

# Advocacy



Defined and Demystified

ad·vo·ca·cy

the act or process of supporting a cause or proposal : the act or process of advocating



# American Library Association (ALA)



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**NEW ADVOCACY TOOLS**



# **Public Library Association PLA**

Advocacy - the process of acting on behalf of the public library to increase public funds and ensure that it has the resources needed to be up to date, is critical to the success of libraries.

# **ABOS**

Advocacy - to promote outreach  
and bookmobile services.

ad·vo·ca·cy

the act or process of supporting a cause or proposal : the act or process of advocating



# mar·ket·ing

**Marketing** is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.  
(Approved 2017)



AMERICAN MARKETING  
ASSOCIATION

# Advocacy vs. Marketing

## What's the difference?

### Advocacy

- This committee is charged with working to promote outreach and bookmobile services.
- Kim McNeil-Capers  
718-990-8669  
[board1@abos-outreach.com](mailto:board1@abos-outreach.com)

### Marketing

- This committee is charged with increasing the public awareness of ABOS and its purpose.
- Lori Berezovsky  
[secretary@abos-outreach.com](mailto:secretary@abos-outreach.com)



**6 C's of**

**EFFECTIVE ADVOCACY**

# **The 6-C's of Effective Advocacy**

**Competence**—Knowing the Who, What, Where, How, and most important the “**Why**” of library service.

# **The 6-C's of Effective Advocacy**

**Commitment** – Sustainability  
of programs, services, and  
collections.

# **The 6-C's of Effective Advocacy**

**Communication** – Your  
internal and external message.

# The 6-C's of Effective Advocacy

**Courtesy** - Knowing the importance of “thank you” and the culture of organizations, associations, etc. Advocacy is not the place for being shy, aggressive, pigheaded, nor rude.

# The 6-C's of Effective Advocacy

**Collaboration** - Building relationships—finding common ground. Advocacy is a joint venture—you need to find your allies and work with them.

# **The 6-C's of Effective Advocacy**

**Connection** – Connecting the  
dots to/in your library.





2019 Presentation in Omaha, NE

Presented by

Eletha Davis '14

Marianne Thomas '15

Pattie Johnston '16

Ann Plazek '17

ABOS Past Presidents