelley Walchak and in close consultation with the EveryLibrary team, they reevaluated their approach to creating effective coalitions and successfully re-ran the measure. It passed with a 58% Yes vote.

Every successful campaign starts out with a small group of visionaries who want to see their communities invest in their library. Because we are a political action committee, we can help them refine their messaging, understand their voter data, amplify their social media strategy, and do effective Get Out the Vote campaigns.

As we have since our first campaign, all of our support for these libraries was given for free and pro-bono. There shouldn’t be any barriers for a community to get the library they need and deserve.
2019 PUBLIC LIBRARY CAMPAIGNS

Southwest LaPlata County, CO.
Create a new library taxing district
Win – November 5, 2019

Pine River Library District (CO)
New 1.5 mill levy increase
Win – November 5, 2019

Eagle River Library District (CO)
To “De-Gallagher” the library’s levy
Pass – November 5, 2019

Pueblo City-County Library (CO)
Replace expiring levy funding
Win – November 5, 2019

Ruben Hoar Library, Littleton, MA.
A $13 million for a new library
Win – November 1, 2019

Lafayette (LA) Public Library System
$10 million Rededication Levy
Loss - October 12, 2019

Pend Oreille Library District (WA)
Restore levy to $0.50
Win – August 6, 2019

Spokane County Library District (WA)
Increase operating levy to $0.50
Win – August 6, 2019

Union Library Company of Hatboro (PA)
Special library tax of .55 mills
Win – May 21, 2019

DeSoto (MO) Public Library
Levy increase of $0.18 cents
Win – April 2, 2019

Palatine (IL) Public Library
Increase the levy by 0.075 mils
Win – April 2, 2019

River Grove (IL) Public Library
Bond to purchase a new library
Loss – April 2, 2019

Talcott Free Library in Rockton, IL.
Raise its “limiting rate” to .288
Win – April 2, 2019

Charlotte Library (VT)
A $700,000 bond as a component of a $1.4 million renovation/expansion
Win – March 5, 2019
DIRECT POLITICAL ACTIONS FOR PUBLIC LIBRARIES

When one library is under attack we should all rally in support.

In 2019, EveryLibrary helped dozens of libraries safeguard their funding from local threats through direct political actions and lobbying activities or through behind-the-scenes supports for leaders and activists as they campaigned for their libraries. In many cases, the library leaders came to us while in the middle of a budget crisis or another attack on their library. In each of our local direct-action campaigns, we hope to identify, cultivate, and empower new supporters for that library and affect positive political change through our involvement. We are not a passive petition platform. The EveryLibrary team is actively involved with the local stakeholders in planning and executing strategies to achieve their campaign goals.

Our action.everylibrary.org platform enables us to create and support direct actions for libraries. We are able to field petitions and emailing campaigns targeted at elected officials and use social-influencing campaigns to affect positive change for libraries and library issues. EveryLibrary can set up a direct action for a library in crisis in only a few hours. Because of our donor support, we can have that campaign out in front of the local, regional, or national stakeholders using paid social media ads very quickly. It is this combination of grassroots and paid advertising that makes us so effective.
In 2019, we saw threats to library funding come from many different quarters. We regularly see politicians in counties, cities, and towns who are anti-tax or ideologically-motivated target the library for cuts. Whether they are unaware of the important role that libraries play in their communities or willfully ignorant of the need for public funding for the common good, the library is in their sights.

One example was in Menominee County, MI., where the rationale for cutting the library was based entirely on personal observations of one county commissioner. “I can’t find anyone who goes to the library to check out books,” Commissioner David Prestin said. According to the Eagle Herald newspaper, he believes that any information someone wants is just right on their phone. “I personally haven’t checked out a book in over 25 years,” he went on to say. EveryLibrary helped mobilize hundreds of people on our Action platform from around the county and helped local organizers hold a rally at the Courthouse before the commission vote.

In Citrus County, FL., the county commission took the culture war directly into the library’s collection by declaring that the New York Times was “Fake News” and cutting off funding for the digital issue. This echoes the divisive and inflammatory rhetoric of President Trump and makes a mockery of the library’s important role in supporting open and fair access to information. EveryLibrary quickly created a digital platform for people to express their opinions directly to the county commissioners. People from across the country used it to make their voices heard. According to Bay News 9 “In the weeks since [the vote], county leaders say they’ve been contacted by thousands of people across the country. Josh Wooten, President of the Citrus County Chamber of Commerce, said he’s concerned the comments will give people a negative view of the county and impact tourism, especially with the county’s popular manatee season starting soon. This week, Commissioner Brian Coleman [said] they plan on taking up another resolution and want to “reconsider digital subscription to New York Times in lieu of print version and authorize Chairman to execute the necessary agreement”.

It is these kinds of pro-library direct actions that are so important to building new political power and influence for libraries. The Citrus County Examiner said it best when they noted “If you attended the meeting or watched the video, it was clear that the reason for rejection [of the New York Times] wasn’t fully fiscal — it was personal... It was also downright unprofessional.”

Here at EveryLibrary we want to not only reverse bad decisions but also to build new political power for libraries that insulate them from these kind of baseless attacks in the future.
“The Friends of the Mary Vinson Memorial Library are very grateful for all of the help we received from EveryLibrary in our efforts to save the Twin Lakes Library System in Milledgeville, Georgia. With the help of EveryLibrary, we were able to launch a petition that, with each signature, contacted each of our city and county elected officials to urge them to work together to ensure the funding for our library system be secured despite an ongoing service delivery strategy dispute between the two governments.

“[EveryLibrary’s Political Director] Patrick Sweeney was incredibly helpful and very attentive to our questions and needs throughout the process. With EveryLibrary’s knowledge and resources, we were able to mobilize local library supporters on a large scale and make sure our voices were heard. Thanks, EveryLibrary!”

– The Friends of the Mary Vinson Memorial Library
EveryLibrary is not an agenda-setting organization. EveryLibrary always works to help the legitimate library stakeholder amplify its own agenda and voice. At the state level we do this through collaborations between the state library association or the state libraries on the policy and funding agenda.

In 2019, we provided pro-bono tactical and strategic supports to several of our partner organizations to advance their legislative and funding agendas.

**New Jersey Library Association (NJLA)**
Funding for the library per capita state aid program was drastically cut under Governor Christie’s first budget in FY10.

**Alaska Library Association (AkLA)**
Governor Dunleavy vetoed critical funding that included the Online with Libraries (OWL) program that ensures critical funding for basic internet services through libraries across the state, and especially in remote areas.

**Iowa (ILA), Florida (FLA), and Pennsylvania (PSLA) Legislative Day Trainings and Statewide Outreach**
The EveryLibrary team worked closely with these state library associations to reach and activate their public in support of their Legislative Days.
Across the country, threats to school library programs and school librarianship are well known and ongoing. EveryLibrary’s approach to addressing those threats is a combination of direct actions with local school leaders and a new approach to fixing state-level funding for education that include school librarians and school library programs. Our work is rooted in the state-by-state promise of ESSA, the Every Student Succeeds Act, and is driven by the promising data about student outcomes when there is a school librarian in their academic lives. In 2019 we built tremendous momentum through our SaveSchoolLibrarians.org initiative and state library association partnerships to address both parts of this solution.

Since launching our SaveSchoolLibrarians.org initiative in June 2017, over 46,000 Americans have taken an action for school librarians and school libraries. During 2019, EveryLibrary supported dozens of individual school librarians who faced crises through that platform. We worked to lobby leadership in school districts when cuts to library budgets were threatened. From Oakland to El Paso to Philadelphia we stood alongside our school librarian colleagues to fight cuts and support them through these challenges.
In 2019, we continued this focus on education policy by joining and supporting national education coalitions as well as engaging the policy discussion directly as conference presenters and though-leaders. In February we presented a policy panel at the South by Southwest EDU conference called “Why is the Largest Classroom in the School Empty?” and a session called “Libraries are Being Starved – Whose Fault is It?” to carry our message to other key educational stakeholders. We were happy to continue our training partnership with the ISTE School Librarians network to help improve the political literacy skills of the profession.

We are particularly grateful to Follett Learning and the team at Follett for supporting our SaveSchoolLibrarians.org site and district-level advocacy work in 2019. Their organizational commitment to school librarians is deep and authentic. Without their donor support, we would not have launched and sustained this initiative and could not accomplish these important wins for school libraries.

“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 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 co-sponsored the "From Advocacy to Activism" webinars with EveryLibrary."

- Heather Lister, ISTE Librarians Network 2019 President
A mission-critical part of EveryLibrary’s school library focus is to help our colleagues at state school library organizations to operationalize better legislative advocacy, engagement with policy and rules-making, coalition roles, and voter-facing outreach campaigns for statewide education initiatives. We do this by partnering to train, coach, support, and guide their leadership teams to become better equipped for policy conversations.

In 2019, EveryLibrary continued to work closely with several state school library associations to help advance their legislative agenda or address impending problems head-on.

Another key component of our work is coordinating strategy with association leaders and, when possible, contract lobbyists. What we also bring to the partnership is our digital reach and social media advertising expertise. We regularly augment our association partners’ limited budgets by spending our funds in state to advertise their petitions, calls-to-actions, and political agendas.

Our donors allow us to go beyond toolkits and training workshops to be partners in making the change our colleagues seek in their own states. In 2020 we plan on being ready to support these policy and funding conversations in new and important ways.

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**SCHOOL LIBRARY DIGITAL CAMPAIGNS**

**Iowa School Librarians Under Threat**
We helped the Iowa Library Association defeat a bill in the Education Committee that would have reclassified school librarians from a “shall have” position to a “may have” position in districts across the state.

**Georgia Library Media Association**
EveryLibrary partnered with GLMA to ensure that school librarians were properly compensated for their work in FY 2020 budget cycle.

**Pennsylvania School Librarians Association**
We continued our partnership with PSLA to push for passage of House Bill 1355 / Senate Bill 752 to restore a certified school librarian to every public school.

**Michigan Association for Media in Education**
We have targeted the House Education Committee to move HB 4392, HB 4393 and HB 4394, three bills that would radically improve the outlook for school librarianship in the state.

**Florida Association for Media in Education**
Add school librarians to a key educational funding program called the Best and Brightest.
National Education Coalitions for School Libraries
We want to bring school librarians into revenue-focused coalitions outside of the library world. Our interest in new revenue for education is not common in library advocacy settings, possibly because it requires school library stakeholders to join broad-based coalitions outside of libraries. Coalitions place 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 role. When we join a coalition, we not only become a signatory to coalition statements but also actively promote our mutual agenda through social media ads and direct actions.

National Summer Learning Association (NSLA) Coalition
EveryLibrary was proud to join a coalition of national, state, and local partner organizations to urge Congress to pass the "Summer Meals and Learning Act of 2019" (H.R. 3667 / S. 2070). We joined the coalition because summer is a critical time for children, especially those in low-income households, with poor food security and limited access to learning options. The Summer Meals and Learning Act would help close and fund an important gap in summertime supports by providing schools with grant funding to keep their libraries open and accessible for learning alongside their summer meals programs. It is an important opportunity to support at-risk and hard-to-reach students through school libraries, in collaboration with public library systems.

Future Ready Librarians Coalition
EveryLibrary was excited to join the Future Ready Librarians coalition to focus our supports on systemic changes to education policy at the state and local level. The Future Ready Librarians focus is an extension of the Future Ready Schools (FRS) initiative at the Alliance for Excellent Education aimed at connecting school librarians to the strategic work of school districts. We will continue to work closely with state association partners and the ISTE Librarians Network on advocacy, trainings, and coalition building to advance our mutual goals.
DONOR SUPPORT

Individuals and Vendor Donors Power Our Work

EveryLibrary is supported by a wonderful group of individual donor-activists from across the country and engaged vendor-donors who add to our capacity to campaign for public and school libraries. As a donor-funded organization, we could not do the specialized and effective work we do for libraries without your support.

All of our campaign consulting on library campaigns and direct actions for school librarians is pro-bono and for free. We also put donor dollars to work building our national reach as an advocacy organization for libraries. As the only national 501(c)4 for libraries, we are able to “bundle” small donations from around the country and send it to local Vote Yes committees where it’s needed. 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 farther. Our donor support allows us to waive travel costs for library communities that can’t afford it.
We hosted several wonderful parties, fundraisers, and social events in 2019 that helped us connect with donors across our networks to build a unique intentional community focused on the future of school and public library funding.

We want to thank our sponsors and special guests for making these “parties with a purpose” so much fun.

Seattle “Flatstick Fundraiser” with *bibliotheca*, *Nancy Pearl*, and *The Keepers* from NPR

EveryLibrary & *bibliotheca* Happy Hour at ARSL 2019

EveryLibrary Fundraiser in DC with Special Guests *ByWater Solutions* and *Conversight*

*California Library Association* 2019 Opening Night Party and Fundraiser

*LMCC 2019 Official Pre-Party* and Fundraiser

Networking Happy Hour with EveryLibrary and *Engberg Anderson* at WLA 2019

Library Meet-up in Austin at *SXSW EDU*
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.

BiblioBoard
BiblioCommons
Bibliotheca
Bond Architects, Inc
ByWater Solutions
Communico
Counting Opinions
EBSCO
Engberg Anderson, Architects
Follett Learning
Gale, a Cengage company
Library Juice Academy
Niche Academy
Noll & Tam, Architects
OverDrive
PIKinc
Recorded Books
Rosen Publishing
SirsiDynix
Tech Logic
Tutor.com
W.T. Cox
Zoobean/Beanstack
2019 DONOR GROWTH AND SUPPORT

Average One-Time Personal Donation
$47.25

Average Monthly Donation
$7.11

Vendor / Corporate Average Donation
$6,400

Aggregate Library Wins Since 2012
$1.8 billion for libraries

Donor Return on Investment
$1 : $1600 for libraries

OUR COMMITMENT TO OUR DONORS
Measurable and Targeted

EveryLibrary is entirely supported by individual and corporate donors.

As an independent 501(c)4 we are not eligible for government grants (federal or state). We do not ask for or receive any restricted funding from large grantmaking, philanthropic, or charitable organizations. As a donor-funded organization, we keep our overhead very low.

To keep costs in line, our staff and interns collaborate together in a paid co-working space in Brooklyn, NY., 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 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.

Start a monthly donation today
or renew your annual support at everylibrary.org/donate
Improving Our National Profile

We are focused on Coalitions and Partnerships that build visibility for libraries outside of the library world.

EveryLibrary was proud to be an organizer or a member of several key national coalitions in 2019.

- National steering committee for National Voter Registration Day.
- National Disability Voter Registration Week library organizing partner.
- National Entrepreneurship Week library coordinating organization.
- Rural Rise Summit organizing partner for rural entrepreneurship and libraries.
- Smart Cities Think Tank library delegate organization.
- National Digital Inclusion Alliance member organization.
- Controlled Digital Lending initiative member.

Our hope is to find willing and engaged coalition partners who understand that libraries are part of the solution to problems facing America today.
This year, EveryLibrary took a page from the best political or issue campaign playbooks and began a canvassing program to reach and activate the general public about libraries. We partnered with the national canvassing team at Crossroads Campaigns to identify cities or special events where we can engage likely library supporters and enroll them as advocates. We tested our pro-library message and canvassing techniques around Washington, DC and at the New York ComicCon and found a great deal of interest and support for libraries in both contexts.

With teams of 5-7 canvassers, Crossroads Campaign gathered signatures and handed out educational materials to over 3,000 individuals over the two weekends. From signing the pledge to #VoteLibraries in 2020 to adding their name to an email to their representatives in Congress, our canvassing actions were aimed at engaging the public about libraries as well as bringing them onto our nationwide team of library supporters.

Events like ComicCon and other lifestyle, hobbyist, or literary events are natural places for EveryLibrary to interact with people who may care about our issues – and who want to help when asked. Street canvassing and special events have the power to connect with people personally and engage them as new supporters in ways that digital-only communications cannot. We are excited to take what we learned through this canvassing in 2019 and expand our approach in the Libraries 2020 campaign.
ARTISTS IN RESIDENCE PROGRAM

Talking about libraries at the intersection of arts and politics

At EveryLibrary, we know that without a focus of our shared humanity and common hopes for the future politics can be divisive and reductive. At times in this country, politics is about wielding power rather than about choosing how we want to govern ourselves. When libraries lose a ballot measure or when politicians cut funding or services, we always hear the refrain “how can anyone be against libraries?” Unfortunately, when a service as basic and impactful as libraries is under threat, there must be a lack of empathy or compassion in our communities. Every election is in some way a decision about who we want to be.

In 2019, we again tried to engage that conversation about our national identity - and how libraries fit into it - through our Artists in Residence program.
We were fortunate to host three engaging and talented visual and performance artists for our 2019 Artist in Residence program.

From September through early November, VersAnnette Blackman, Brandon Monokian, and Rachal Duggan explored the intersection of politics and libraries through their own creative lenses. Brandon’s new one-act play ‘.amethyst’ explored what could happen to a society if we put up barriers to access and make librarians gatekeepers instead of facilitators. Verse’s gallery event “Community on a Shelf” was a personal and social reflection on mental health and well-being. Rachal’s online showcase “Library Fun Facts” was a connection with the big work and little projects that librarians do every day that creates joy.

While each of our featured Artists brought their own creativity and perspective to this project, we were thrilled to have Erinn Batykefer and Laura Damon-Moore join us as the Producers of the 2019 EveryLibrary AIR program. From 2011 – 2017 their groundbreaking Library as Incubator Project brought new attention to arts programming in libraries, especially by focusing on the innovations that come from artists and creators interacting with the public. As Producers, Laura and Erinn invited each artist to interpret the role, nature, and impact of librarians and library services in our country.

Erinn Batykefer and Laura Damon-Moore showed us how the library is an ideal platform for the arts in their Library as Incubator Project. In their new book “Incubating Creativity at Your Library” from ALA Editions, they share the experiences of numerous creative library workers and artists who are making it happen in all sorts of communities. It is now available from ALA Editions.

Our next Artist in Residence program will be in the fall of 2021. View more 2019 Artists in Residence photos or download the script of .amethyst at everylibrary.org/air2019.
Brandon Monokian is an actor, director, and writer for stage and film. His credits include Happy Yummy Chicken, Revolutionary Readings, and he co-created the Page to Stage series at the Princeton Public Library. For his residency, Brandon wrote and premiered a new one-act play titled ".amethyst" whose premise is “What happens if the world ends and the survivors build a library?” It is a witty, thought-provoking, and engaging exploration of the conflict between exclusivity and inclusivity through the idea of libraries. Post-apocalypse, the two main characters take on the role of building and running a library. Both initially envisions the library as a place to bring together the survivors and join together to rebuild their society better than it was before. But when they adopt a pay-to-play approach to accessing the library, using the gem amethyst as the currency, it all breaks down again for society.

".amethyst" made its world premiere under the direction of Becky Fleckner at the 2019 Philly Fringe Festival in September and had its library premier at the Princeton (NJ) Public Library in October. Thanks to the team at Love Drunk Life for producing the play and Jeanie Herman from Princeton Public for hosting the library premier. Photo credit Kyle Cassidy. You can connect with Brandon on Twitter @bmakestheatre and Instagram @brandonmonokian.
VersAnnette Blackman-Bosia is a visual artist, author, poet, and facilitator. She is the founder of and artist behind Soul Revival Healing Arts and has served as a trauma-informed facilitator teaching art in domestic violence shelters and Chicago high schools.

For her residency, Verse created several original paintings and curated a showing of her work called “Community on a Shelf” that reflected on mental health, wellbeing, and libraries. We often talk about how libraries have a role in health and helping people find their own health information. But as Verse says, “For me, Mental Health is a crucial conversation we should all be having. From those we are in close communion with, to those we serve in our day jobs who could be inviting us into a front-row seat just to listen, to bear witness, and to see how we might be of service.” In a deeply personal way, Verse’s exploration of her own struggles with depression, anxiety, and psychosis encourages us to look beyond labels to see the person.

The exhibit ran from October 19th to November 6th at the Oak Park (IL) Public Library. We are grateful to David Seleb, the Library Director, for hosting this wonderful showing. You can connect with Verse and Soul Revival Healing arts on Instagram @soulrevivalhealingarts.
Rachal Duggan is an illustrator, instructor, and live drawer for publications and organizations including NYLON Magazine, The Guardian, and the Pitchfork Review. She has been an Artist in Residence at the Bubbler at Madison (WI) Public Library. For her residency, Rachal crowdsourced inspiring, interesting, whimsical, and even joyful stories about libraries from every state and US territory to create original one-panel illustrations. From the Ham Radio classes at the Anchorage Public Library to an inflatable planetarium in Hawaii and a “Wash and Learn” laundromat program at Detroit Public Library, the 57 “fun facts” captured the breadth and impact of libraries. Her impetus to go beyond the 50 states was reinforced by community feedback and the choice to showcase all of the communities supported by our tax dollars through the Institute of Museum and Library Services showed that the profession is bound by the same hope: to serve their communities, change lives, and make more interesting places.

Her daily panels were syndicated on the @everylibrary Instagram and collected on Rachal’s professional Instagram @radillustrates, where you can connect with her anytime.
BEFORE THE BALLOT

The new book by EveryLibrary's John Chrastka and Patrick "PC" Sweeney on planning for successful library ballot measures

EveryLibrary's executive director John Chrastka and political director Patrick "PC" Sweeney published "Before the Ballot: Building Political Support for Library Funding" through ALA Neal-Schuman this year. This is book two in a series focused on improving “political literacy” skills for librarians, boards, stakeholders, and advocates.

The work that librarians need to do to influence local politics doesn’t just pop up in the few months before Election Day. It should span the years before or between elections. The authors’ previous book “Winning Elections and Influencing Politicians for Library Funding” targeted library ballot committees and advocacy organizations. "Before the Ballot" speaks directly to librarians, library staff, and boards. It is designed to help library leaders understand and navigate the political nature of their work in the years leading up to a ballot measure or political initiative. They discuss how the day-to-day work of librarians, their communications with the public, and their roles and responsibilities in the community can help increase the willingness of public and local elected officials to support funding libraries through taxes.

"Before the Ballot" guides readers through the practical side of running a public-facing Informational Communications Campaign for their library before Election Day and explains core-concepts like surfacing, the important groundwork of occupying a strong and positive space in the community during the years before and between ballot measures. This essential resource is filled with concrete steps that librarians, library staff, and boards can take to ensure that political support is there when they need it the most.

*Before the Ballot: Building Political Support for Library Funding*
by John Chrastka and Patrick "PC" Sweeney
Published by ALA / Neal Schuman
https://www.alastore.ala.org/content/ballot-building-political-support-library-funding
January 2019
EveryLibrary was happy to celebrate that our political director and co-founder Patrick "PC" Sweeney was honored in 2019 as a "40 Under 40" award winner by the American Association of Political Consultants (AAPC).

This prestigious award recognizes him as one of the best and brightest political strategists nationally. Patrick received this award for his non-partisan political consulting work with EveryLibrary. He was recognized at the 2019 Annual Pollie Awards and Conference on April 2nd, 2019 in Napa Valley, California. The AAPC conference brings together some of the best political professionals across the political spectrum to network and learn from each other. It was attended by top political technology innovators, pollsters, pundits and service providers.

This award recognizes him as the foremost strategist in the library advocacy ecosystem and a trailblazer in engaging and activating Americans for libraries.

According to AAPC Vice President Rose Kapolczynski, "We received a record-breaking 250 nominations this year, demonstrating the exciting growth in the political consulting and public affairs field. Our bipartisan team of judges reviewed the nominations representing every part of our industry and were impressed by the talent and commitment to excellence in the next generation of political professionals."

We are proud to see his leadership and his innovations recognized by other political consultants across the country.
Speaking and Training in 2019

The EveryLibrary team was highly sought after in 2019 as speakers, conveners, keynoters, and instructors for 28 conferences events, and symposia in the United States and abroad.

We were happy 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. Our focus on teaching “political literacy skills” and helping advocates become more effective activists is a unique voice within the library community.

Board of Directors
Focused on Libraries

EveryLibrary is governed by a Board of Directors who provide volunteer time, attention, and service to help us realize our goals for library advocacy, voter engagement, and public awareness.

2019 Board
Peter Bromberg
John Chrastka
Harmony Faust
Erica Findley
Brian D. Hart
Patrick “PC” Sweeney

We would like to acknowledge and thank Turner Masland ended his term of board service, having helped EveryLibrary grow as an effective organization.
EveryLibrary will continue to work in 2020 to fulfill our core mission of building voter support for libraries. With the launch of the Libraries 2020 campaign we are hoping to be effective on a national scale. We believe that library advocacy and marketing need to be focused on building support instead of simply inviting use. Through the Libraries 2020 campaign we are working to close the gap between how the public appreciates libraries and the willingness of voters to approve new funding for libraries. We are likewise focused on changing the funding landscape for school libraries through direct action. By helping librarians build partnerships and join coalitions based on our value system, EveryLibrary hopes to empower librarians in the political process.

Our Vision, Mission, and Values
EveryLibrary’s vision is that “Any library funding challenge anywhere should matter to every library everywhere”. Our mission is to “Build Voter Support for Libraries”. Our organizational value system is rooted in access, inclusivity, and empowerment and is expressed by being politically active about funding and policy. To be effective 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. If you would like to see a school librarian staffing the largest classroom in each and every school across the country, please donate today.
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 in support of School Library programs as well as our colleagues in Academic Libraries who need deeper institutional support.

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.