

Facing the Challenges

EveryLibrary 2020 Annual Report

LAFCC

THE LIBRARY ADVOCACY
AND FUNDING CONFERENCE

Libraries
for
everyone

VOTE YES! 



LIBRARIES
2020



**MCCALL
LIBRARY
EXPANSION
BOND**
MAY 19, 2020

*Learn! Discover!
Vote!*

**YOUR VOTE
IS YOUR
VOICE!**

VOTE EARLY | REQUEST YOUR ABSENTEE BALLOT
WWW.MCCALL.ID.US/LIBRARY2020



A Complex Year | Real Impacts

In 2020, EveryLibrary lead on the issues that matter

■ Jan - March

- Rally to Restore School Librarians with PSLA
- Won four library ballot campaigns in IL and OH
- Helped defeat HB 2044 censorship bill in MO
- Shifted Libraries 2020 Campaign to COVID response focus

■ April - June

- Partnered with WTU in Washington, DC to safeguard 100+ school librarian positions
- Libraries on the ballot in West Virginia (win) and Idaho (loss)
- Save School Librarians advocacy campaigns in CA, MD, NJ, OH, and PA

■ July - Sept

- Hosted 1,000 attendees at the first LAFCON - Library Advocacy and Funding Conference
- Rapid Response in CT, ME, and WI against cuts
- Leadership roles for Natl Voter Registration Day and Natl Disability Voter Registration Week

■ Oct - Dec

- Wins for libraries in OH and OR; a win for school library funding in AZ
- Backed federal and state legislation to support libraries during COVID
- Keynotes and featured presentations at state conferences and Library Journal events

A partner & advocate for public library funding

Since 2012, EveryLibrary's impact on **public library elections** has been significant:

- 115 campaigns and 85 wins
- \$328 million in funding secured annually
- \$1.8 billion for public libraries over the next 20 years

8 Election Days in 2020

Illinois: Riverside, Gail Borden, New Lenox (wins)

Idaho: McCall (loss)

Ohio: Lexington (win) Portage County (loss)

Oregon: Eugene (win)

West Virginia: Morgantown (win)

COVID- Informed Responses

Funding for public libraries is tied to state and municipal budgets. The future of school libraries is linked to the stability of education funding.



Federal Aid for Cities and States

EveryLibrary focused our Congressional activism on funding to support towns, cities, counties, states, and schools during the crisis

Digital Equity Coalition

We were proud to join our colleagues in the National Digital Inclusion Alliance to lobby Congress to fund libraries and connect families during the pandemic



Advocacy for School Librarian Jobs

- PSLA Rally to Restore School Librarians
- Partnership with Washington DC Teachers Union to hold the line against cuts
- Yes on Prop 208 Campaign with AzLA
- Advocacy campaigns in districts like Clark County, NV. Greensburg-Salem, PA. Davenport, IA. and Chula Vista, CA.
- School library "mandate" bills in Pennsylvania and Michigan

DC Public Schools Campaign



When DCPS wanted to declassify school librarians as non-essential staff, we campaigned alongside the DC School Librarians and Washington Teachers Union to preserve their positions

Rally to Restore School Librarians in Philadelphia

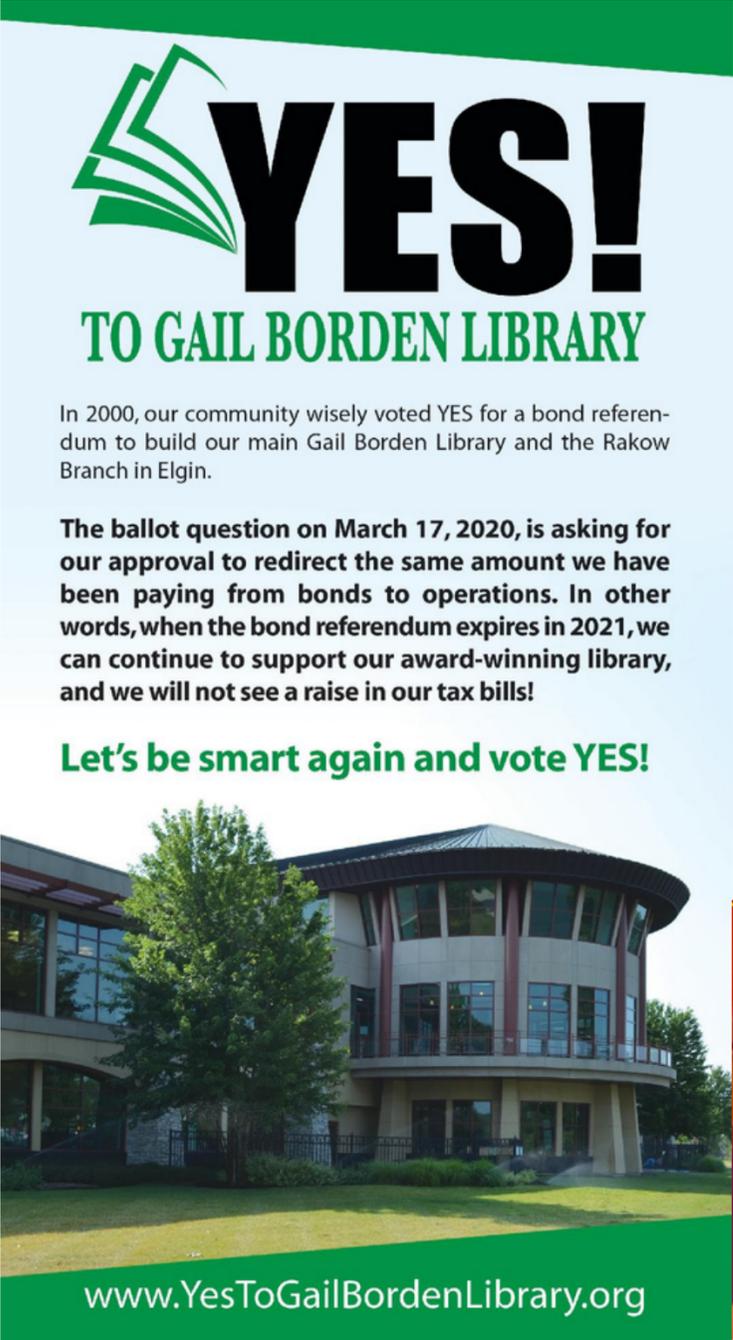


Across the Education Ecosystem

From our partnership with PSLA to create a state legislative candidate questionnaire about school libraries to our support for federal legislation like the Coronavirus Child Care and Education Relief Act (CCCERA) and the Education Jobs Act, we know that the future of school libraries is tied to state and federal funding during and after COVID

Key 2020 EveryLibrary Initiatives

Focusing on Funding for
Libraries through Direct Action
and Public Engagement



YES!
TO GAIL BORDEN LIBRARY

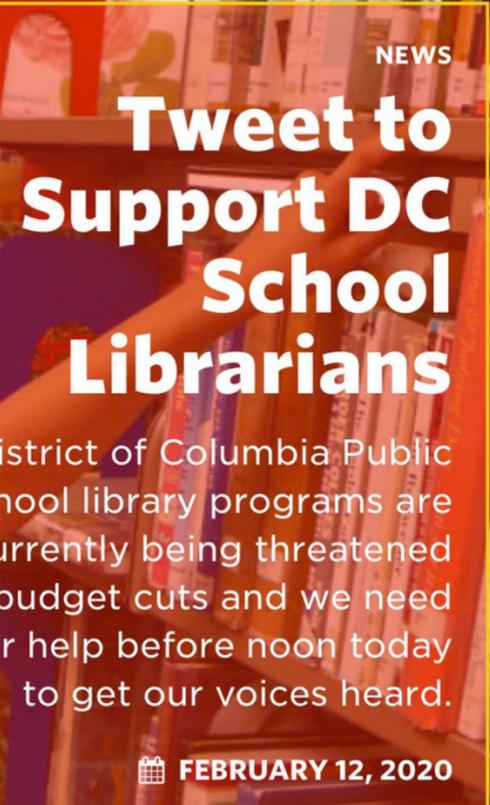
In 2000, our community wisely voted YES for a bond referendum to build our main Gail Borden Library and the Rakow Branch in Elgin.

The ballot question on March 17, 2020, is asking for our approval to redirect the same amount we have been paying from bonds to operations. In other words, when the bond referendum expires in 2021, we can continue to support our award-winning library, and we will not see a raise in our tax bills!

Let's be smart again and vote YES!



www.YesToGailBordenLibrary.org

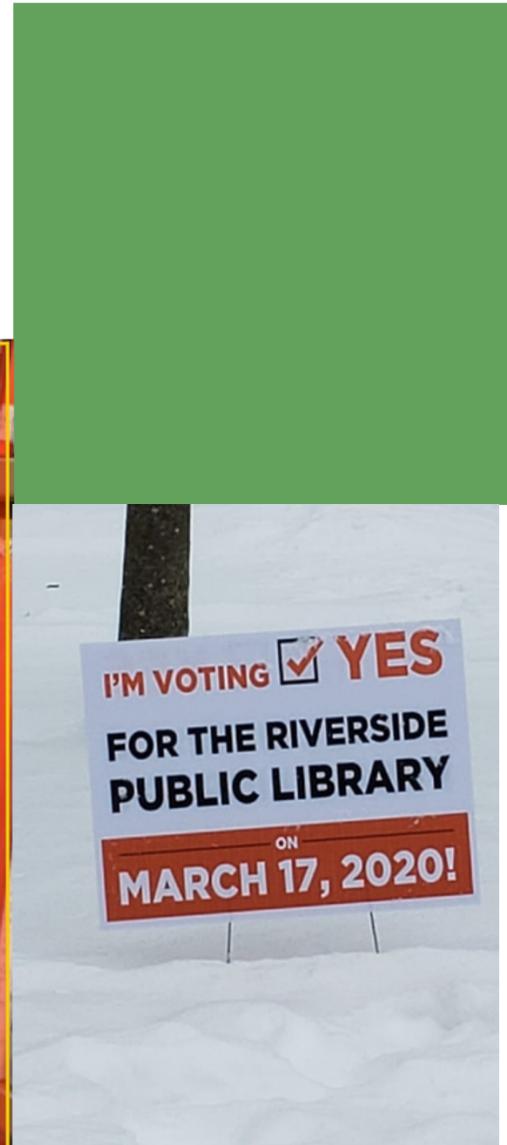


NEWS

Tweet to Support DC School Librarians

District of Columbia Public School library programs are currently being threatened by budget cuts and we need your help before noon today to get our voices heard.

 FEBRUARY 12, 2020



Connecting Library Leaders with Campaigners Fundraisers and Organizers

LAFCON

THE LIBRARY ADVOCACY
AND FUNDING CONFERENCE

48 Expert Sessions

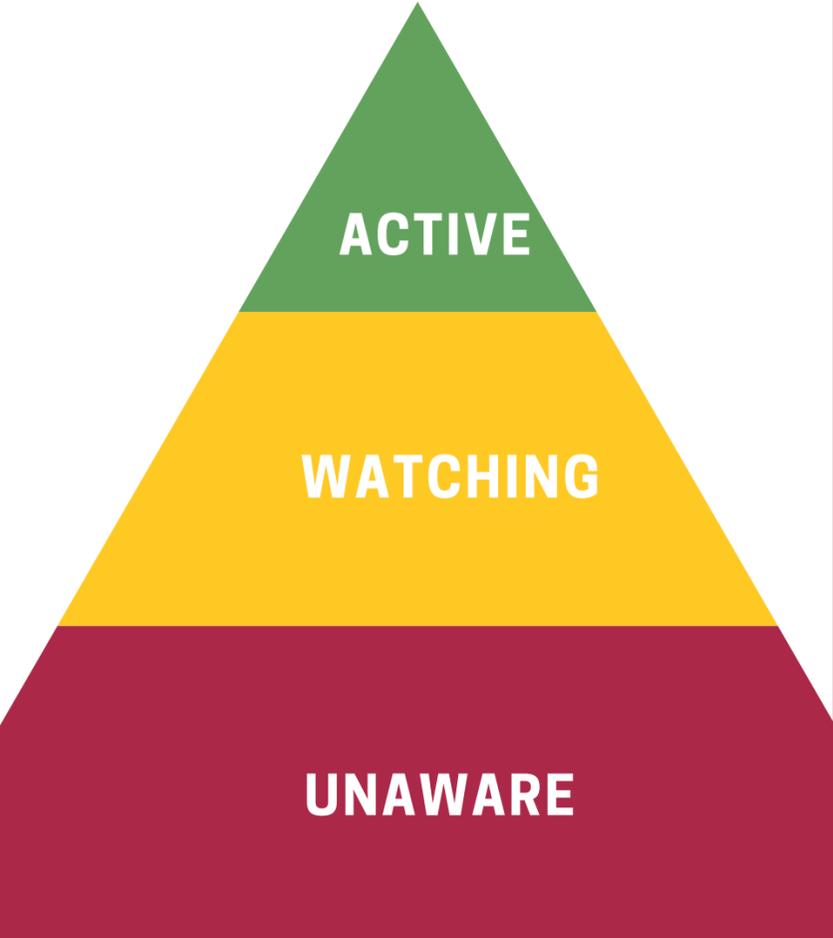
EveryLibrary was proud to bring our connections from the world of political consulting and organizing to our library network. With nearly 50 expert sessions on direct action, digital engagement, marketing to build support, and fundraising success, LAFCON delivered unique and useful content to library leaders.

1000+ Attendees

An international audience of over 1,000 library leaders connected with experts in political action and donor engagement to learn modern, effective ways to identify, cultivate, and empower supporters. Over 7 in 10 attendees self-reported learning new content and 8 in 10 would attend again.

22 Sponsors

Our community of vendor and corporate sponsors helped enable EveryLibrary to deliver a fresh, relevant, and actionable conference while holding down costs for attendees in a challenging budget year. Our Platinum sponsors Bibliotheca, Follett, and Baker & Taylor along with Gold sponsors Library Aware, Mango Languages, and Gale were key to LAFCON's success.



Growing Our Network of Advocates

Through petitions and other digital calls-to-action, EveryLibrary's national advocacy network is now over **200,000 strong**

Building Political Power for Libraries

LIBRARIES

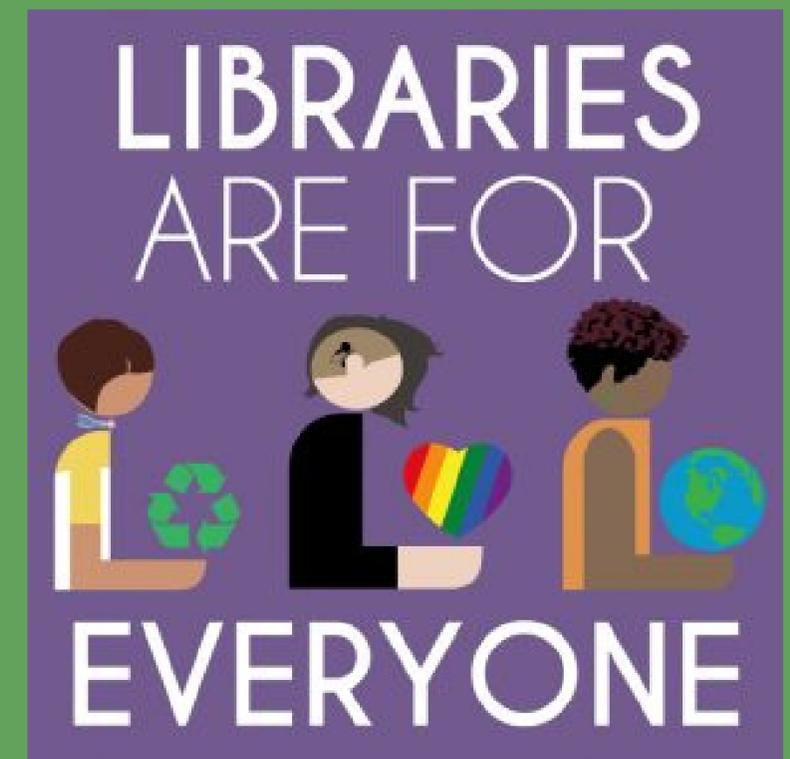
2020 

The Libraries 2020 Campaign was designed to identify, activate, and empower Americans from all walks of life to support libraries - now and in the future.

SaveIMLS

For the 4th year, President Trump called to zero out all federal funding for libraries, museums, and archives

The Institute of Museum and Library Services is a unique federal agency charged with supporting innovation at our nation's libraries, archives, and museums. Threats to IMLS funding would negatively impact every community in America. EveryLibrary has been at the forefront of activating public support through our SaveIMLS.org digital campaign site, enabling thousands of Americans to contact Congress. We were proud to stand alongside numerous museum and archives organizations as well as library organization in 2020 to reverse President Trump's proposed cuts.





A Wider Focus

We backed legislation that impacted the systems that include libraries on campuses and in communities

COVID and Beyond

Postal Office Funding

Election Integrity

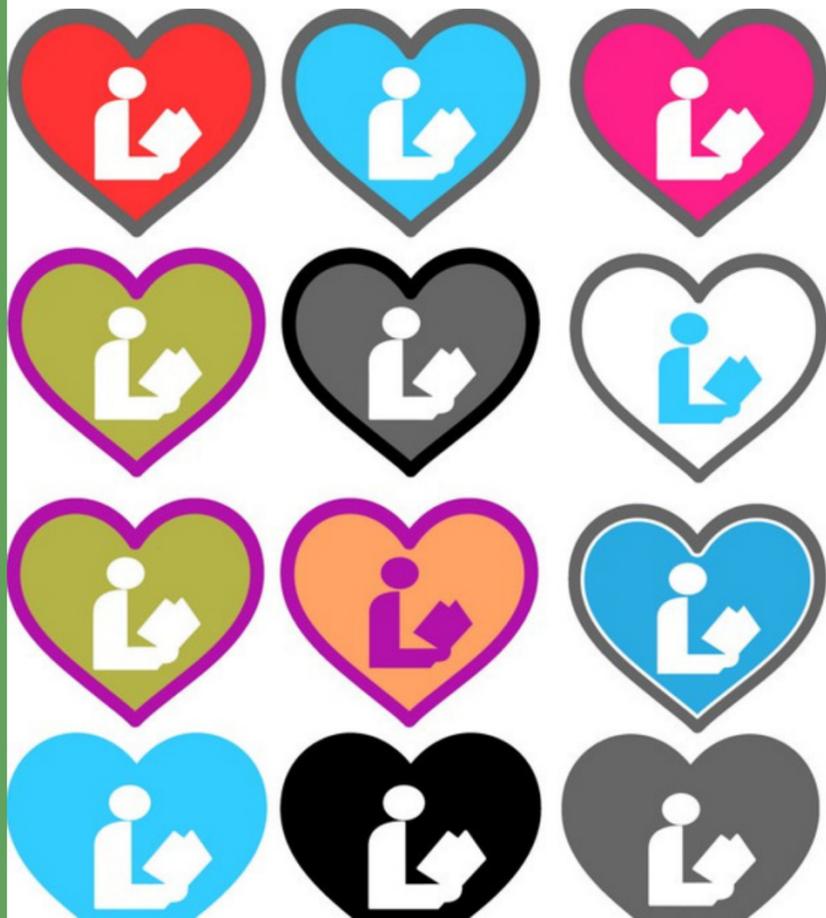
GLBT Protections

Section 230 Coalition

Education Funding

Summer Learning and Meals

Child Care and Education Relief



We Fight to Keep Libraries on the Agenda

EveryLibrary works to include libraries in both national and local coalitions to advance a broader public policy agenda and to ensure the stability of the funding systems that school libraries and public libraries are a part of.

Responding to the COVID Crisis for Libraries



From Closing the Libraries to Vaccine Distribution to Mutual Aid EveryLibrary is Aligned Around a Staff-Focused Responses to the Crisis

Alongside our companion organization the EveryLibrary Institute, EveryLibrary has adapted to the COVID Crisis by focusing on library staff. We sounded an early call to close libraries to in-person use while helping libraries and library organizations pivot remote solutions. We went beyond press releases to advertise about the digital, online, and virtual solutions local libraries, school libraries, and state libraries offer the public. With the HALO Fund, we helped jointly fundraise over \$80,000 in donations for individual library workers in need. And as the year came to a close, we put a spotlight on shortfalls to CDC guidelines for vaccinating library staff in public and academic libraries by issuing a policy framework for state and local advocates.



Donor Support

- \$238,000 in donor support from individuals
- The average personal donation is \$56.60
- We reached 93% of our 2020 (preCOVID) goals!



**EveryLibrary.
is a unique
national
advocacy.
network**

Over 200,000 People Activated for Libraries

- 22,000 people contacted Congress about library funding and the CARES Act
- 14,800 people campaigned to Save IMLS in the face of Trump Budget Cuts
- 7,500 people across Missouri mobilized against HB 2044 10,000 people took an action for school libraries - and librarians!
- 4,200 people spoke out about the crises in Philadelphia and DC school libraries

L•I•B•R•A•R•I•E•S

Social Media Impacts

Over 350,000 people are part of the EveryLibrary Network on Facebook and Twitter

EveryLibrary reaches millions of Americans about libraries and librarians every week across social media

Peak weekly social media "Reach" in 2020 = 16.2 million views

Top 2020 pro-library post = 4.1 million people

Our Impact for Public Libraries



At EveryLibrary, we want to give every American who cares about libraries the opportunity to stand up and be heard. Whether that is at the ballot box or by contacting their elected officials, we are here to make it easy for them to take an action that preserves or extends the funding future for our nation's libraries.

Our Impact for School Libraries



At EveryLibrary, we know that certified school librarians and effective school library programs are both vitally important and extremely vulnerable right now. We want every educational stakeholder to understand how school librarians help reverse the COVID slide for students and work to establish equity for families and invite them to take action for the future of the profession.

Corporate and Vendor Donors



Through a difficult financial year, EveryLibrary is proud to share that we retained all of our vendor and corporate donors, sponsors, and partners. Their generous support made our work helping public and school libraries possible

Our sponsors, donors, and, partners make it possible for EveryLibrary to help public libraries and school libraries pro-bono and to grow our network of library activists nationwide.





Please Join Us in this Fight for the Future of Libraries

[Help us connect with more people who care](#)

Expand the Network

EveryLibrary is growing the national network of supporters and activists for libraries with a goal to reach 1 Million Americans in 2021. Add us on Facebook and follow us @EveryLibrary on Twitter to stay in touch. When you share about our work with people who care the future for library funding becomes more stable and secure.

Take an Action

Threats to public library funding and the future of school librarianship can only be confronted and overcome through direct personal action. Visit our [Action.EveryLibrary.org](#) and [SaveSchoolLibrarians.org](#) sites to make your voice - and the voices of thousands of librarians across the country - heard at school boards, city halls, and in Congress.

Be the Change

EveryLibrary is the only national political action committee for libraries. We raise money from donors in order to give libraries the campaign consulting and support services they need for free. Join thousands of donors like yourself who want to see libraries win at the ballot box, school librarians empowered by their school boards, and our elected officials respond.

EveryLibrary



**Building Voter Support for
Libraries**

On the Web

EveryLibrary.org
Action.everylibrary.org
SaveSchoolLibrarians.org
Libraries2020.org
SaveIMLS.org

Please donate today at
any one of our sites to
support our work.



Social Media

Facebook.com/everylibrary

@everylibrary on Twitter

@everylibrary on Insta

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