

## Getting Organized

1. **Define goals and objectives.** Identify your desired outcomes, such as: new legislation, more funding, greater visibility.
2. **Assess the situation in targeted areas based on your objectives.** Identify barriers, opposition, strengths and potential supporters.
3. **Identify critical tasks.** Important areas include:
  - Establishing a steering committee
  - Developing a budget
  - Recruiting volunteers
  - Coordinating of activities with the American Library Association and your state association
  - Fundraising
4. **Develop a communication plan.** Critical elements include:
  - Defining the key message
  - Targeting key audiences
  - Identifying communication strategies and resources needed
5. **Develop a work plan with tasks, assignments and deadlines.** Monitor your progress regularly.
6. **Document and evaluate results.** This is how you learn to do it better next time.