

Target Your Audience

Who can help you achieve what you want? Once you know your goal and have identified the key message, brainstorm potential audiences.

For example, if your library enjoys strong support among senior citizens, they may be a primary audience for a ballot initiative on funding. Teachers and parents are vital to winning support for bigger school library budgets. Alumni may be an obvious audience for college and university libraries.

If you do not have good relationships with these groups and have enough lead time, you may want to start building those relationships now. If time is short, your funding is tight or if there is opposition by some groups, you may wish to target those who are most likely to be supportive.

Don't forget to include children, who can be especially effective when delivering a message to parents, grandparents and the media.

Potential Target Audiences

External:

- Library users
- Donors and potential donors
- Elected officials
- Journalists
- Other librarians
- School board members
- Civic and neighborhood associations
- College students/alumni
- Professional associations
- Teachers and school administrators
- Children and teens
- Faculty/administrators
- Seniors
- Business community

Internal:

- Staff
- Trustees
- Volunteers
- Friends
- Advocates