Days in the District:

CALLING ALL SUPERHEROES!

Presented by the Advocacy & Legislative Committee
2017-2018 Advocacy
Library Legislative Day becomes
Days in the District

One Week of visits to Members of the Legislatures (MoLs) in their district offices (October 2-7)

Purpose:
• Create a touch point in each county
• Obtain participation with more librarians, advocates and ‘everyday library users’
• Maintain presence in Tallahassee with local library advocates led by Debra Sears and FLA team
Strategy:

- A&L Committee members coordinate and mentor librarians in their regions

- We conduct activities in both the districts and in the capitol; districts will occur in October in between committee weeks. At the capitol, we will still have a presence but a smaller contingent.

- We will support other librarians’ efforts with examples of events to attract MOLs into libraries, with great visibility and visual documentation
More Strategy

- We will coordinate with the Marketing Committee headed by April Hines, who will coordinate social media and facilitate other marketing activities (a version of Snapshot Day)
- We will create a webinar to walk libraries through the process
- We will create a ‘recipe book’ for SuperPower recipes for Success (adopting many of the guidelines from the ALA advocacy workshop and using research by Debra Sears on other states)
Goals:

- Every county’s MOLs will have some point of contact by librarians

- Asking librarians to:
  1. Establish contact now with new legislators, thank continuing legislators for their ongoing support.
  2. Visit MOLs in their district offices at least 3 times between now and the session in January 2018.
  3. Get MOLs into their libraries at least one time as part of a typical library event.
  4. Coordinate with other FLA committees (IFC, Marketing) to leverage efforts and cover more ground.
  5. Support Librarians efforts whether they are FLA members or not.
Benefits

- Leverages the ongoing activities of libraries as story settings.
- Engages more participants including citizen users and a wider variety of librarians.
- Can have simultaneous activities in both the busy capitol and the home districts.
- Opportunity to demonstrate to non-member libraries the value of FLA membership.
- Enhances the efforts of the Marketing Committee and engages the Intellectual Freedom Committee with support for current needs.
Join Us as we Unleash the Power of Libraries!