

## Set Goals

Library advocacy should be tied to the library's overall goals and ongoing public awareness program. To mount an effective advocacy campaign, you must have an action plan with a clear goal and objectives. You must have a clear message and speak with a unified voice.

Using ALA's national campaign materials can make your job easier and strengthen the voice of libraries and librarians nationwide on education, copyright and other policy issues that will shape the future of library and information services. These materials can be easily adapted for use by different types of libraries at the state and local levels. Having an advocacy action plan will save you time and energy. It will also give you a bigger bang for your buck" by helping you use your resources more efficiently. You will, of course, need to prepare a budget that identifies how much money will be needed to accomplish your goals and where the money will come from.

But before you put your plan on paper, you must know exactly what it is you want to accomplish. Do you want to pass a referendum? Increase the library budget? Or do you want to pass a new law or policy on the state or local level? Are you trying to defeat a particular piece of legislation? What will it take to make it happen? Once you have identified your goals, you are ready to organize.