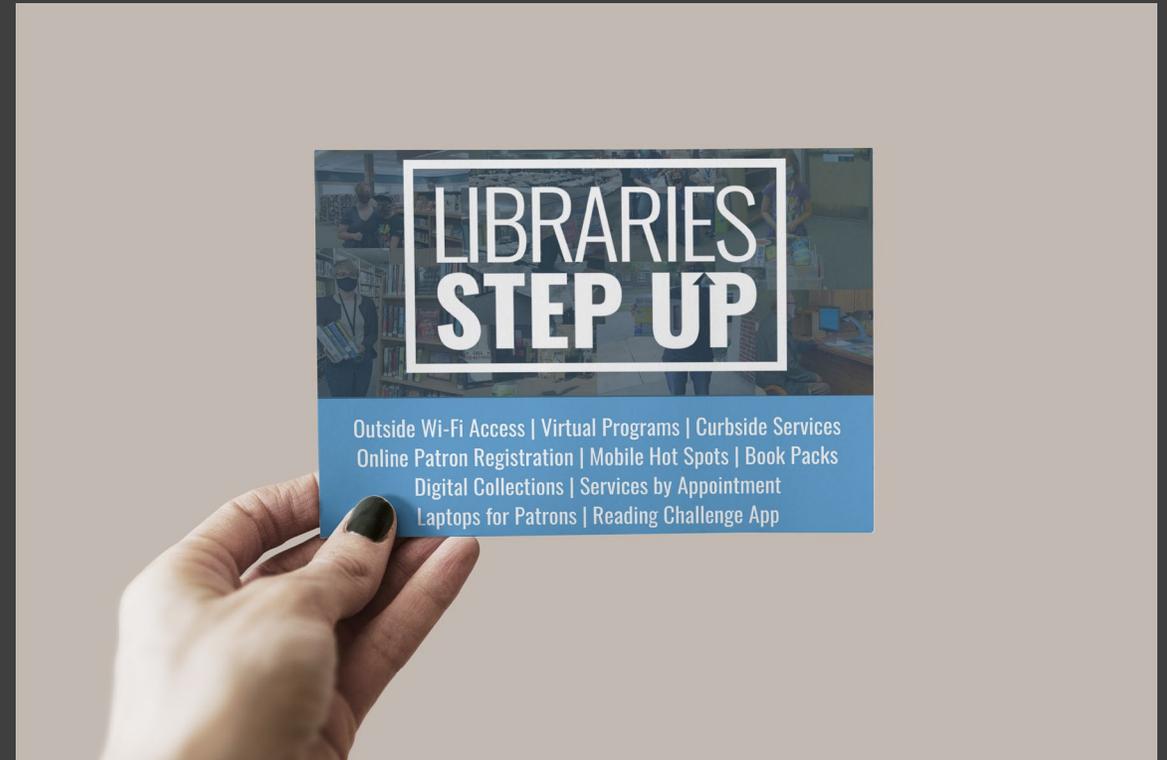


LIBRARIES STEP UP



2021 Advocacy
Marketing Toolkit



Goal

A major hurdle for funding is the perception that libraries have been closed during the pandemic. Legislators are hearing complaints and misinformation from their constituents. Why should we receive our budget request if services are not being provided?

To help counter that perception we need to tell the story of how libraries have adapted to provide services during this challenging time. Even when libraries were closed for general browsing, they were helping communities stay connected with access to materials through curbside deliveries, expanded virtual programs, digital collections and so much more.



How do we achieve this?

By reaching out to patrons, board members, trustees and our communities and asking them to share their experiences with state legislators and local officials. Asking them to “Step Up for Their Library”.

The focus of this advocacy campaign is a direct mail postcard. Patrons and community members can request a postcard from their library. They can then write a personalized message and mail it to their state legislator or local official.



What's in this toolkit?

The resources in this kit are a Swiss Army knife of marketing tools and templates to support the direct mail postcard campaign. The tools are designed to be easy to use, but customizable enough that any library, system or branch can incorporate their own branding and messaging. Included are:

- Postcard Designs
- Sample Social Media Posts
- Informational Flyer Templates
- Poster Templates
- Email Template to Supporters

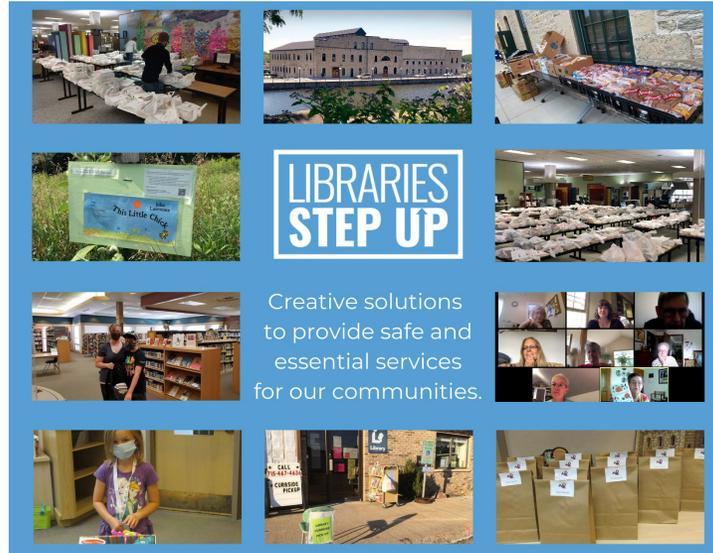


- Use the Canva templates linked in this toolkit to create your own postcard design or as inspiration for a design of your own. Print or order a supply of postcards for your system, branch or library.
- Use the marketing templates linked in this toolkit to help promote the “Libraries Step Up” campaign via email, social media and printed materials. Each template has placeholder images that can be easily swapped out for images of your own.
- Distribute postcards and information handouts to interested parties. Don’t forget to include the contact information for your state legislator or local official.

How do I use this toolkit?



[Postcard 1 Template](#)



[Postcard 2 Template](#)



[Postcard 3 Template](#)

Postcard Mailing Designs

Example services to include in the postcard design and messaging.

- Curbside services
- Virtual programs
- Book and activity packs
- Digital collection increase
- Library use by appointment
- Expanded Wi-Fi access
- Online patron registration
- Mobile hot spots
- Laptop loan program
- Reading challenge app
- Fine forgiveness during quarantine
- Stocked and erected Little Free Libraries
- Outside food pantry access
- Census support
- Coordination with public health services
- Story walks

Handout Slip Instructions with Postcards

**step up
for your
library!**



Are you thankful for LIBRARY NAME? Use our new postcards to tell your state legislators or local officials why you are thankful for how LIBRARY NAME stepped up for your community in 2020.

See the reverse side for contact information for your local officials.



State Legislators for _____
(municipality/town name)

(Leave room for names and addresses)

_____ Local Officials
(municipal/town name)

(Leave room for names and addresses)

[Handout Slip Template](#)

Facebook Cover Photos



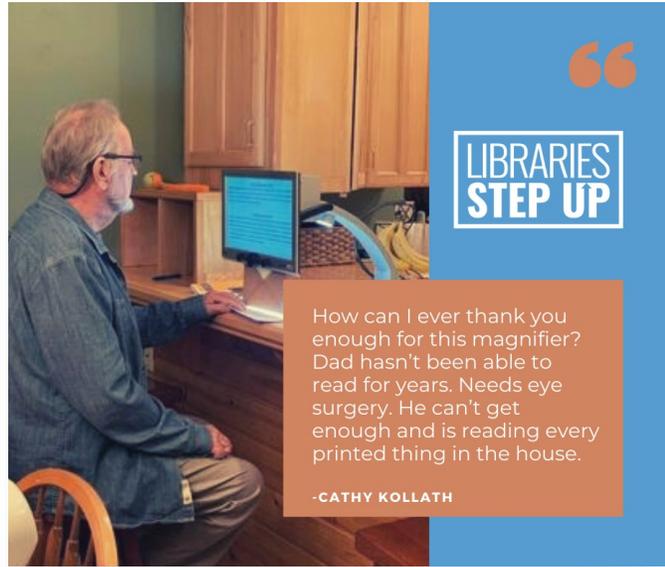
[Animated Facebook Cover Template](#)



[Facebook Cover Template](#)



[Facebook Post Template 1](#)



[Facebook Post Template 2](#)



[Facebook Post Template 3](#)

Facebook Graphics



[Instagram Post Template 1](#)



[Instagram Post Template 2](#)



[Instagram Post Template 3](#)

Instagram Graphics

Sample Social Media Posts

Including a brief post and call-to-action along with an image is the perfect way get the word out on social media.

- Will you step up to support LIBRARY NAME? Consider sending a postcard to state legislators or local officials telling them why YOU are thankful for the library. Stop by the library for a postcard or pick one up in your curbside bag!
- With one sentence, you can make a difference for LIBRARY NAME. Fill out and send a postcard to tell your state legislators or local officials why YOU were thankful for LIBRARY NAME in 2020. Stop by the library for a postcard or pick one up in your curbside bag!
- How did LIBRARY NAME help you in 2020? Consider sending a postcard to your state legislators before Library Legislative Day on February 16 telling them why YOU were thankful for your library this year.
- Calling all library fans! Tell your state legislators why you're thankful for LIBRARY NAME with our new postcards. Stop by the library for a postcard or request one for pick up in your curbside bag!
- LIBRARY NAME stepped up in 2020. Will you step up to support your library? Consider sending a postcard to your state legislators before Library Legislative Day on February 16 telling them why YOU were thankful for LIBRARY NAME this year.
- Curbside service. Wi-Fi access. Online storytimes. How did LIBRARY NAME serve you this year? Consider sending a postcard to state legislators or local officials telling them why YOU are thankful for the library. Stop by the library for a postcard or pick one up in your curbside bag!
- How did LIBRARY NAME step up for you in 2020? Tell your state legislator or local official why YOU'RE thankful for your library with a postcard or email. Stop by the library for a postcard or request one for pick up in your curbside bag!

Promotional Flyers



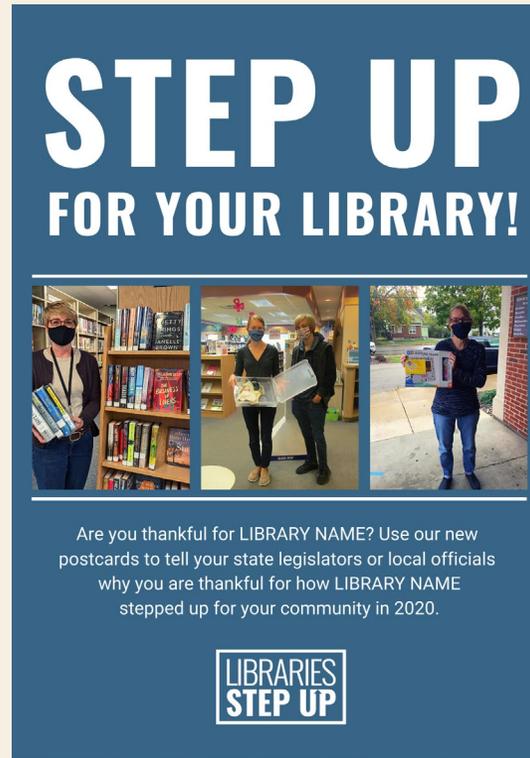
**LIBRARIES
STEP UP**

STEP UP FOR YOUR LIBRARY!

Are you thankful for LIBRARY NAME?
Use our new postcards to tell your
state legislators or local officials why
you are thankful for how LIBRARY
NAME stepped up for your community
in 2020.



[Flyer Template 1](#)



STEP UP FOR YOUR LIBRARY!



Are you thankful for LIBRARY NAME? Use our new
postcards to tell your state legislators or local officials
why you are thankful for how LIBRARY NAME
stepped up for your community in 2020.

**LIBRARIES
STEP UP**

[Flyer Template 2](#)

Customize and print these
flyers to feature in highly
visible areas or include
with curbside deliveries.

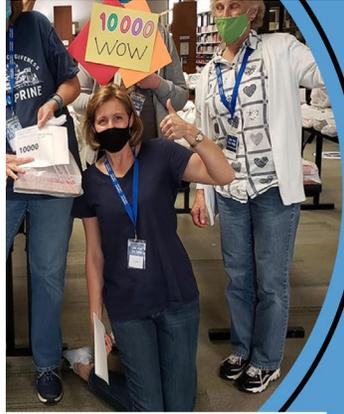
**LIBRARIES
STEP UP**

**STEP UP
FOR
YOUR
LIBRARY!**



Are you thankful for LIBRARY NAME? Use our new postcards to tell your state legislators or local officials why you are thankful for how LIBRARY NAME stepped up for your community in 2020.

[Poster Template 1](#)



**STEP
UP
FOR
YOUR
LIBRARY!**



Are you thankful for LIBRARY NAME? Use our new postcards to tell your state legislators or local officials why you are thankful for how LIBRARY NAME stepped up for your community in 2020.

**LIBRARIES
STEP UP**

[Poster Template 2](#)

Spread the word about Stepping Up For Your Library with these large format posters.

Poster Designs

Sample Email to Supporters

Dear/Hi _____,

I'm reaching out to you because I know and appreciate how supportive you have been of the LIBRARY NAME in the past. As our library enters the 2021 budget season, we are asking our library super supporters to send a postcard to your state legislators and/or local officials telling them why you are thankful for the LIBRARY NAME.

We want our elected officials to understand what the library does for COMMUNITY NAME and for residents like you, especially during the pandemic. Your words make a powerful difference in showing the community's support for the library.

I would be happy to supply you with a postcard (or several if you wish!) that you can mail to an elected official, and a list of names and contact information for officials in our district and municipality. If you'd rather send an email, below is a list of email addresses for the lawmakers in our area.

Not sure what to write? "I am thankful for the LIBRARY NAME because..." or "The LIBRARY NAME helped me in 2020 by..." are great ways to start your postcard.

Feel free to respond with any questions. Thank you so much for everything you do to support the LIBRARY NAME. Your help ensures that our library will continue to serve and strengthen our community for years to come.

Sincerely,

LIBRARY DIRECTOR NAME

Notes

- Find your legislator using this website.
 - [Wisconsin State Legislature Home Page](#)
- Canva is a free-to-use design tool that was used to create these templates.
 - <https://www.canva.com/>
- Library Legislative Day is Tuesday, February 16 – Thursday, February 18, 2021.