

One Ask Advocacy 2019 Worksheet

Suggestions for library directors by Candace Vessella

A Send a monthly email to the state legislators that represent your library (see Libraries & Legislators):

From your list of library programs for the coming month, invite the legislators to attend up to 3 programs that support the 3 target areas – SCHOOL Ready! EMPLOYMENT Ready! HEALTH Ready! Include date, time, program title, and short description when sending.

Be sure to be present to welcome the legislator, introduce the legislator, explain the importance of these services, and give the legislators an additional copy of the One Ask handout.

B Write one-line stories, 1 in each target area, pertaining to your library patrons

C Estimate amount needed and how additional funds would be used to support services in the 3 target areas at your library.

Use this area to fill in information & use it for “5 Points for Asking for Money” conversations

	SCHOOL Ready!	EMPLOYMENT Ready!	HEALTH Ready!
A: Send eMail			
B: Write Stories			
C: Fund\$ & What			

Please share this with DDL/DLA (events@lib.de.us) for statewide advocacy!

5 Points for Asking for Money by *Cathy De Rosa*

1. **Introduce yourself**
ex: Hi my name is <name>, I live in your district and my local library is <library name>.
2. **Share** what you’ve heard are the greatest needs in our community (school, employment, health).
ex: I’ve heard the greatest needs in our community are education, employment, and health, what do you think?
3. **Share** a few ways your library is working to solve these problems. Pick one example based off the reaction of the legislator when you listed them before.
ex: To ready children for kindergarten, the <Library> offers storytime programs for babies to preschoolers. These programs use stories, rhymes & songs to teach early literacy skills.
4. **We need** your help to make this vital work a priority for this legislature. Our funding is half a million dollars less than it was 10 years ago. We have vital needs and not enough resources.
5. **What** is your passion? What else are your priorities? What else can I help you with?

Later follow-up with a hand written note reiterating the legislator’s greatest concerns, what we’re doing about it, and ask for their support.