Build Your Advocacy Plan in Steps

1. Define your challenge as specifically as you can
   - Think strategically about what you want to accomplish and what is possible for you to accomplish given your available resources
   - Develop short-term objectives that can be measured and long-term goals that set the direction in which you want to move
   - Clarify your purpose and basic principles

2. Identify and differentiate your stakeholders (in school, in district, outside of school)
   - Determine who your decision makers, policy makers, influencers, allies, and undecided are
   - Consider who might be opposed to supporting your library program and why
   - Determine the interests of your stakeholders and what they value

3. Gather and analyze research findings, information, and current, reliable data that can support your position
   - Identify research findings from state studies
   - Monitor information and supporting documents from AASL, your state association, and other state associations
   - Gather information from your network of library and education contacts

4. Organize and prepare your plan
   - Adopt an integrated, district-wide perspective
   - Identify your resources: funds, people, time, technology, facilities, and in-kind contributions
   - Identify benefits of your library program to students, teachers, administrators, and parents
   - Set a realistic timetable

5. Develop, own, and distribute your communications components (written, oral, and visual messages)
   - Draft written components: talking points, position statement, tag line
   - Prepare oral component: elevator speech
   - Create visual elements: logo, photos, website icons
   - Assure that all written, oral, and visual messages focus on student learning, achievement, and personal growth and enjoyment
   - Integrate the use of social media in accordance with district policy

6. Execute your plan, assess progress and setbacks, and adjust formatively at every step
   - Be persistent and consistent
   - Work collaboratively in partnerships and coalitions
   - Focus on sustaining the core support group and work at drawing in new supporters