

Funding your next big idea

John Chrastka | EveryLibrary Executive Director





EveryLibrary

*“Any library funding measure
anywhere should matter to
every library everywhere.”*

People Vote for Candidates and Ideas...

Shared Value System

Shared Identity

Personal Characteristics

Policy Issues

“The Political Brain” (Westin 2016)





group of college students looking at camera in library. Horizontal shape, front view, full length, copy space - Image ID: BTE3KK



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We Tend to Tell the Wrong Kind of Stories

Telling Better Stories

- Every good storyteller knows that you have to tailor your story to the audience in front of you.
- We must do the same thing when we talk about our funding. Not every funder cares about the same issue. But luckily, your library covers a lot of issues.



Four Kinds of Stories

- Personal/Organizational stories about **successes** that emphasize *values*.



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- Stories about people who are important to you.
- Stories about what “why you do what you do”.





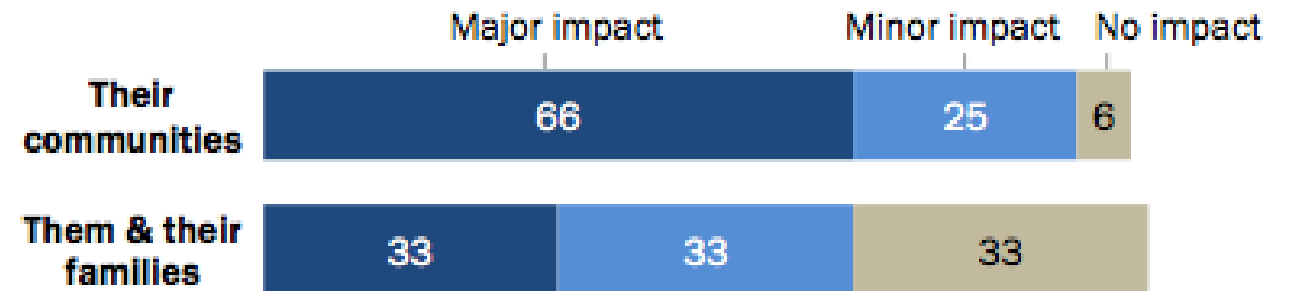
*How do Voters, Funders, Donors, and
Constituents LISTEN?*



*Compassion is at
the Core of Support*

People think closing their local public libraries would hurt communities

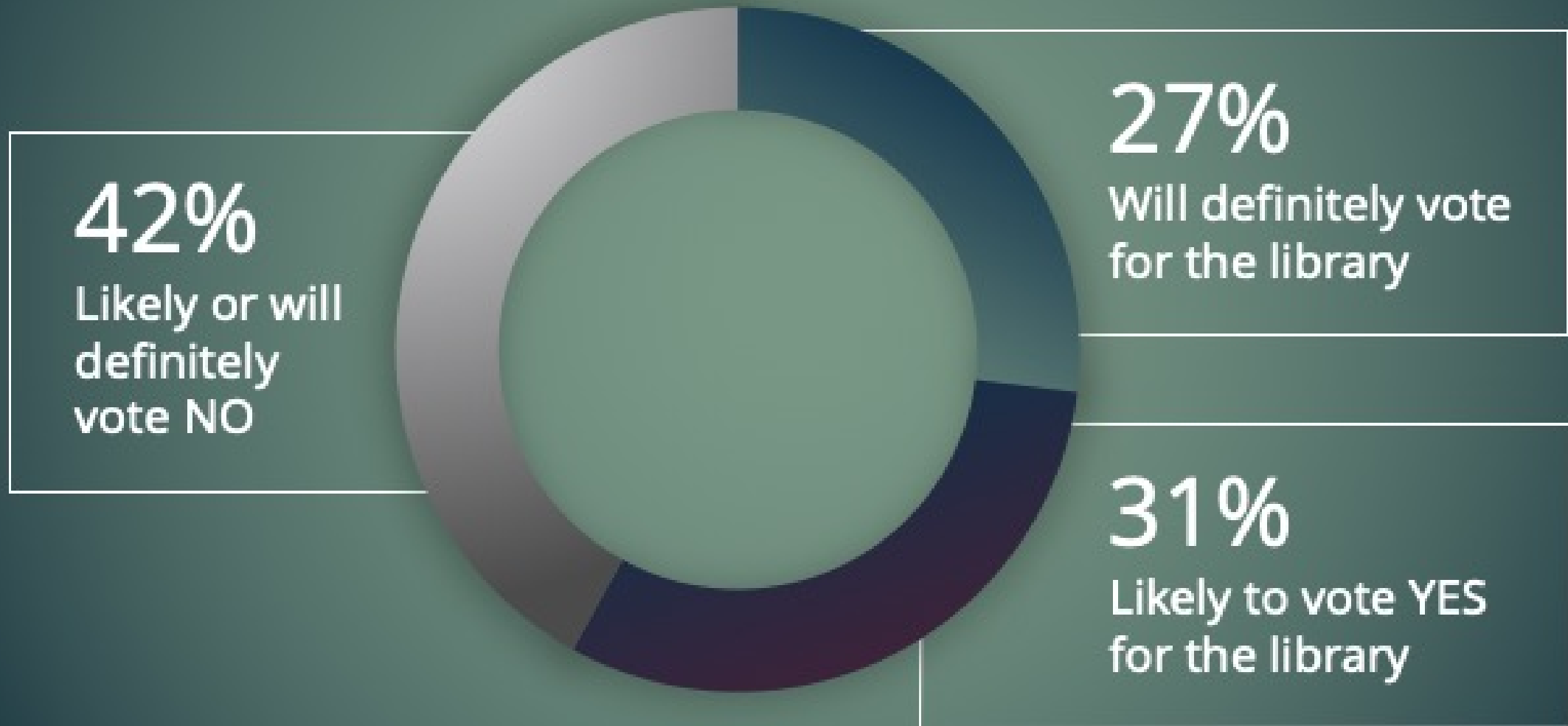
% of U.S. adults ages 16 and older who say closing their local libraries would have the following impacts on ...



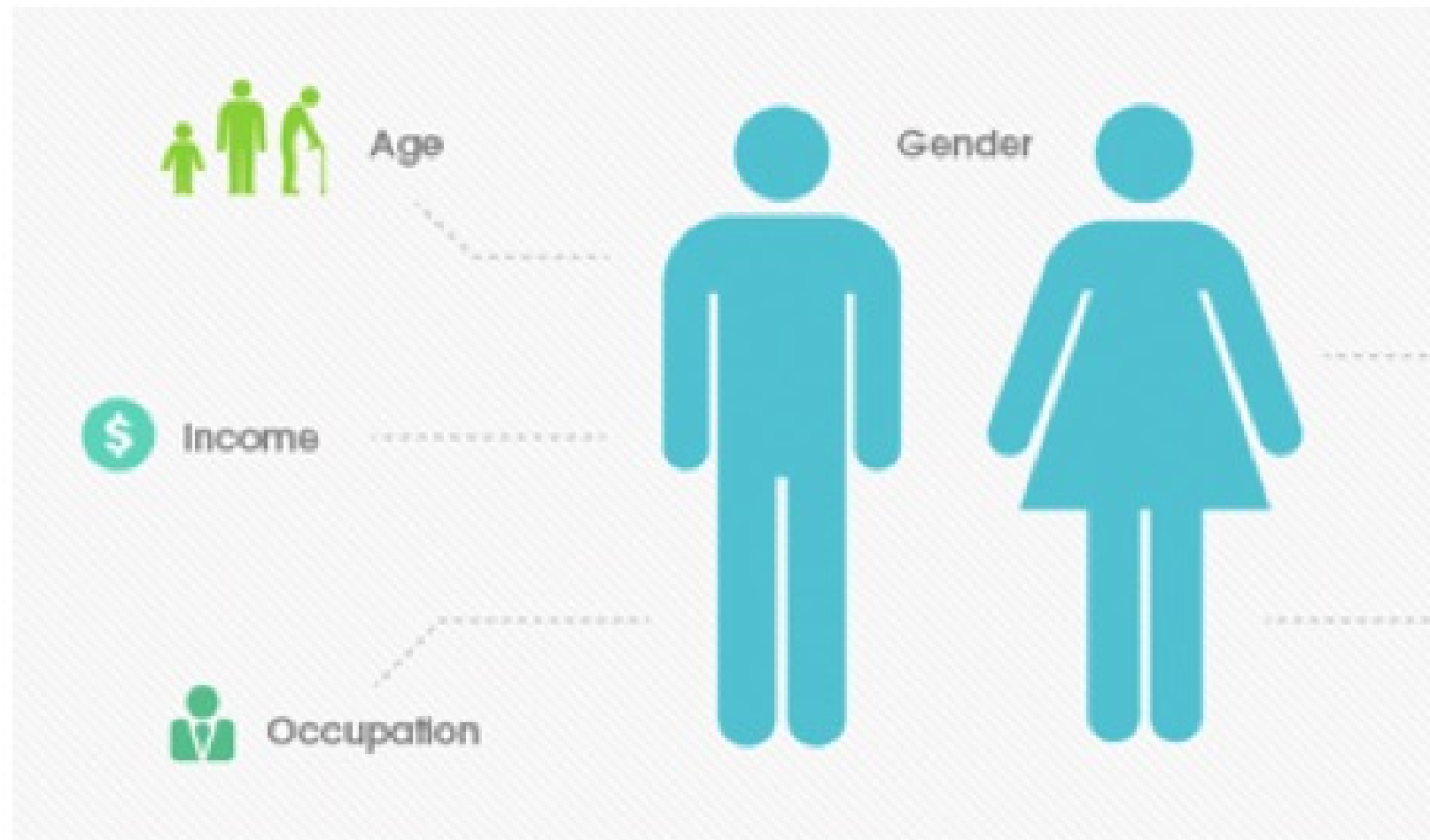
Source: Survey conducted March 7-April 4, 2016.
"Libraries 2016"

PEW RESEARCH CENTER

Voter Attitudes about Libraries



Demographics don't matter



Card Holder Rates don't matter

[T]he library is not perceived as just a provider of practical answers and information; the most committed supporters hold the **belief** that the library is a transformational force.



Library Use doesn't matter

"If you focus your marketing and messaging to convince people to become users, you will alienate people who don't want to be users but still value who you are and what you do."

EveryLibrary



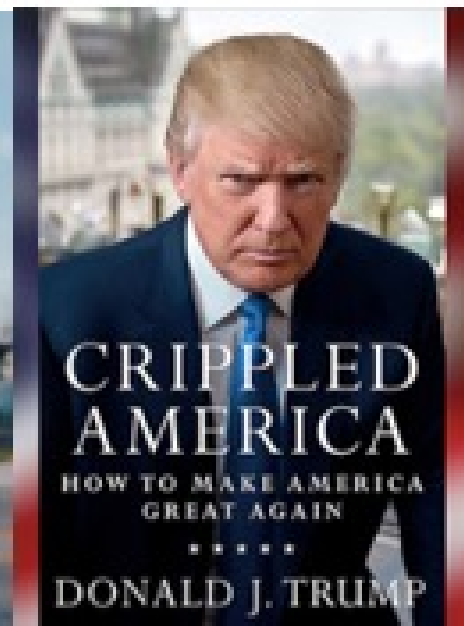
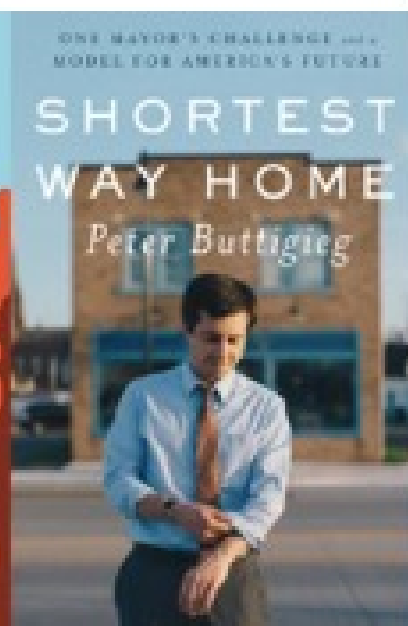
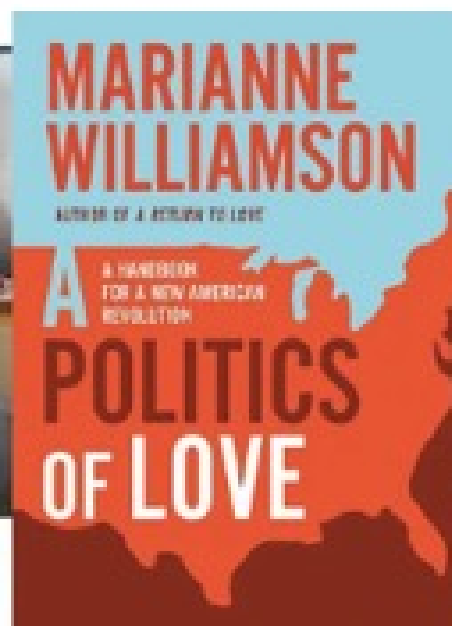
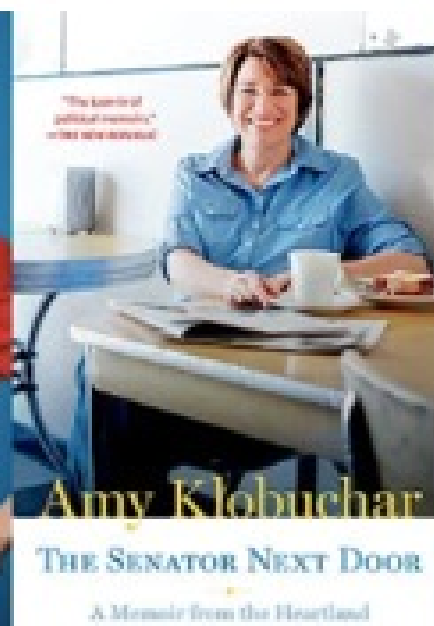
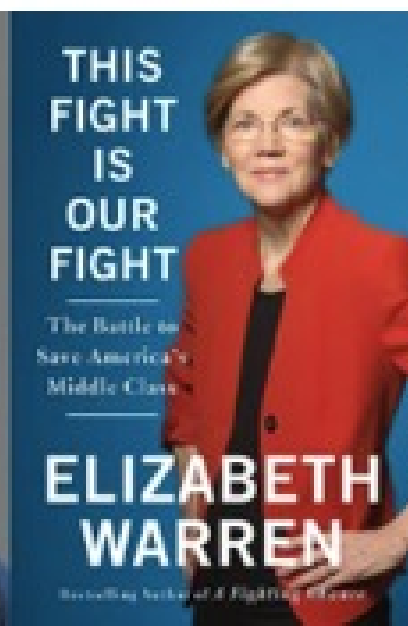
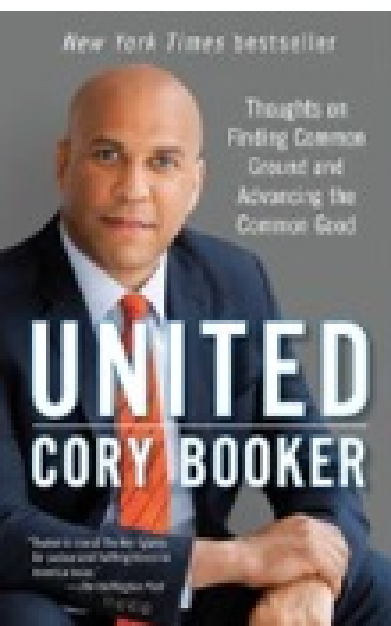
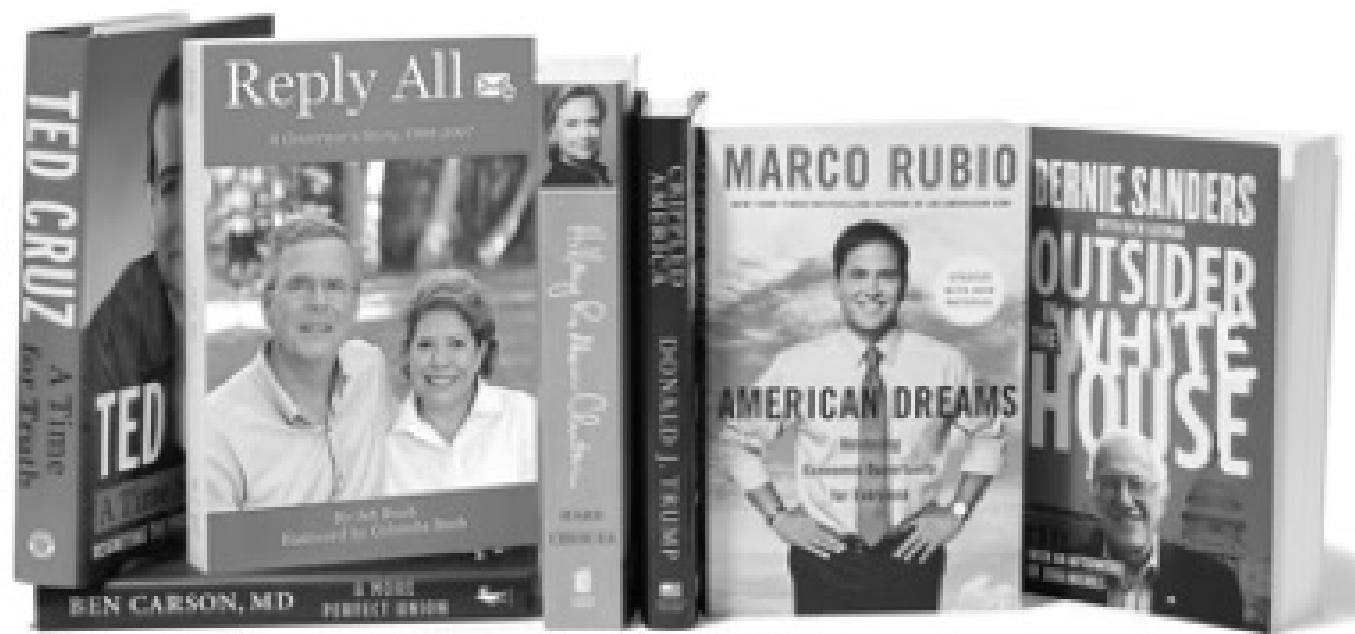


What Does Matter?

The factors that determine residents' willingness to increase their taxes to support their local library are their perceptions and attitudes about the library and the librarian.

OCLC 2008 *"From Awareness to Funding"* p. 7-3

Going Back to Politics...



What is in Your Book?

- Strategic Plan
- Building Plan
- Technology Plan
- Budget
- Annual Report



Only Two Kinds of Listeners

To our Users

“As you know...”

To our Non-Users

“As you can imagine...”

Thank You!

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