

Crafting Your Message

from the American Library Association's Advocacy University

Step 1: What is the main thing you want to say? *(in 15 words or less)*

Step 2: What statistics and anecdotes would support this point?

Statistics	Anecdotes

Step 3: Why is this important?

Step 4: What can the listener do to help?

Target Your Audience

from the American Library Association's Advocacy University

Who is your target audience? *(be specific!)*

Consider what this target audience needs to know and how you can best reach them:

- What does your target audience know and think about your library right now?
- What do they need to know to help you reach your library's goals?
- How will **they** be better off if you reach your goal?
- What are the best ways to communicate with them?