



***Libraries Prosper
with Passion, Purpose
and Persuasion!***

A PLA Toolkit for Success

A Training Program Presented by

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for the

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Libraries Prosper with Passion, Purpose, And Persuasion: A PLA Toolkit for Success

By the end of today, you will be able to:

- Tell others exactly why you are a library advocate
- Develop effective advocacy messages that end in a call for specific action to support your advocacy goal
- Use the resources in the Toolkit to support your advocacy efforts

Agenda

10:00	Welcome and Introductions Setting the Stage: <i>Libraries Prosper with Passion, Purpose, and Persuasion</i> Passion and Purpose: Why Are You an Advocate and What Is Your Advocacy Goal? People: Who Can Help You Reach Your Advocacy Goal? Break Persuasion: What is an Effective Advocacy Message? Now What?
12:00	Adjourn

Passion: Describe Your Commitment to Support the Library



1. Why do I care about the library?

2. What is needed in my community that the library can provide?

3. What are the most powerful examples of my library's impact that I can think of?

4. Who are the people in my community who can be passionate advocates for the library?

Persuasion: Develop Your Messages



Advocacy Goal _____

Target Audience: _____

1. Value themes:

2. Need:

3. Cost:

4. Benefit:

5. Call to Action:

