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Be an advocate. Stand up for what you believe in. It's easy. Just watch.

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How are public libraries funded?





### How can you tell who is a public library supporter?



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### Educating and Creating Awareness lead to Advocacy

- \ Educate -- to inform
- \ Awareness -- having knowledge; cognizant
- \ Advocate -- to speak or write in favor of; support or urge by argument; recommend **publicly**



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### Why do we as librarians need to advocate?



- \ We have **COMPETITION**— and they are all out there advocating for themselves
- \ When people think of us as involved in the community they are likely to support the library
- \ People who don't come into the library need to hear from us too
- \ If we advocate— we create advocates who in turn will advocate for the library



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## When do we as librarians need to advocate?

- \ ALL THE TIME
- \ Not just when we're in trouble– and not with a negative message



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## It's about the FUNDING



Without long term sustainable funding – there are no great programs to market. There's no library at all if there is no funding.



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## The ROI of Public Library Support

- Proven connection between public libraries and community success
  - Job creation
  - Increased wages
  - Business development
  - Overall community quality of life
- Studies suggest that the public library has a strong influence on economic and educational progress
  - Research confirms that public libraries produce tangible return on investment for the communities that support them
  - Many studies suggest the library has a strong influence on economic and educational progress



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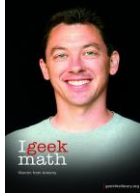
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### The Issue

- The need for the public library has never been greater
- Funding has never been at greater risk
- Library usage is increasing significantly as many public libraries experience flat or decreasing budgets
  - A challenging economy puts public library support at risk
  - Reports of public libraries across the country cutting hours, staff and even closing their doors



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### The Campaign for awareness– Geek the Library

- Community-based public awareness campaign designed to draw attention to the need for increased public library support
  - Highlights the vital role of public libraries
  - Raises awareness about the challenging funding issues public libraries face
  - Provides opportunity for people to engage with the campaign and share their stories
- Developed by OCLC, a nonprofit library cooperative and funded by the Bill & Melinda Gates Foundation. Delivered by your local library



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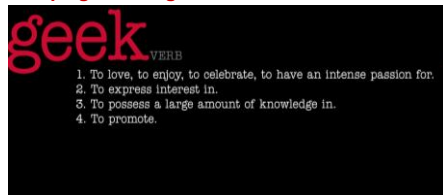
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### Campaign Message



Everyone has something that they are passionate about—something they geek. Maybe you geek football or hip hop. Maybe you geek organic gardening or volunteering. Or maybe you just geek the weather.

Whatever you geek, fun or serious, the library supports you.

So share what you geek. Share what your public library does for you and your community. And spread the word that the library needs everyone's support.

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### About the "Geek the Library" Campaign

- Integrated campaign features multiple elements
  - Media relations and local events
  - Grassroots community initiatives
  - Web site and social sites (Facebook, Twitter, etc.)
  - Advertising
  - Whatever else you can imagine



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### Campaign Elements: Media Relations and Events



Fliers/Inserts



Stickers



Geek The Library Gear

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### Campaign Elements: Grassroots Community Initiatives

Localized posters for display in the community



Parades



Geek tables at sporting events



Postcard campaign



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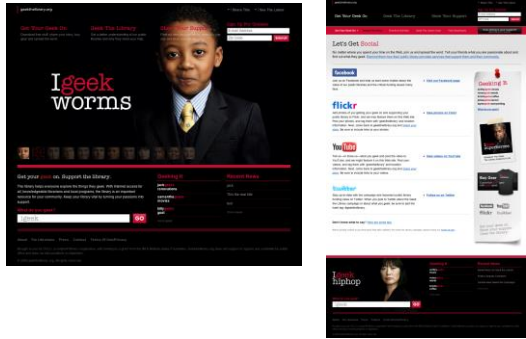
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**Campaign Elements: Website and Social Sites**




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**Campaign Elements: Advertising**



The campaign also includes radio advertising

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**Whatever else you can imagine**



New materials must adhere to material guidelines




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### What we provide

- Support
- From helping you to come up with a game plan to just being around to answer questions
- Collateral
- We provide:
  - Registration kit
  - Launch kit
  - Two additional material kits
  - Kit of phase 2 posters
- Campaign Management Center



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### Getting started

- ✖ What is your objective?
- ✖ Develop your plan
- ✖ Allocate resources for campaign activities
- ✖ Talk about best ways to measure impact



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## Getting started

- Introduce all staff, Board and supporters to the campaign—make sure they understand the objective and their role
- Focus your energy outside the library buildings
- Negotiate advertising rates and added value with local media
- Make a list of influencers and relationships you can leverage
- Take advantage of your field manager to answer your questions



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Visit  
[get.geekthelibrary.org](http://get.geekthelibrary.org)  
for more information



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## To enroll

- Go to <http://get.geekthelibrary.org/>
- Click on the “interested” button on top right of home page
- Fill out a few questions about your library
- We will send you a registration kit and give you a call to discuss your plans
- Once you are firmly committed, visit <http://www.get.geekthelibrary.org/agreement>



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## A Recap

- \ Be an advocate– all the time
- \ To advocate means to do so in the community– not just in the library
- \ It's about the funding
- \ Geek the Library can help



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