

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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- Personal/Organizational stories of **failures** that demonstrate *integrity*.
- Stories about people who are important to you.
- Stories about what “why you do what you do”.





*How do Funders, Donors, and
Administration LISTEN about Libraries?*



*There is a
disconnect between
your work and their
image*

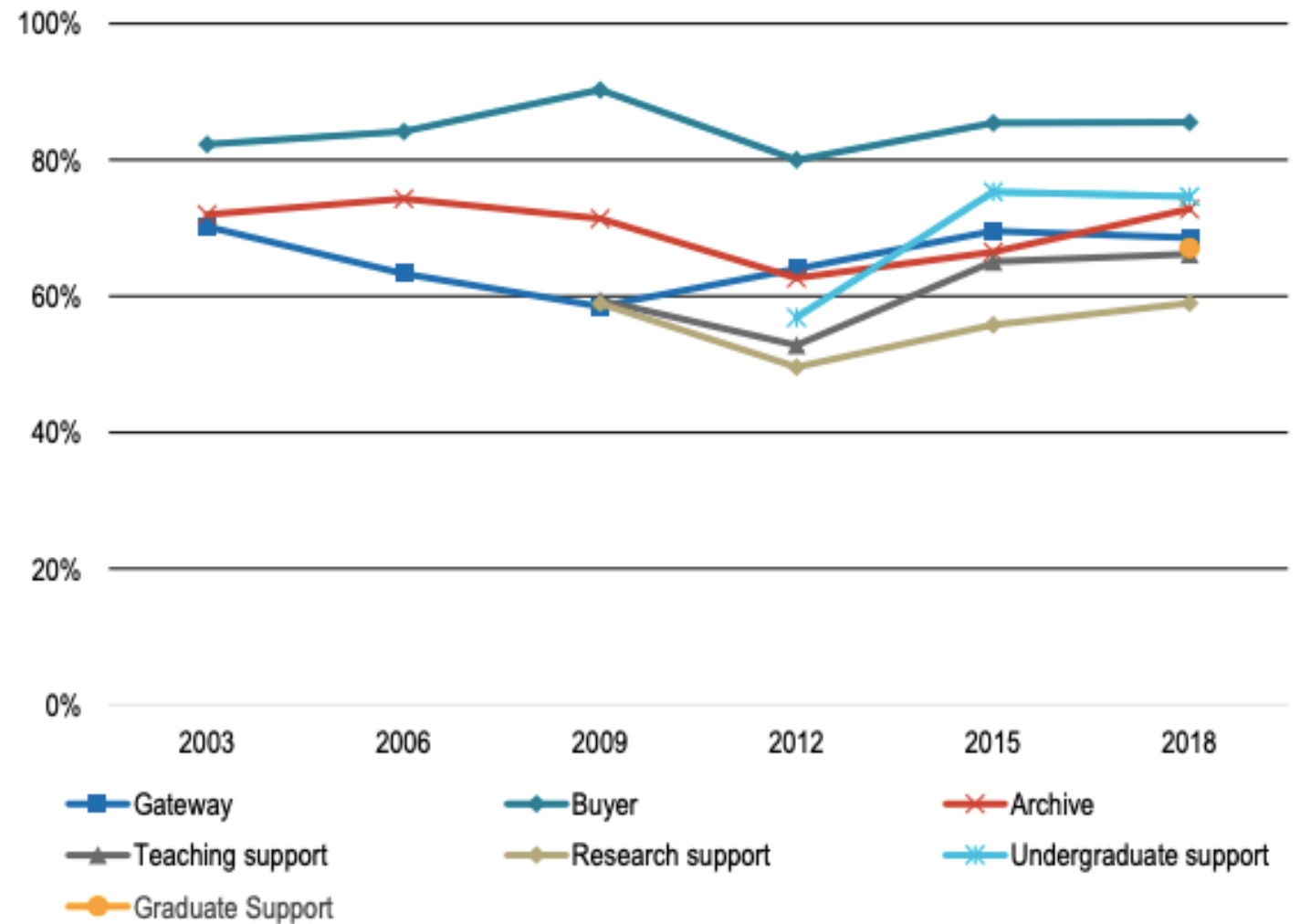
“ Similar to previous findings, the library’s most important function according to faculty continues to be the library’s ability to pay for the resources they need, such as academic journals, books, and electronic databases.

This buyer role has consistently been reported as the most important function of the library since 2003.

- Ithaka 2018

Buyer or Colleague?

Re-Positioning your mission,
vision, and values



Ithaka 2018:

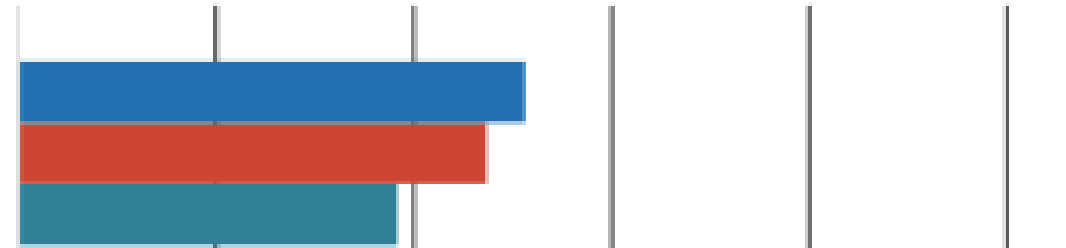


While faculty broadly do not rely substantially on the library in designing their undergraduate courses, many faculty have indicated the importance of the library's value towards student success at their college or university.

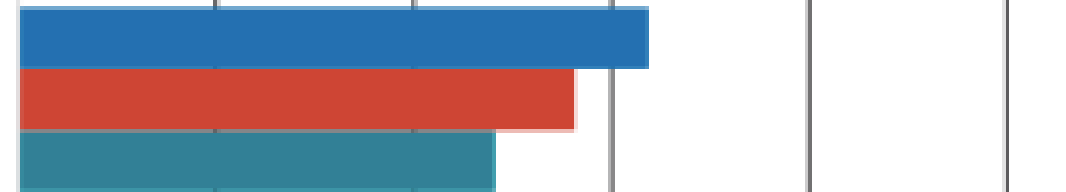
*Half of faculty indicated **librarians and library staff as highly important** in contributing to student success. Overall, faculty members rate themselves as very important in contributing to student success, followed by students' peers (i.e. other students) and academic advisors.*



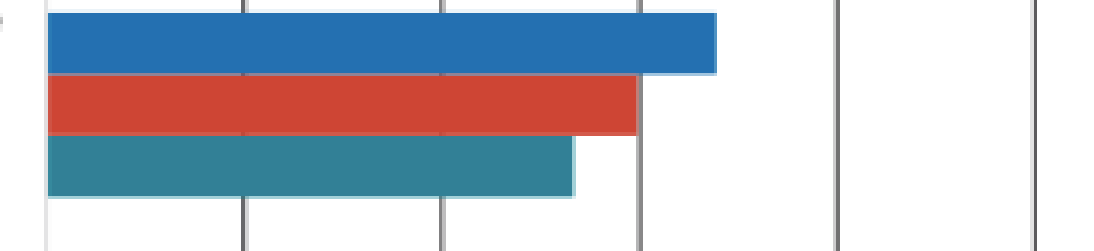
Librarians at my college or university contribute significantly to helping students develop skills to identify media manipulation and disinformation



Librarians at my college or university library contribute significantly to my students' learning by helping them to develop their research skills



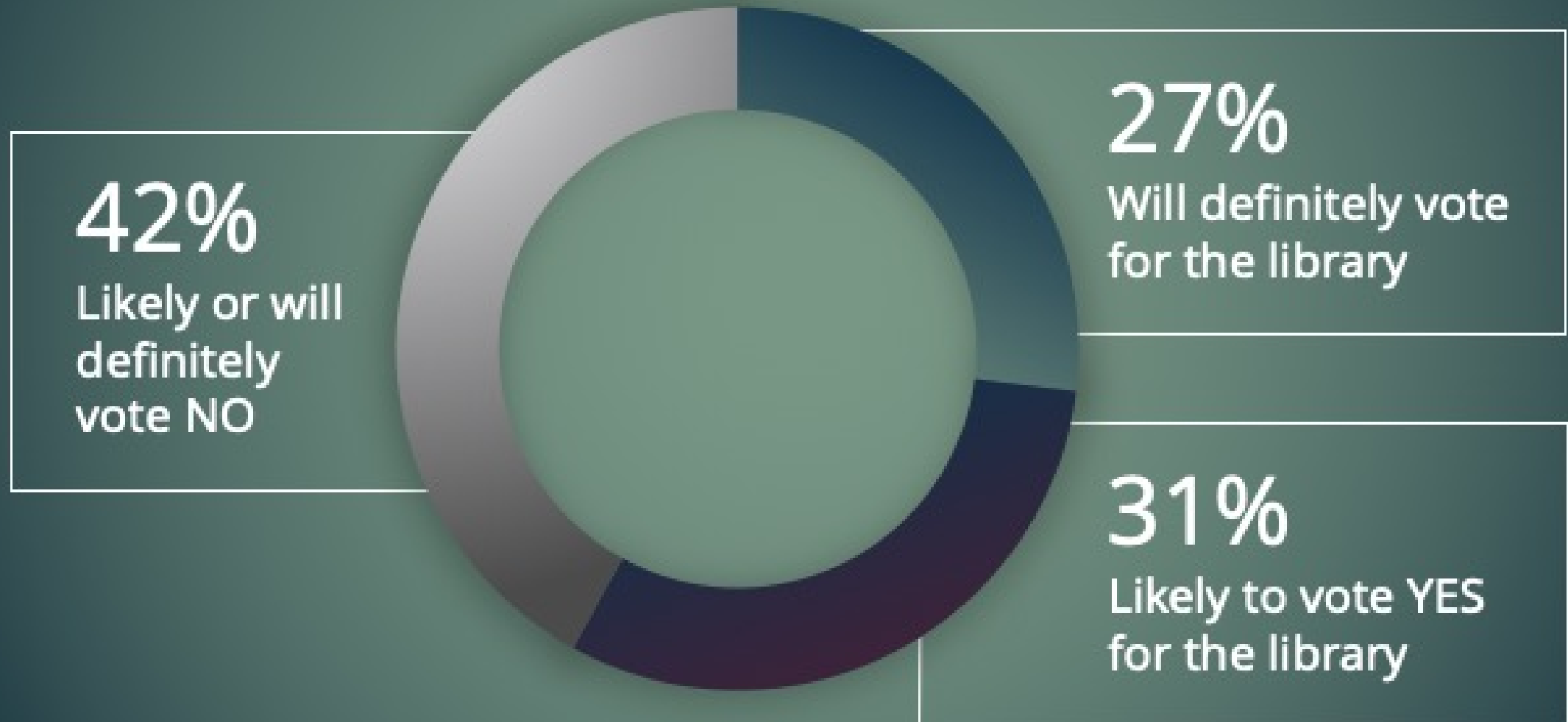
Librarians at my college or university library contribute significantly to my student's learning by helping them to find, access, and make use of a range of secondary and primary sources in their coursework



0% 20% 40% 60% 80% 100%

■ Baccalaureate ■ Masters ■ Doctoral

Voter Attitudes about Libraries



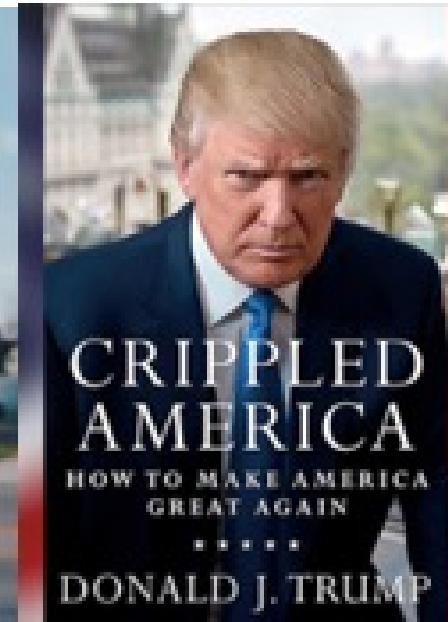
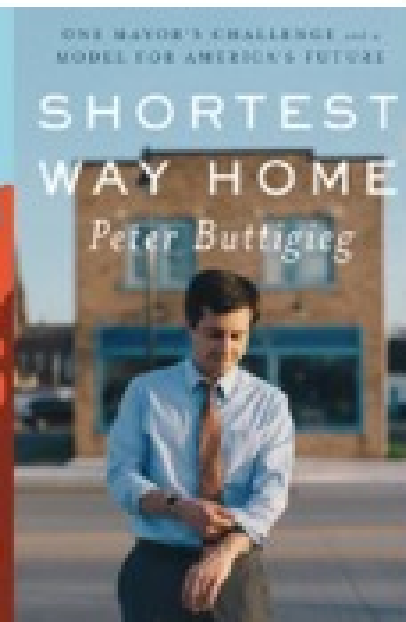
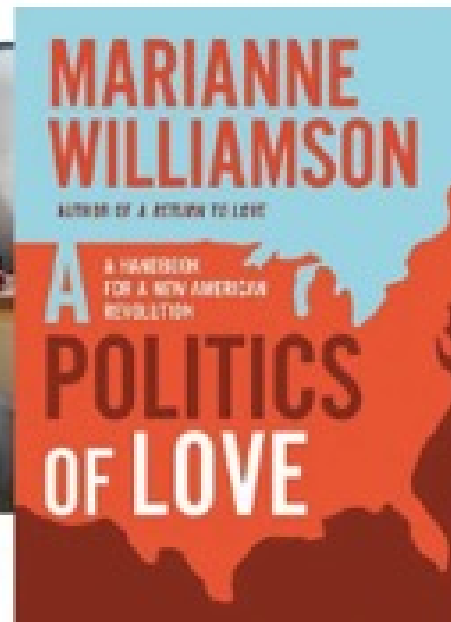
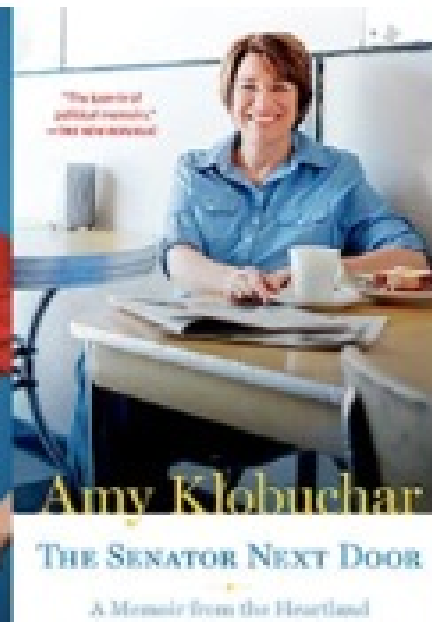
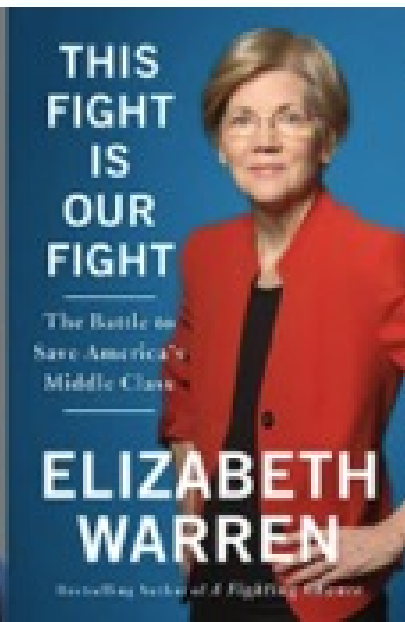
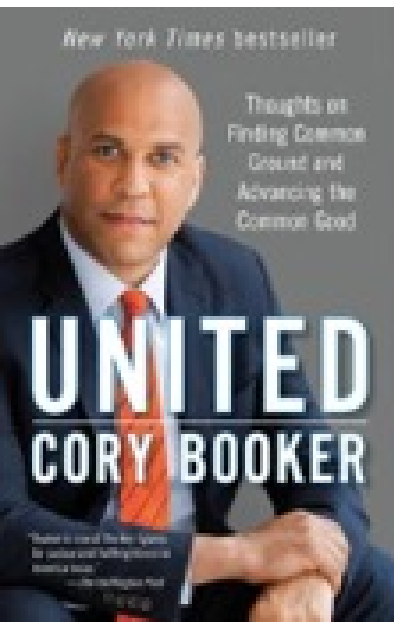
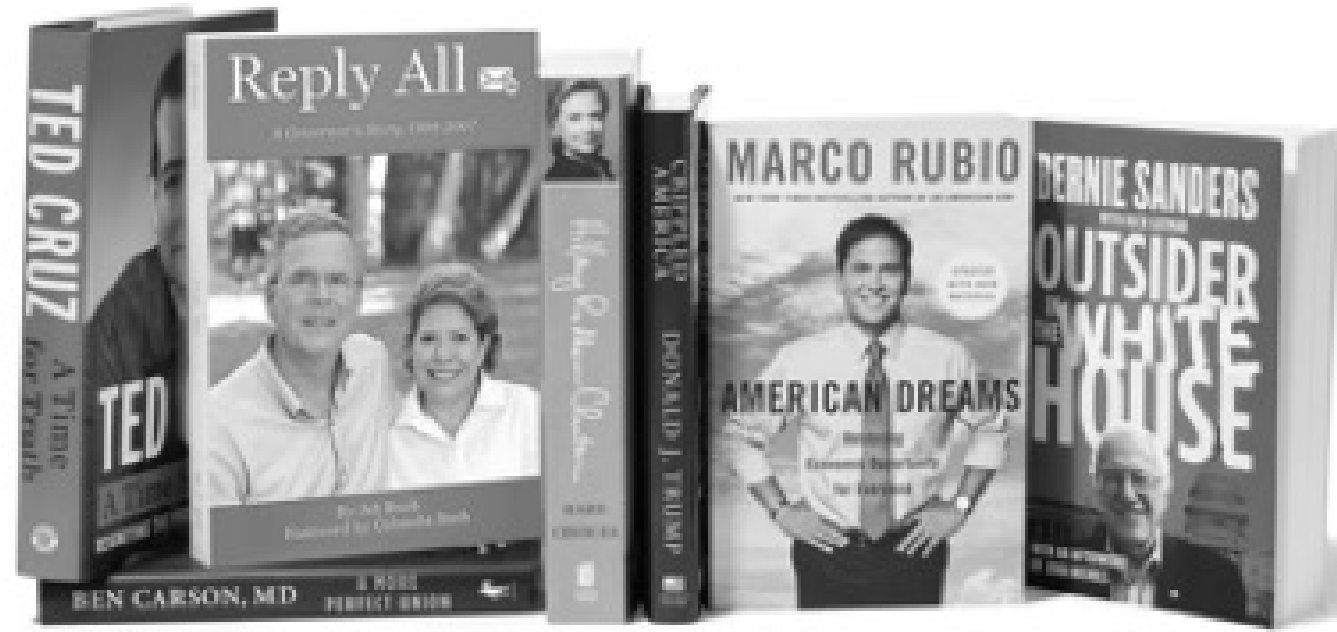


What Does Matter?

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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